

## Chapter 1 : Garden Center Business Plan by Kaylani Bradshaw on Prezi

*If you haven't written a business plan for your new garden center, it's time to get started. Rather than avoiding your business plan, keep your business plan simple. Ultimately, your business plan is intended to be a resource for you, the business owner.*

Garden Center As the presidential election draws near, garden center retailers and other green industry business owners have begun to consider the impact that the election may have on all their lives, on a personal as well as professional level. Garden Center spoke with several experts to get their insight into the effects of the presidential election on the green industry, which we share across the next several pages. Throughout the section, we present the results of this study, which looked into whether or not you will vote, which issues you consider most important, whether or not you will encourage your employees to vote and other topics of interest. No matter which candidate you decide to support, remember that your vote WILL have an impact on the future of the nation. Get out and vote this Nov. They might also go so far as to say that the entrepreneurial spirit that once was a hallmark of America has been squashed and discouraged. Some small business owners blame the Obama administration for their woes, while others say their troubles are merely the result of one of the worst economic droughts in history. But then again, there might be no change at all. What can small businesses expect over the next four years if Obama stays in office or if Republican Mitt Romney takes over the office? Bob Redding has a few predictions based on his long career as a lobbyist in Washington, D. He believes that Congress will stay Republican after the election even though he believes the difference in the number of Republicans versus Democrats might get a little smaller, and if Romney is elected, he will support the pro-small-business tax agenda Congress will push. Redding feels this will have a better chance of becoming law. But there also could be a potential roadblock in the Senate. If you had closer to 60, you would have some Democrats flip over and support the Republican majority on the small business tax issue. But you would need the full 60 votes, and if you have that and the legislation gets to [Romney], I believe he would sign it. Under a second term with Obama, he believes people would see more worker safety initiatives and an agenda even more heightened than it has been in the last four years. Most people feel that the majority of businesses favor a less aggressive EPA, and they would be right. But believe it or not, some industries favor a more aggressive EPA, especially if it means putting less qualified competitors out of business due to compliance issues. And those industries feel that, under the Obama administration to date, the EPA has not been as aggressive as it should be. Regarding the health care initiative that became law, Redding says that he feels most small business owners did not support it and would like to see some provisions repealed. But he said even if Romney is elected, repealing those provisions will be a difficult task. Getting up to 58 to 59 will be hard to do. Therefore, he feels a change in administrations could impact the economy in a positive way if that administration can move certain laws forward. Molly Brogan, vice president of public affairs for the National Small Business Association NSBA, sees things fairly similarly to the way Redding sees them as far as what might be in store for small businesses over the next four years if a new administration comes in. Like Redding, she sees taxes as a major issue in the next election. That said, Republicans typically are in favor of lower taxes. Romney, she says, has talked about reducing marginal rates and corporate rates, but if he wins, he will also need to focus on cutting individual rates for small businesses. Therefore, they pay the individual tax rate, not the corporate rate. Health care is another huge issue for small businesses, and the candidates have very different platforms on this subject. Romney, too, has talked about the need to ease regulations on businesses, so Brogan feels both he and Obama can offer positive things in this arena. When it comes to the environment, there appears to be a general understanding that Democrats favor more stringent rules than Republicans. Brogan says if Obama is reelected, more oversight of environmental initiatives will continue. Jason Stahl is a Cleveland-based freelance writer. The president and his administration do not create legislation, but they have a tremendous impact on us through the regulatory process. What have they expressed about their support for us? Are they talking about the Farm Bill and its support of horticulture? What is in their platform? What are they saying about immigrant workers? Are they proposing a solution that

will help our business get the labor they need to survive? How will they impact our industry positively and negatively? What about small businesses? Will their administration seek solutions to help small businesses grow and succeed? What about larger employers? Our biggest companies also need consideration for success. Are they supportive of investing in higher education? Research and many of our future leaders will be graduates of land-grant institutions. And many will come from vocational schools. Will investment in post-secondary education be a priority? We are a very diverse industry in all measurable ways and we have varied interests and needs. But there are core issues that impact all of us, and what I have shared is just the tip of the iceberg. I would never advise anyone on for whom they should vote. But I do encourage everyone to consider the long-lasting impact a president can have on our industry and your business through his constitutional authority and leadership. Geary Just do something H. And in no election cycle I can remember are the American people more confused about what they want and more likely to get it good and hard. As I travel around the country, I am hearing more and more complaints about Washington, D. Those were also times when the government we got with those elections was far less intrusive in our lives than is government today " at all levels, and in many forms, most particularly, in the form of taxes and regulations. Start by learning the arguments on both sides of issues important to you. Knowing both sides will help you decode which candidates are speaking knowledgably and which are pandering. Knowing both sides also gives you a shot at influencing others who are uncertain or undecided, but might swing your way in the voting booth. There are dozens of ways to help " distribute material, man a booth, make some calls. If you want to really help, get in the money game. No elected official delays returning calls to a person who helped raise money, even modest amounts at a home party. Think politics is just a game? You have just until the evening of Nov. History suggests that Obama is in a strong position given that 78 percent of incumbents have been re-elected. The only presidents in recent memory who have lost had strong primary challenges that weakened them. Ronald Reagan in , President Carter was challenged by Sen. Bush was challenged by former Nixon Aide Pat Buchanan in Wisdom suggests that an unchallenged incumbent is easily re-elected. In modern history, Presidents George W. Bush and Bill Clinton are good examples. But there is a troublesome, contradicting fact for Obama. No president in modern times has won re-election unless his approval rating was at least 50 percent at the beginning of his re-election year. In other words, Obama is in slightly better shape than Carter but not quite as good as George W. This factor alone means we will likely have a close presidential contest. Romney must prove he is not Bush, that he does have an economic growth plan, and that he is not simply a big-business-oriented, blue-blooded American that is out of touch with working America. He also has to work harder on his likeability and accessibility. Obama is also seen as aloof and less accessible than his original candidacy suggested. Neither has the Clinton or Reagan touch. They both have strong families, a close group of loyal friends and strong wives that are liked better than they are. They both lack that back-slapping pol quality that produces greater likeability with the average voter. Obama has some advantages since the public respects him, basically trusts him and thinks he is on the side of the average person. Obama polls well on foreign policy, which helps him with independents and takes away a traditionally strong Republican issue. Obama also has a very powerful re-elect organization that understands how to use social media and mobilize voters, is well-funded and very well-organized. Romney will be far better than McCain, but his long primary fight and the many attacks by members of his own party have wounded him and have him behind in fundraising. Many think that the advent of Super PACs individuals who can put an unlimited amount of money into political advertising will help him even the score. Republican fundraisers will ensure that Romney is not outspent, as McCain was by Obama in A weak economy, the failure by unions, a well-organized Democratic effort to recall Wisconsin Gov. Even his most ardent supporters think he over-promised on social issues and under-delivered on the economy. Obama needs to say that it will take at least four more years to get rid of these wars and the economic damage done by the Republicans. Various reputable polls predict that this presidential race will be very close. With just weeks to go, many things can happen, but all indicators show seven swing states Wisconsin, Florida, Michigan, North Carolina, Ohio, Pennsylvania and Virginia will likely decide this race. Perhaps more importantly, about 8 percent of voters are truly undecided. This small, highly educated and influential group will likely pick the next president. The last important part of this election

