# **B**USINESS PROPOSAL:BLOOM HAVEN

The goal of Bloom Haven, a home gardening and plant sales company, is to assist people in [POLOKWANE] in creating stunning, flourishing green areas in their homes. Our goal is to get people back into touch with nature by making gardening fun and accessible to anyone, regardless of location or level of experience. We see a community where more individuals use locally cultivated flora to discover happiness, health, and serenity.

We provide a variety of individualized services, such as plant sales, garden maintenance, bespoke garden design, and instructional courses. Whether you have a large garden, a tiny balcony, or an interior plant nook, we can design for any kind of space. Based on lifestyle, light, and available space, we help our clients select the ideal plants. Our plant collection, which has been carefully chosen for quality and adaptability, includes succulents, blooming plants, herbs, and low-maintenance houseplants.

Flexible packages for garden maintenance are available, making them perfect for clients who desire a lovely landscape without the hassle of maintenance. In order to promote a more environmentally conscious community, we also hold workshops and neighborhood gatherings on subjects like composting, organic gardening, and plant maintenance.

Local homeowners, renters, pensioners, and young families that are interested in sustainable living make up our target market. Bloom Haven provides individualized and reasonably priced green solutions for anything from kitchen herb cultivation to gift selection and space decoration.

Local outreach, weekend pop-up plant markets, and a robust online presence are all part of the marketing plans. We'll post garden makeovers, advice, and client testimonials on social media. We'll employ seasonal plant subscriptions and loyalty schemes to keep our audience interested.

Bloom Haven's revenue will be derived from plant sales, design and maintenance services, and workshops, with an anticipated initial cost of $6,000 to $9,000. Within the first six to eight months, we expect to break even.

In summary, Bloom Haven is a location where nature and home coexist and is more than just a store selling plants. One garden at a time, we hope to encourage and support a way of life where greenery is a part of daily existence.