



Everbloom

Everbloom

“Never Stop Blooming”

MGT. 261-860 – Section 3: CRN 11342

Team #4 Evergreen, DBA Everbloom LLC

Boasiako, Lois

Chernobrovkina, Kate

DeSousa, Jack

Joyce, Ryan

Mather, Noah

Nash, Jackson

Robertson, Journaé

Saber, Korinna

Sibley, Connor



Table Of Contents

Table of Contents

Team Contract.....	4-7
Affirmation Statement.....	8-9
Team Contract Information.....	10-12
Executive Summary.....	13-15
Business Description.....	16-19
Legal Structure & Management.....	20-27
SWOT Analysis.....	28-33
Location.....	34-38
Marketing.....	39-45
Critical Risks.....	46-50
Harvest Strategy.....	51-53
Five-Year Milestone.....	54-56
References.....	57-62



Team Contract

Team Contract

Section 3; Group 4 - Evergreen

Attendance:

- What application will be used to hold meetings socially distant?

Typically, Evergreen will meet over Zoom. However, if need be, the team will meet in person.

- How often should the team meet?

Meetings will be held two to three times a week, and more if needed.

- How long should team meetings be?

Depending on the content discussed, the meetings will range anywhere from 40 minutes to 2 hours.

- When is it acceptable to miss a meeting?

In the case of emergencies, or prior commitments that could not be scheduled around.

- How do team members inform each other if they are unable to attend a meeting?

Through the iMessage group chat.

Lateness:

- Teams will create their own team meeting calendar and decide how they will define attendance or lateness to a scheduled team meeting

Everyone should attend every meeting unless they are sick or if something comes up. The group member should contact the team if they are going to be absent. The same goes with lateness if a team member is going to be late they should inform the group.

- Since team meetings should start on time, how will lateness be dealt with?

Lateness will only be accepted if previously mentioned to the group.

- The team shall define what “on time” means for their team meetings

Within 2 minutes of the scheduled meeting time.

Participation:

- What is meant by participation in a team meeting?

Active discussion with the rest of the team regarding the current topic.

- How is participation encouraged?

We encourage all of the members to participate, voice their opinions, and help come to terms with finalizing most (if not all) decisions.

- Are there team norms that can be established to encourage participation?

Asking questions to a particular member that isn't fully participating can help encourage participation. Be considerate of everyone's opinion. Don't interrupt when someone is speaking.

Mission, Goals, Objectives:

- What is the team's mission? How does the team define its strategy for completing its team assignments, especially the team business plan project?

The mission is to work as a team to create a project and product that we are collectively proud of.

- What are the team's goals and objectives?

To make a project that the team is proud of and to work together to overcome any challenges along the way.

- How will the team keep members motivated during the semester?

By keeping everyone engaged and making sure everyone is putting in their input.

Norms:

- What behaviors are permissible?

Hardworking, encouraging, and respectful behaviors are acceptable. No disrespectful targeted comments or behaviors will be tolerated.

- How will the team deal with inappropriate humor or behavior?

We will talk to the team member about their action and if it continues we will talk to the TA about it.

- How will the team handle members who dominate or fail to contribute?

We will communicate with the members who seem to be failing or dominating and discuss what needs to be adjusted going forward. If changes are not made then we will talk with the TA.

- How will the process and progress of the project be monitored?

We will set goals for each meeting and work until it is completed. Each member will have their own set of work. We will adjust as needed.

Decision Making:

- How will decisions be made?

We will do a voting system, majority vote wins (5/9).

- What decisions must be agreed upon by all team members?

Every member must agree on budgeting and how to spend the money, along with deciding on the removal of a team member

Conflict:

- How will the team encourage positive/creative conflict and discourage negative/dysfunctional conflict?

The team will encourage positive conflict by seeing if it's a good idea. For negative conflict, we will try and work it amongst the group before bringing the TA into it.

- How will the team encourage and manage differences of opinion and different perspectives?

The team will weigh all the opinions and see what will work best for the product.



Affirmation Statement

Affirmation Statement

I will put in maximum effort towards the business project promptly. I am aware and willing to
comply with the terms of the Team Contract.