involves Congress. In , House Democrats lost 63 members costing them the majority , the biggest loss since the Franklin Roosevelt presidency in Most pundits feel that Republicans will lose five to 10 seats but hold on to their majority. The Senate math favors the Republicans because Democrats hold 23 of the 33 seats up for re-election. Democrats lead 51 to

## Chapter 2 : Best Decor Ideas Garden Center Business Plan For “ Garden Ideas

*The garden center business plan template is fully geared towards the garden center retail business. Easily add project plans, phasing diagrams, floor plans, specific plans and more as is needed. Easily insert financial data from the financial application.*

Michelle Simakis At the end of August, employees at Hyannis Country Garden noticed that a plastic resin gator the length of a professional basketball player and a tortoise with a 5-foot-diameter shell, each weighing pounds, were missing from the koi pond. Nan Ingraham has worked at the garden center for about 18 years, and before , could count the number of major crimes in the store on one hand. Ingraham remembers when someone stole several plants from the Cape Cod, Massachusetts garden center. But this past year was different. The garden statues were mascots for the business. And the 8-acre property is surrounded by a 6-foot-tall fence. Ingraham posted a message on Facebook, asking people to share information. The story quickly caught the attention of the media, and videographer Eric Williams, who works for local news outlet the Cape Cod Times, decided to tell the story on YouTube. The video, which can be viewed at [www.](http://www.) They had a few scratches and dings on them, but they were in pretty good condition. We took them with no questions asked. But a few months later the business was struck again, and the circumstances were more serious. Target for thieves On Dec. Look for switched tags and sale stakes. Use empty display boxes or special orders for high-cost items. After hydroponic equipment was targeted at Hyannis Country Garden, they decided to special order the equipment for customers instead of keeping it in stock in their stores. The display boxes are on the floor, but the equipment is locked in a safe room and must be requested. Minimize blind spots and consider store layout. Keep expensive equipment near the cash register or front of the store. Arrange displays so that you see within aisles and toward the back of the store. But less than a week later, on Christmas Eve, they came back. People who are going to steal once from a retail site are going to steal again. The average shrink in the NRF survey was 1. According to the Small Business Administration, the last time someone studied crime at small businesses specifically for the SBA was in the late s. Hollinger says although small businesses are not immune to employee theft, they have an advantage over the big box stores. Another way to monitor accounting errors is to periodically ask employees to ring you out and see how accurate they are. If you do catch an employee stealing, Raisch says the best thing to do is report it to the police and prosecute. Garden Center crimes in the news During the past few months, Garden Center magazine has been collecting news reports about crimes at garden centers. Here are a few excerpts from articles about various incidents at independent retailers, with names omitted. The men asked for a male employee by name and when the worker appeared, one of the men fired a shot at the employee but missed. Keep track of the selling price, discounts and revenue brought in and know the shrink percentage. Catching mistakes increases profits. But bigger loads of items can be difficult. Get on a ladder and look. Just looking in there gives [vendors] the feeling that [owners] are checking, and periodically they should measure out the whole load. They should do that on a regular basis because it keeps honest people honest. ADT also has a program that includes video surveillance and the ability to monitor businesses via mobile device. One of the most challenging factors for garden centers is that much of their merchandise is kept outdoors. He had already installed an extensive video surveillance system five years ago with 32 cameras at both of his retail stores that feed into his office. And in less than one year, he reduced the amount of outside shrink by 7 percent, and by 2 percent storewide. It definitely helped our bottom line. Train employees on how to handle situations and what to do if they do catch someone trying to steal an item. Have a policy, but also try to deescalate the situation. Ingraham says many people try to hide or forget about merchandise in the bottom or back of garden carts, so employees are trained to inspect carts at the register. They also help customers carry merchandise to their cars. Raisch suggests having employees check receipts before customers walk out the door as well. Sometimes, a little bit of creativity and kindness can go a long way, too. Instead of threatening to punish the culprits who stole the gator and tortoise, Ingraham thinks their social media posts and fun, lighthearted video helped get their products back, and it created a community watch system. The cameras they did have installed during the December break in paid off, too.

