



STARTUP GUIDE FOR GROWING VEGETABLES

Business Headline:

Business Name:

Business Promoter(s):

Business Contact No.:

Business Location

Business Email:

INDUSTRY & NICHE




Niche:

Industry:

Product Example (s):

Business Summary:

BUSINESS MODEL FOR GROWING VEGETABLES

	FARMLAND +	VEGETABLES	=	>80% PROFIT PER COSTS
VISUAL				
STEP	Find a Farm ₁	Buy Vegetables to Plant ₂		Sell after 3 Months ₃
COSTS	Varies	Varies		

STARTUP BUDGET

DESCRIPTION	ESTIMATE	ACTUAL
Step One Costs:	Find a farm	
Find or Rent a Garden	\$1,000.00	\$700.00
Buy necessary gardening tools		
Hire labor		
Put Watering System		
Prepare Garden for Planting		
Step Two Costs:	Buy vegetables to plant	
Buy Desired Vegetable Seed to plant		
Buy Fertilizer		
Transport		
Weeding		
Labor		
Step Three Costs:	Sell after 3 months	
Harvest		
Storage Facility (if necessary)		
Marketing Transport		
Social Media Advertising		
Road Posters		
Sales Agent		
TOTAL COSTS (CAPITAL)		

LINKS TO ROLE MODELS

1. [Mwape Your AgroPreneur](#): She mainly grows potatoes and has more than 30k active followers on her Facebook page where she posts beautiful images of her farm and produce. She also teaches people how to grow potatoes online.
2. [The Young Farmer Maanda](#): She's a young lady who is passionate about farming with over 130k active followers on her Facebook page. Copy from her what she posts and

how she engages with her followers. She also teaches aspiring farmers how to grow different kinds of crops.

3. Additionally, you can organize a journey to go to a near farm and ask questions to learn how to grow the vegetable you want. Use the above startup guide to come up with questions to ask.

BUSINESS ESTABLISHMENT PATTERNS

PRODUCTS		SERVICES		PRICING	
Types A. Cabbage B. Egg Plant C. Tomatoes D. Carrots E. Okra F. Onion G. Rape H. Chinese	Properties 1. Fresh 2. Healthy 3. Big Size 4. Medium Size 5. Small Size	Types A. Consulting & Coaching B. Mentoring C. SMMA Service D. SEO Services F. Workshops G. Live Events H. Good Customer Care	Properties 1. Online 2. Locally 3. Personalized 4. Actionable 5. Empathetic 6. Proven 7. Engaging 8. Professionalism	Types A. Economic B. Premium C. Penetration D. Demand E. Cost-Plus F. Competitive	Properties 1. Profitable 2. Negotiable 3. Mobile Money Payment Methods 4. Bulk Orders 5. Unit Sales 6. Installments 7. Credit 8. Decoy Effect
PROMOTIONS		PEOPLE		PLACE	
Types A. Discounts B. Giveaways C. Free Service D. Bundles E. Flash Sales F. Loyalties G. BOGO Deals	Properties 1. Limited Time 2. Limited Stock 3. Limited Spaces 4. Anchor Bias 5. Targeted 6. Goal Oriented 7. Advert	Types A. Farmer B. Workers C. Customers: Consumers D. Customers: Vegetable Traders E. Biz Partners F. Sales Agent(s)	Properties 1. Interest 2. Supportive 3. Collaborative 4. Professional 5. Communication 6. Credible 7. Active	Types A. Farmland B. Green Markets C. Posters D. Facebook E. Instagram F. WhatsApp G. Website H. E-books	Properties 1. High Traffic 2. Easily Accessible 3. Inviting 4. Branded 5. Resonant

BUSINESS ANALYSIS

5Ps		
Products		
Services		
Pricing		
Promotion		
People		
Place		

Next Steps To Learn More...



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God Blesses those who start 💡