<u>Lois Boasiako</u>	<u>Lois Boasiako</u>	<u>02/11/2023</u>
Signature	Print Name	Date
<u>Kate Chernobrovina</u>	<u>Kate Chernobrovina</u>	<u>2/11/23</u>
Signature	Print Name	Date
<u>Jack DeSousa</u>	<u>Jack DeSousa</u>	<u>2/11/23</u>
Signature	Print Name	Date
<u>Ryan Joyce</u>	<u>Ryan Joyce</u>	<u>2/11/23</u>
Signature	Print Name	Date
<u>NOAH MATHER</u>	<u>Noah Mather</u>	<u>2/12/13</u>
Signature	Print Name	Date
<u>Jackson Nash</u>	<u>Jackson Nash</u>	<u>2/11/2023</u>
Signature	Print Name	Date
<u>J Robertson</u>	<u>Journae Robertson</u>	<u>2/11/2023</u>
Signature	Print Name	Date
<u>Korinna Saber</u>	<u>Korinna Saber</u>	<u>02/11/2023</u>
Signature	Print Name	Date
<u>C Sibley</u>	<u>Connor Sibley</u>	<u>02/11/2023</u>
Signature	Print Name	Date
<u>T Mossbrook</u>	<u>Talon Mossbrook</u>	<u>2/13/2023</u>
TA Signature	TA Print Name	Date



Contact Information

<u>Contact Information</u>				
<u>Name: Last, First</u>	<u>Email</u>	<u>Year</u>	<u>Major</u>	<u>Team Project Role</u>
Boasiako, Lois	lboasiak@oswego.edu	Fresh.	Marketing	Legal Structure & Management
Chernobrovkina, Kate	kchernob@oswego.edu	Fresh.	Business Administration	SWOT Analysis
DeSousa, Jack	jdesousa@oswego.edu	Senior	Broadcasting	Marketing
Joyce, Ryan	rjoyce@oswego.edu	Junior	Broadcasting	Critical risks
Mather, Noah	nmather@oswego.edu	Senior	Wellness Management	Business Description, Harvest Strategy
Nash, Jackson	jnash3@oswego.edu	Fresh.	Finance	Budget
Robertson, Journaé	jrobert9@oswego.edu	Soph.	Accounting	Budget and Location
Saber, Korinna	ksaber2@oswego.edu	Fresh.	Business Administration	5Y Milestone
Sibley, Connor	csibley@oswego.edu	Junior	Wellness Management	Executive Summary, 5Y Milestone

<u>Budget Team Members</u>	
<u>Name: Last, First</u>	<u>Email</u>
1. Nash, Jackson	jnash3@oswego.edu
2. Robertson, Journae	jrobert9@oswego.edu
Alt. Sibley, Connor	csibley@oswego.edu

<u>TA Contact Information</u>		
<u>Name: Last, First</u>	<u>Email</u>	<u>Title: MTA, HTA, SL, CTA</u>
Terry, Brooke	bterry3@oswego.edu	HTA
Statum, Garrett	gstatum@oswego.edu	MTA
Stone, William	wstone@oswego.edu	MTA
Mossbrook, Talon	tmossbro@oswego.edu	SL

<u>Professor Contact Information</u>		
<u>Name</u>	<u>Email</u>	<u>Office</u>
Maher, Larry	larry.maher@oswego.edu	308 Rich Hall



Executive Summary

Executive Summary

Business Description

Everbloom LLC provides an environmentally conscious vase for all indoor plants. The services offered by the vases, Everbloom, include proper pH and water level maintenance, detection, and alteration. The vases are available in two different sizes and their prices vary depending on the size and type of plants used for preservation. The smaller vase costs \$50, while the larger one costs \$75. Everblooms' vase brings organic, sustainable, plant and flower care to those who need help preserving the life of indoor plants.

Legal Structure and Management Team

Everbloom is a Limited Liability Company, The management team includes the President, Vice President, Treasurer, Corporate Secretary, Human Resource Representative, Environmental Specialist, Marketing Director, Product Manager, and Brand Designer. The President will have approximately 11.2% share of the company, while the remainder of the management team will each possess an 11.1% share of the company as a whole.

Location

Everbloom's address is 710-724 Buffalo Street, 3rd Floor, Ste 302-304, Corpus Christi, Texas 78401. This is a central location that provides easy access to both business and residential areas. Despite perceived seasonal concerns, Corpus Christi offers many indoor and outdoor growing opportunities, which makes this location ideal for shipping to all individuals, 18-65.

Marketing

Everbloom plans on marketing toward young adults (18-44) of Nueces County with an estimated budget of \$49,748. The platform will be utilized by the company across a range of social media applications, including Tik Tok, Instagram, and Snapchat. Advertisements will be

featured on local news websites, outdoor billboards, as well as on bus panels, and bus stop posters. In addition to that, the company will offer a wide variety of branded apparel, as well as flower-life-preserving kits to give away on each purchase.