The people who broke in were arrested.

*Rose Petal Nursery garden nursery business plan executive summary. Rose Petal Nursery is a start-up plant, shrub, tree, garden supply provider, selling to homeowners and contractors.*

A national study by the Southern Association of Agricultural Experiment Station Directors revealed that repeat customers contributed more than 80 percent of all nursery sales. Successful green-industry professionals tailor their design details to showcase frequently changing garden displays that appeal to these loyal repeat patrons while also enticing new customers. By integrating seasonal displays, prominently displayed plant cultural information, hardscape offerings and companion products, business owners can increase their sales. Landscape your entrance effectively to capture attention and pique curiosity. The first garden display customers see is the outside entrance to a nursery, greenhouse or garden center. A superior landscape design boosts curb appeal and plant sales. Use this area as a living billboard to advertise the quality of, and uses for, plants you offer for sale. Install large windows across the front of your business as an extension of your exterior landscaping to invite customers inside. Display a multi-tiered colorful plant design inside the windows using hanging baskets, benches and designer flowerpots in different sizes. Install a prominent focal point display near the center of your business that draws your patrons toward it, as they navigate through sections of plants for sale. Use this display to resemble a focal point within an actual garden. If your area is large enough, consider constructing a gazebo or small deck. If your area is smaller, use interlocking or stacking blocks to build a wall or enclosed garden area. Use the gazebo, deck, or wall to frame your plant displays. Change displays often, at least once each season, to model different design ideas for your patrons. Attract repeat customers by including different plant types in displays, including trees, shrubs, annuals and perennials. Feature unusual foliage, exfoliating bark, fragrant plants and colorful flowers. Design a backyard sitting area that not only offers patrons a place to rest during shopping, but also integrates backyard wildlife into the garden. Offer items for sale such as bird baths, bird feeders and birdhouses. Arrange stepping stones throughout the sitting area to resemble garden paths, and supply a variety of designs. Group plants together that have similar cultural requirements such as light, water and fertilization needs. Provide cultural information for each plant on prominently displayed and laminated signs. Include botanical names as well as common names. Incorporate companion products such as fertilizer and pest-control products in plant displays, without detracting from featured plants. Design a section for themed gardens and use this section as a teaching tool as well as an additional sales opportunity. Moonlight gardens “filled with fragrance, white foliage and flowers” are perfect for working people who have long-day schedules and can only enjoy their gardens late in the day. Set up a water garden feature toward the back of the garden center that can be heard from the front. This will pull customers through other garden displays as they make their way to see the water garden. Things Needed Plants, mulch, fertilizer, pest control products for front landscape display Front windows facing street-side entrance Plant inventory with containerized ornamentals, hanging-basket plants and balled-and-burlapped trees and shrubs Plant benches and A-frame displays Gazebo, deck or bricked garden display Garden benches and chairs Bird feeders, bird baths, birdhouses Stepping stones.

### Chapter 4 : Starting a Profitable Backyard Nursery Business - Organic Gardening - MOTHER EARTH NEW

*This plan outlines how this business will provide Spokane with a specialty nursery and garden center that is stylish, respected, and consistent, and which is intelligently staffed with caring and well-informed employees.*

Garden services work with homeowners to install and maintain colorful gardens, borders and water features. The Professional Landcare Network notes that gardens and other landscape features also make business environments more attractive to potential commercial tenants. Document your garden business. Select a business structure with a certified public accountant familiar with gardening or landscaping businesses. Common business structures include sole proprietorships, limited liability companies and Subchapter S corporations. Consult with a commercial insurance agent about liability insurance. Contact your state department of revenue about a sales tax license. Lease business and storage locations. Find a small office easily reached from main roads. Ensure that the office has high-speed Internet access to facilitate client communications regarding garden specifications and designs. Lease a storage unit to accommodate your garden installation equipment and supplies. Examples include tillers, aerators and gardening tools, such as shovels and hoes. Plan to purchase plants, soil and other garden accessories for specific customer projects. List your garden business competitors. Local garden center staffs frequently offer computer-aided garden design services. The employee surveys your property, and designs a garden that meets your sunlight and drainage parameters. The customer often receives a discount on planting supplies purchased from that retailer. Landscaping companies often employ certified landscape designers who design gardens and outdoor living spaces. Publish your garden-related services. Work with a graphic designer to create a garden services list accented with colorful flowers and plants. Include photographs of past garden projects, along with references from satisfied customers. Add creative ideas for gardens of varied sizes. Emphasize your ability to design a garden for customers with varied preferences, budgets and environmental constraints. Purchase gardening tools and equipment. Buy planting, weeding and pruning tools from a gardening specialty company. Add labor-saving supplies such as garden carts, pot lifters and other special-purpose tools See Resources. Visit local home improvement stores or garden centers for tillers, edgers and aerators. Buy powered equipment if your budget allows. Hire personable garden-savvy staff. Place newspaper help wanted ads for knowledgeable, physically capable gardeners and plant hobbyists. Consider applicants seeking part-time or on-call work. Outfit your staff in matching company attire. Market to businesses and institutions. Bureau of Labor Statistics. Present a live floral gift and at least two budget-friendly garden concepts. Utilize chamber networking and business expo events to showcase your garden business See Resources. Promote your garden business to homeowners. The Washington State University Extension stresses that garden-related businesses can utilize personalized service to appeal to consumers. Create garden concepts that incorporate colorful, climate-appropriate plants and flowers. Display small-scale gardens at regional home and garden shows. Speak to garden clubs and offer special garden installation discounts for members unable to create or maintain home gardens. Things Needed Photographs of past garden projects References from satisfied customers List of local colleges with horticulture or landscaping programs Floral gifts for chamber member visits List of climate-appropriate plants and flowers List of local garden clubs Garden club member discount sheet References 3.

