

## Executive Summary

The PARK group is composed of 5 members, ranging in age from 18-24. The group serves as a consulting firm for companies who are looking to compete for grant funding to make a green park for children. The company has researched through the internet and has found the best prices that will fit the grant up to \$153,800. The company has located both physical items (such as toilets, fountains, etc) and outside items (such as mulch and plants) that are friendly to the environment at a reasonable price. These items will also work to convert older parks that need renovation into a more modern, eco-friendly park that will save energy and water.

In addition to the new or renovated facilities, the PARK group has also located eco-friendly materials that will be used to clean the rest areas. These products will be renewable, free of dyes, scent free, and are recyclable or biodegradable.

The PARK group is available for consulting and will provide your business with all the information and products needed to complete a successful grant for an eco-friendly park.

**OBJECTIVE:** Become a consulting firm for parks who are searching for grant funds and need green alternatives to add to their park

**MARKET OPPORTUNITIES:** We will advertise on the web and will also contact park directors about grants available and what we can do for them

**PROFIT:** We will figure a percentage of the total grant or we are available at an hourly rate.

## **Products and Services**

PARK will be available to hire for any park who is searching for a grant to build, expand or renovate. We will research for grants that meet your needs, and will provide prices of materials and services that fit the grant. Our target customers could be anywhere in the US who wants to upgrade or build a new green park. We can reach our target customers by website or in personal contacts with park officials. Our consulting firm is unique in that we only deal with green, eco-friendly park materials.

## **Marketing Plan**

We will set up a website to market our consulting firm, and will also do personal contact with park directors. We will contact by email also whenever a grant becomes available for a particular geographic area.

The following members of our team will be responsible for these areas:

Researching for grant available- Morgan

Contacting clients through email, internet, personal – Victoria

Billing, clerical work, ordering - Kellie

Researching for green materials on internet- Nicole