**Chapter 5 : Nursery Business Plan - Executive summary, Management and ownership**

*Garden Center Business Plan gehört zu den meisten Bild haben wir im Internet aus zuverlässiger ermittelt Kreativität. Wir darstellen ein Gehirn um dies zu diskutieren Garden Center Business Plan bild darauf Webseite weil vorausgesagt auf Konzeption via Yahoo Bild, Sein eines von die allerbesten reded Fragen stichwort auf Yahoo Internet Suchmaschine.*

The most likely case assumes 11, customers the first year after the restructuring. To repay the entire loan amount by the end of the fifteenth year and to provide the shareholders with an exceptionally stable income. Our goal is to become the premier nursery destination in Spokane, Washington, during the next two years. Wonderland Nursery plans to closely monitor changing technology to be certain that the company is using the latest and most cost effective equipment and that it keeps up with current trends in the marketplace. When growth has stabilized we plan to add extra services for customer convenience such as organic produce, greater selection of products, especially seasonal, and continued growth of the food operations. In addition to the above goals we will survey our customers and make changes in our programs and add services to meet their changing ideas in the marketplace. To obtain the first two sets of goals we will try to maximize sales with an extensive campaign to promote our services. We will utilize the radio stations and newspaper along with brochures, media advertising, pamphlets, use of coupons, referrals, and a variety of other advertising and marketing tools to reach the customer base of Spokane, Washington. We expect to flood the market with advertising until consumers become aware of us and more comfortable with our company. As we grow, word-of-mouth referrals will bring in increasing numbers of customers and we will reduce our reliance on advertising. The dominant driving force behind our company will be profit and income and to provide the best possible related products and service. To become the premier nursery in Spokane, Washington, we will offer outstanding quality, good hours, exceptional service, and reasonable pricing. We will listen to our customers and conduct surveys. We will offer frequent user discounts. In the future we may consider diversification and enter new market areas such as providing organic produce. In , lawn and garden sales showed its first slow-down in growth since Even so, sales still topped the levels. Most experts attribute this aberrant downturn to one reason, namely El Nino. Wonderland Nursery is a full service nursery and combines entertainment and limited dining at a competitive price. We have a bigger selection of products, more specialized plant selection and offer a much higher level of service than do our competitors. We try to promote an atmosphere that gives people a comfortable place to spend their time and money. Susan Smyth will continue to operate the business as a corporation. The principal shareholders will be Susan and her husband. With our new equipment, inventory selections, and property improvements we will also have definite market advantages. Ultimately, we will expand the business to achieve its full potential. The biggest problem we face is restructuring the operation to give us the time and money needed to fully implement our plans and achieve our goals. To maintain operations, the business maintains a nursery license, scale license, seed dealers license, health license, occupational use license, and sales tax license. The future holds the promise for almost unlimited growth and income as the business matures and considers other markets and products. Enhanced food services will be offered in the future as the needs are demonstrated. She used this experience to develop Wonderland Nursery. The business was successful until the lease was lost on its original location. This precipitated a move to our present location. The move caused us to open grossly undercapitalized. We have managed to survive the past couple of years, but the restructuring we are planning will put us over the top toward achieving our full potential. Wonderland Nursery will supplement its skills by using outside consultants in areas such as legal work, income tax preparation, insurance, and general business advising. The business was set up as a corporation primarily for liability reasons and makes it easier to secure investors. To continue operation, as many as thirteen full-and part-time employees will be utilized to help in areas such as bartending, waiting on tables, and for labor. As the business grows, additional part-time or full-time employees may be added to handle the increased workload. The past decade has seen this segment of the population grow by more than thirty percent. It is growing five and a half times as fast as the general population. The few existing nurseries

that cater to our clientele are not nearly as knowledgeable or service oriented. They pay little attention to detail and customer satisfaction. Wonderland Nursery and its ownership will embrace the concept of trying to become a focal point for our clientele. The timing for such a business is perfect. Given the proper kind of financial restructuring, a significant window of opportunity exists for Wonderland Nursery to take advantage of the huge growth of the area. This business will be providing the "Right Service at the Right Time. We are unique to Spokane, and indeed all of Washington. Customers will be attracted to the nursery because our atmosphere, pricing, and facilities. They will be made to feel welcome and as part of the family. Some major advantages Wonderland Nursery will have over potential competition and conventional nurseries are: The market areas we will concentrate on are Central and Western Spokane, Washington. These areas have been growing rapidly for the past several years and should continue for the foreseeable future. Once the concept catches on locally, we feel the potential is unlimited. As we grow we will have the financial capacity to carry on an advertising campaign on a regional basis. The economy is in the midst of a particularly strong growth period. Many new jobs are being added to the local community. Ever increasing numbers of Californians are coming to this location. All of these factors are cause for a much greater interest in nurseries. All of this activity can only help our attempts to restructure this nursery. Listed below are just some of the reasons that the Spokane, Washington, area is growing and why it is a good time to be running any kind of business that caters to this growth: The local economy is booming and virtually busting at the seams. Spokane, Washington, has become a magnet for religious organizations. More than 65 nationally based Christian organizations are headquartered here. Spokane, Washington, has a new airport and a nearby Free Trade Enterprise Zone that should grow and attract even more new businesses. The new Seattle Airport is open and provides an economic boost to the entire state, including Spokane, Washington. Gambling in nearby Oregon continues to draw many visitors and some new businesses. Every week, we see articles in the newspapers of California residents and companies relocating here. The world-renowned Five Star Hotel has completed an extensive remodeling. MCI and Quantum Electronics are undergoing large increases in their operations here that should add many hundreds of employees. Many experts predict Spokane, Washington, will become the second fastest growing city in the state between now and the year King County is predicted to become the largest county in the state by the year The local economy is now more diversified than it was when troubles occurred in the local economy in the late s and early s. The estimated population of King County in is , people. The number of households is approaching , Projections see this trend continuing for the balance of this decade. From the above figures it can readily be seen that the potential market for our services is huge. We feel with our pricing and value we will become a price and industry leader within two years. The advantage of our service is that it could appeal to all segments of the community. On a limited basis there are few competitors such as nurseries, landscapers, and related businesses. The following table summarizes the local competition:

*Garden Center company startups: A strategic business plan need to include details of key personnel and their relevant experience are also important, as is operational information like office location, special equipment and expected employee headcount.*

Strategic Analysis with current research! The Company was founded in by John Doe. The business will carry a number of seasonal and year round perennial species. The Company will sell to both individual customers and landscape contractors. The Company will also generate secondary revenue streams from arranging the transportation or large orders of trees and plants on behalf of individual customers and landscape contractors. The third section of the business plan will further describe the services offered by the Plant Nursery. The interest rate and loan agreement are to be further discussed during negotiation. Doe has more than 10 years of experience in the landscaping industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. Doe intends to implement marketing campaigns that will effectively target individuals and landscape contractors within the target market. The Company is registered as a corporation in the State of New York. Below is a breakdown of how these funds will be used: Doe is not seeking an investment from a third party at this time. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of Plant Nursery, Inc. Based on historical numbers; the business could fetch a sales premium of up to 4 times earnings. The Company will maintain a large outdoor area where plants are kept and can be selected and purchased by customers. Additionally, the Company will maintain a sizeable greenhouse facility for expensive plants and plants that require careful handling. Currently, the economic market condition in the United States is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. Many economists expect that this recession will continue until mid, at which point the economy will begin a prolonged recovery period. This is a mature industry, and the future expected growth rate is expected to mirror that of the general economy. However, with the current economic situation at hand, Mr. Doe anticipates that the industry will experience sluggish growth as the demand for new housing starts has waned. However, among gardening enthusiasts, Management anticipates that demand will remain strong. In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. Below is an overview of the marketing strategies and objectives of the Plant Nursery. Doe intends on using a number of marketing strategies that will allow the Plant Nursery to easily target individuals within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. Below is a description of how the business intends to market its services to the general public. This is very important as many people seeking local retailers, such as plant nurseries, now the Internet to conduct their preliminary searches. Doe will register the Plant Nursery with online portals so that potential customers can easily reach the business. The Company will also develop its own online website showcasing the operations of the business, its inventory, hours of operation, and other services offered by the business. Doe will develop ongoing relationships with landscape contractors that will purchase inventories of trees and plants from the business in bulk on a regular basis. In time, these contractors will become an invaluable source of business for the Plant Nursery. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page. For each owner or key employee, you should provide a brief biography in this section. However, the Company will have a loyal customer base of gardening enthusiasts that will continue to purchase plants and trees on a regular basis. Additionally, the high margin revenues generated by the Plant Nursery will allow the business to remain profitable and cash flow positive despite

moderate declines in revenue.

## Chapter 7 : Best Garden Center Software | Reviews of the Most Popular Systems

*A Sample Plant Nursery Business Plan Template Business Overview It is worthwhile to note that businesses in the plant nursery industry grow nursery plants, such as trees and shrubs; flowering plants, such as foliage plants, cut flowers, flower seeds and ornamentals; and short rotation woody trees, such as Christmas trees and cottonwoods.*

Chief Executive Officer His in charge of Overseeing all other executives and staff within the organization. He is Tasked with board of directors and other executives to determine if company is in accordance with goals and policies. Charged with encouraging business investment. He also promotes economic development within communities. Preside over quality control. In charge of Hiring, training, and terminating employees. In charge of developing and implementing strategies and set the overall direction of a certain area of the company or organization. Provides visionary and strategic leadership for the organization. Collaborate with the board of directors to develop the policies and direction of the organization. He makes sure that the members of the Board of Directors have the information necessary to perform their fiduciary duties and other governance responsibilities. He also Provide adequate and timely information to the Board to enable it to effectively execute its oversight role. Directs staff, including organizational structure, professional development, motivation, performance evaluation, discipline, compensation, personnel policies, and procedures. HR and administrative Executive In charge of overseeing the running of HR and administrative tasks for Ostrander Nursery Monitors office supplies by checking stocks; placing and expediting orders; evaluating new products. Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs. Stays updated on job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Builds the ventures reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments. States job positions for recruitment and managing interviewing process Organizes staff induction for new team members In charge of training, evaluation and assessment of employees In charge of arranging travel, meetings and appointments Oversee the smooth running of the daily office activities. Accountant In charge of overseeing the smooth running of HR and administrative tasks for the organization Tasked with defining job positions for recruitment and managing interviewing process Carries out staff induction for new team members In charge of training, evaluation and assessment of employees In charge of preparing financial reports, budgets, and financial statements for the organization In charge of financial forecasting and risks analysis. In charge of developing and managing financial systems and policies In charge of administering payrolls Ensures compliance with taxation legislation Handles all financial transactions for the company Serves as internal auditor for the company Forest Nursery worker Plants, sprays, weeds, fertilizes, and waters plants, shrubs, and trees, using hand tools and gardening tools. Plants crops, trees, or other plants. Applies chemical solutions to plants to protect against disease or insects or to enhance growth. Harvests plants, and transplant or pot and label them. Marks agricultural or forestry products for identification. Records information about plants and plant growth. Evaluates quality of plants or crops. Sells and delivers plants and flowers to customers. Transports animals, crops, or equipment. Operates tractors and other machinery and equipment to fertilize, cultivate, harvest, and spray fields and plants. Fills growing tanks with water. Inspects plants and bud ties to assess quality. Digs, cuts, and transplants seedlings, cuttings, trees, and shrubs. Cuts trees or logs. Ties and bunches flowers, plants, shrubs, and trees, wrap their roots, and pack them into boxes to fill orders. Packages agricultural products for shipment or further processing. Regulates greenhouse conditions, and indoor and outdoor irrigation systems. Digs, rakes, and screens soil, filling cold frames and hot beds in preparation for planting. Prepares land for agricultural use. Dips cut flowers into disinfectant, count them into bunches, and place them in boxes to prepare them for storage and shipping. Forest assistant nursery Packages agricultural products for shipment or further processing. Moves containerized shrubs, plants, and trees, using wheelbarrows or tractors. Sows grass seed, or plant plugs of grass. Cleans work areas, and maintain grounds and landscaping. Cleans equipment or facilities. Maintains inventory, ordering materials as required. Maintains inventories of materials, equipment, or products. Hauls

and spreads topsoil, fertilizer, peat moss, and other materials to condition soil, using wheelbarrows or carts and shovels. Prepare land for agricultural use. Maintain and repair irrigation and climate control systems. Cuts, rolls, and stack sod. Provides information and advice to the public regarding the selection, purchase, and care of products. Advises others on farming or forestry operations, regulations, or equipment. Folds and staples corrugated forms to make boxes used for packing horticultural products. Traps and destroys pests such as moles, gophers, and mice, using pesticides. Captures or kills animals. Grafts plants and trees into different rootstock to reduce disease by inserting and tying buds into incisions in rootstock. Greenhouse Worker Inspects facilities and equipment for signs of disrepair, and perform necessary maintenance work. Negotiates contracts such as those for land leases or tree purchases. Positions and regulates plant irrigation systems, and program environmental and irrigation control computers. Prepares soil for planting, and plant or transplant seeds, bulbs, and cuttings. Provides information to customers on the care of trees, shrubs, flowers, plants, and lawns. Assigns work schedules and duties to nursery or greenhouse staff, and supervise their work. Determines plant growing conditions, such as greenhouses, hydroponics, or natural settings, and set planting and care schedules. Identifies plants as well as problems such as diseases, weeds, and insect pests. Manages nurseries that grow horticultural plants for sale to trade or retail customers, for display or exhibition, or for research. Selects and purchases seeds, plant nutrients, disease control chemicals, and garden and lawn care equipment. Tours work areas to observe work being done, to inspect crops, and to evaluate plant and soil conditions. Applies pesticides and fertilizers to plants. Confers with horticultural personnel in order to plan facility renovations or additions. Constructs structures and accessories such as greenhouses and benches.

**Marketing and Sales Manager** In charge of Identifying, prioritizing, and reaching out to new markets for our agriculture produce, processed food, new partners, and business opportunities within the agro " allied industry In charge of Developing, executing and evaluating new plans for expanding increase sales of all our agriculture produce and processed foods Tasked with documenting all customer contact and information. Represents the company in strategic meetings Aids to increase sales and growth for the company Security guard In charge of protecting the farm and its environs Controls traffic and organize parking Tasked with giving security tips when necessary Patrols around the farm on a 24 hours basis Presents security reports weekly Plant Nursery Business Plan " SWOT Analysis Ostrander Nursery is a standard plant nursery started to be exceptional and not as a trial and error, which is why conducting a proper SWOT Analysis became a necessity. We at Ostrander Nursery believe that getting our things right from the start would mean that we have succeeded in creating the foundation that will help us establish a successful plant nursery. We at Ostrander Nursery plan to offer a large number of products, we have no plans for failure but a well situated plan that will help us to maximizing our strength and opportunities and also make our threat and weakness an advantage for us. Properly explained below is a summary of the result of the SWOT analysis for Ostrander Nursery;

**Strength** According to our SWOT Analysis, our strength rest on the fact that we have built and established a well based rapport with a handful of major players agriculture merchants in the agro " allied industry; both suppliers and buyers within and outside of the United States. We have also purchased some of the latest modern machines, tools and equipment that will helps us manage our plant nursery. We also have experienced and best hands for the business in the whole industry

**Weakness** The SWOT Analysis perceived that the time it will take to gain customers and boost our brand will be our major weakness. It explained the unimaginable competitive industry and how industry players are keen on their advertising strategies.

**Opportunities** The opportunities that we at Ostrander Nursery have are the amount of homeowners, and industries that will come for our plants and also industries that will come for the raw materials from our plant Nursery.

**Threat** One of the threats that was perceived during the SWOT Analysis is the probability of global economic downturn that will affect us negatively, bad weather cum natural disasters draughts, epidemics , unfavourable government policies and a new competitor a plant nursery that cultivates few or almost all the crops we cultivate as our nursery within same location. We believe in our strength and know that we will overcome any available threat with ease through handwork and consistency. They have now added both organic crop cultivation and non " organic crop cultivation and despite that organic food are costly; they are steadily increasing in demand. The industry will always be needed for the survival of man and his family.

Farmers are now growing crops in large numbers in a country where such crops could never survive before now and in locations where there are little or few farming land due to the advancement of technology. Individuals can now make use of rooftops basement of their houses to plant crops even at large quantity. Our Target Market Our target market strategy at Ostrander Nursery will be relying on becoming an attractive choice for homeowners and landscape contractors in the city of Salem Oregon. We believe that the target markets we are going to be chasing are the residential consumers searching for a large variety of plants and trees to beautify their residences. We also believe that the Landscape contractors will be attracted by competitive prices and a diverse inventory. We understand that individuals will want to shop at our location because of the superior customer service we hope provide. We at Ostrander Nursery would like to see a five to ten percent increase in customers annually, and the profile of our customer consists of the following demographic information: Age range of 25 to 80 years, with a median age of Our Competitive Advantage There are approximately more than 17, businesses that operate one or more facilities that sell plants and trees to both individual customers and contractors. This goes to show that the industry is a matured industry, and the future expected growth rate is expected to mirror that of the general economy. We at Ostrander Nursery believe that we have one of the most extensive and affordable plant and flower selections in the entire State of Oregon, and a very knowledgeable staff ready to give out unparalleled customer service. We believe that contractors looking for a reliable nursery will find we at Ostrander Nursery very supportive and easy to work with. The ease and convenience of our location is a very big plus and a competitive advantage to us. We believe that these strategies will include traditional print advertisements and ads placed on search engines on the Internet. We believe that we need a functional marketing and advertising strategy to be able to boost our business. Which is why we will also use an internet based strategy. We believe that this is very important as many people seeking local retailers, such as plant nurseries, now make use of the Internet to conduct their preliminary searches.

### Chapter 8 : A Sample Plant Nursery Business Plan Template

*Get ideas for your summer Garden Center Business Plan. From plants and flowers to fun projects and recipes, you'll find lots of summer gardening ideas. Small Space Gardening Ideas, container gardening, DIY garden projects, growing herbs, growing trees in containers. inspirational garden ideas, tips, and tricks for maximizing small spaces.*

Starting a Garden Center Opening a garden center can get you on the path to a secure financial future if you do it right. We offer a few secrets on the startup process. Wondering how to start a garden center? We take you step-by-step from start to success. Starting a garden center? We are here to help! Garden Center Startups Garden centers have become a staple of the small business scene, due largely to the combined influence of the DIY and "green" consumer trends. The best garden centers are one-stop shopping outlets for home and even commercial landscaping products. Trees, shrubs, seeds, fertilizer, garden implements -- consumers expect to find everything they need at their local garden center. Required Startup Expertise First and foremost, entrepreneurs interested in a garden center startup need to be passionate about plants and gardening. Expertise is worthless unless it is focused on your specific region. Capital Assets Garden center startups are all about maximizing the use of space and acreage. Greenhouses and growing centers compete for space with retail structures and inventory storage. If you allocate too much space to greenhouses, you will be sabotage retail sales; rely too heavily on fixed structures and you will minimize the amount of plants you can grow or sell. For many garden centers, the answer is to keep your operation as flexible as possible. Temporary greenhouses and other structures create mobile units that can be redeployed from one season to the next. In some cases, growing areas can double as storage units in the off-season and fixed structures can accommodate plant growth if they have been designed to accommodate sunlight and irrigation. Rather than avoiding your business plan, keep your business plan simple. Ultimately, your business plan is intended to be a resource for you, the business owner. As your company matures, you can circle back to your business plan to make revisions and adjustments. After following the link, enter your city, state and zip code to get a list of garden centers in your area. Take the time to visit the competition to properly assess their strengths and weaknesses. Why would they want to educate a future competitor? In fact, they are often very willing to share startup advice with you. In my experience, you may have to call ten business owners in order to find one who is willing to share his wisdom with you. Find them using our link below and start calling until you are successful. Yet a healthier and safer strategy may be to purchase an existing garden center. Existing garden centers are proven operations with dependable revenue streams. When you buy, you also gain the ability to sidestep all of the trial-and-error that comes standard with any garden center startup. Consider Buying a Franchise The odds of achieving your primary goal of growing your business increase when you join the ranks of franchisees in lieu of doing everything yourself. Before starting a garden center, you should investigate whether franchising might be the right move for you. You might even find something that points you in a completely different direction.

*The target market for the business is landscapers and garden centers in the Adams and Cumberland County area. Before deciding on species to plant, the owner plans to visit with several businesses in the target area to determine the species they are selling.*

Pam, Kevin and Mike McGroarty tend to the family business. Growing plants for retail or wholesale is an interesting and fun way to earn money while involving the whole family. When most people think of a plant nursery they visualize huge greenhouses, tractors and other expensive equipment. All you need is a small area to start growing some plants and a little bit of information on landscape plant propagation. Thankfully, there are many simple and easy propagation techniques that are easy to learn and work really well. Propagating Techniques Growing Plants From Seeds One of the local wholesale nursery owners in our area has been buying our plants for years. She grows thousands of her own plants, but at times local demand outweighs her supply, so she buys from us, marks up the price a little, and takes care of her customers. Usually she goes for the white, pink and Chinese dogwoods we grow. Collect the seeds and soak them in water for about a week, then squeeze them between your fingers to separate the pulp. Put the seeds in a pail filled with water so that they sink to the bottom, leaving the pulp on top to be washed away when the water starts to overflow. Afterward, fill a kitchen blender halfway with water and slowly add the seeds, allowing them to churn for a minute or so run the blender at a slow speed, just fast enough to keep the mixture turning. This process nicks the hard outer shell of the seeds, allowing water and oxygen to penetrate the husks and trigger the germination process. Dry the seeds and immediately sow them on top of a bed of weed-free topsoil. Then, cover the bed with hardware cloth or screen to keep birds and small animals from eating the seeds. At the first sign of germination in the spring, remove the screen. Continue Reading Interestingly, seeds collected from a pink dogwood are likely to flower white, and most of the time the accepted method for producing pink dogwoods involves grafting a bud or a small twig from a pink tree onto a white dogwood seedling. The introduction of "intermittent mist," however, has made it possible to root pink dogwood cuttings on their own. As an example, we just planted several thousand cuttings last week and have them under intermittent mist. They receive a second spray of water every ten minutes starting at 9: Some of them will be rooted in two weeks; almost all of them will be rooted in six weeks. This is something you might want to consider once your nursery is making a fair profit. In the meantime there are many other plants with inexpensive propagation techniques that you can use. Layering Plants Flowering shrubs are very popular and are quite easy to propagate. When we have a retail sale, any plant that has a bloom on it sells immediately. We grow forsythia, weigela, potentilla, purple sandcherry, rose of Sharon, viburnums, flowering almond, hydrangea and spirea by using an easy growing technique called "layering. All you do is dig a little hole next to the shrub that you would like to propagate and pull a branch from the shrub into the hole, gently bending it in a "U" shape so that the bottom curve of the "U" is under ground. The plant will root from the middle of the buried branch. According to local lore, wholesale growers would plant hundreds of plants in large square "layering blocks. After the layers were removed, the parent plants looked like stumps. They were, however, living, viable plants that would put on fresh new growth for layering the next year. These growers always had two layering blocks " one ready to be layered and the other to be harvested. Layering is a foolproof technique because the cutting you root is still attached to the parent plant, which prevents it from failing as easily as cuttings that have been completely removed. You can increase the odds of layered plants taking root by "wounding" the plant at the point that is buried to "wound" a plant, simply scrape the bark off just one side of the stem and applying a rooting compound to the wound. Rooting compounds are available at most full-service garden centers and through many mail-order catalogs. They come in both powder and liquid formula and in varying strengths, for softwood or hardwood cuttings. I prefer the liquid formula because you control the strength of the solution by adding water yourself. By fall the layered plants should be rooted and can be transplanted to your nursery once they are dormant for the winter. Plant Cuttings Evergreens are great plants and great sellers! The easiest ones to grow are taxus, juniper and arborvitae. We skip the taxus evergreens because they are slow to mature. We like to grow plants

that we can turn over quickly, but we do grow and sell thousands of arborvitae and juniper evergreens. Coarse sand is the type used when mixing concrete unlike fine-grained masonry sand because the particles are larger and provide better drainage in the propagation box. Fill the box completely, leaving some extra on top in case the sand settles. Some nurseries even wait until after Thanksgiving to plant, but we have experienced success as early as September. To make evergreen cuttings, all you do is clip off the tips of the branches, making each cutting about six inches long. Then, remove the needles from the bottom two-thirds of the cuttings, dip them in a rooting compound and, using a putty knife and a straight edge, make a slice in the sand the width of the propagation bed. Now you can stick the branches in the opening one inch deep and about one inch apart from each other. Insert the next row about two inches from the first. Immediately after planting, water thoroughly so that the sand will settle around the cuttings and eliminate any air pockets. After you get the plants in the ground, water them a couple of times a week until the weather turns cold. Just water them when you experience warm or dry weather. When spring rolls around you should start watering on a regular basis, and by the next fall the cuttings should be rooted and can be transplanted to your nursery. Many of these nurseries were called "lunchbox" nurseries, a term that dates from the early s when employees of one large wholesale nursery would smuggle cuttings home in their lunch boxes to start their own backyard nurseries. Many of these startups grew into very productive and profitable enterprises. It costs us about 23 cents to produce one of these little plants, and most of that cost is the plastic container – the cost of the plant is next to nothing. As close as I can figure, our cost for the potting soil is about 5 cents for a two-quart container. The cost of the plastic container is around 16 cents. Large wholesale nurseries spend thousands of dollars each year buying plants they need. Some of them buy rooted cuttings while others buy landscape-size plants. Whatever the case, they will buy from you if you offer good-quality plants at fair prices. You could even have a backyard nursery specializing only in rooted cuttings. A four-inch cutting with roots has value on the market, and there are wholesale buyers who purchase thousands of them at a time. There is a market for just about any size plant you choose to grow – and the market is larger than you could ever imagine. I have a friend who roots and sells grapevines as one- and two-year-old plants. At his acre nursery they make over , grapevine cuttings each winter, as well as tens of thousands of flowering shrub cuttings every summer. He grows about , burning bush plants each year and sells them bare root, which is much easier and less expensive than wrapping up a root ball in burlap. That said, the backyard nursery business is not a get-rich-quick business by any means. It takes many years to establish a large nursery. In fact, getting started is as easy as deciding what types of plants you would like to grow and acquiring a few that you can use as stock plants to get cuttings from. There is a small fee for the license, but you should contact your county department of commerce for local regulations and information. Also, you need to know that some plants are patented or are sold under names that are registered trademarks. You cannot grow these plants without entering into an agreement with the person or company that holds the right to them. Lastly, make sure you know both the correct common name and botanical name of the plants you intend to grow. You must have them properly labeled in order to sell them. Good luck and have fun! McGroarty is the author of the booklet *The Secret of Growing Landscape Plants from Scratch*, a step-by-step guide to starting your own backyard nursery business.