Finance and Project Budget

Everbloom's budget details the costs of employees, location, and marketing, as well as the income statement and gross margin for the first year. The narrative outlines expenses such as horticultural supplies, office furniture, and transportation. The budget also includes a break-even analysis and revenue and expense projections for the next 4 to 5 years.

Critical Risks

Everbloom LLC faces several different shipping, product quality, competition, and financial risks. The business plans to mitigate these risks by supervising other locations' production, offering quality assurance, and focusing on marketing to increase profits.

Harvest Strategy

Everbloom's growth plan beyond the break-even point has allocated 45% of the total funds for internal development such as salary raises and 7-day workweeks. The remaining 55% will be given to external funding for expansion in plant accessories and composting. This growth strategy aims to sustain and expand the business's profitability, all while meeting the increased market demand in all locations surrounding the area.

Five-Year Milestone

The milestone breakdown includes marketing targets, expansion goals, and customer development goals, as well as a break-even point in year three. The milestone specifies goals to increase profit centers to cover more territory and add items starting in year one. The establishment of a community garden, the collection of compost, the hiring of more staff, and the creation of apps are all aspects of the company's expansion.



Business Description

Business Description

General Description

Everbloom is a technology company focused on selling smart flower vases that use automated sensors to monitor the condition of water, adjusting factors and prolonging the life of plants. The Everbloom smart vase promotes plant health in two ways: first, by using a small pump that transfers water into an additional reservoir, which can be filtered and pumped back into the vase, and second, by using a pH sensor to automatically bring water to ideal pH levels for the survival of a particular type of flower. Users can set the vase to a preset setting for common flowers such as roses or daisies, and the vase will continually work to maintain the ideal pH level for that flower by releasing a chemical blend into the water. This process reduces the effort required by the consumer to nothing but refilling the chemical blends once every couple of months, and simply plugging in the vase. The Everbloom smart vase will be sold in two sizes: 5 inches tall for \$50, and 11 inches tall for \$70, in order to be applicable to flower arrangements of varying sizes.

Industry Background

The global home automation market is projected to grow from \$72.30 billion in 2021 to \$163.24 billion in 2028 (Fortune Business Insights). Consumers have shown consistent interest in products that reduce menial tasks and chores in the home, freeing up more time for work and leisure. This trend has expanded into the plant and flower care industry in the form of high-end plant health sensors that help consumers to know how and when to care for plants. Dewplanter is a self-watering plant box meant to maintain an ideal watering schedule for a variety of different plants. Amaranth Vase Company does offer many designs of flower vases, but its vases feature no smart technology, only mechanisms meant to make the watering process slightly easier.

Fit Within the Industry Segment

Everbloom's products fit into the casual niche of the automated plant care market.

Everbloom is for the customer that is not necessarily considered an expert on plants but enjoys flowers for home decoration. Everbloom will market to people that enjoy common types of decorative flowers but do not have the time for maintenance. Because of the ever-increasing interest in products that do housekeeping tasks automatically, Everbloom's products will appeal to the niche of people that are interested both in ideal flower health and reducing time spent on housekeeping tasks. Everbloom differs from Dewplanter in the fact that it produces aesthetically pleasing vases, meant specifically for flower arrangements. While Amaranth Vase Company does offer these kinds of vases, it lacks the smart, self-care technology that Everbloom focuses on. Everbloom seeks to perfect and combine elements from both of these companies in order to rise above the competition.

Business Goals and Potential

While the technology used is the main appeal of the product, Everbloom will use this technology as a base from which to grow into a larger home-decor brand. Because of Everbloom's customers' interest in flowers for home decor, many will be interested in an ever-expanding family of products, all using forms of Everbloom's signature flower-care technology. Starting from the standard two sizes and two levels of flower care, Everbloom will branch out by selling vases of varying colors, shapes, and styles. In addition to vases, there is a possibility of utilizing similar technologies for flower pots, boxes, and even hanging baskets. The smart vase will be Everbloom's signature product, but consumers will be able to recognize that any product associated with the Everbloom brand utilizes unique forms of plant-care technology.

Uniqueness of Services

Everbloom provides the only self-adjusting vase on the market that has different built-in presets for different flowers. The company's main competitor, Lechuza, sells only a few vases, each for a select type of flower, such as orchids. These products are for the niche of flower enthusiasts that have particular types of flowers that consumers can especially enjoy. Everbloom's products have the advantage of being versatile by applying to the most common types of flowers among casual consumers, such as roses or daisies.

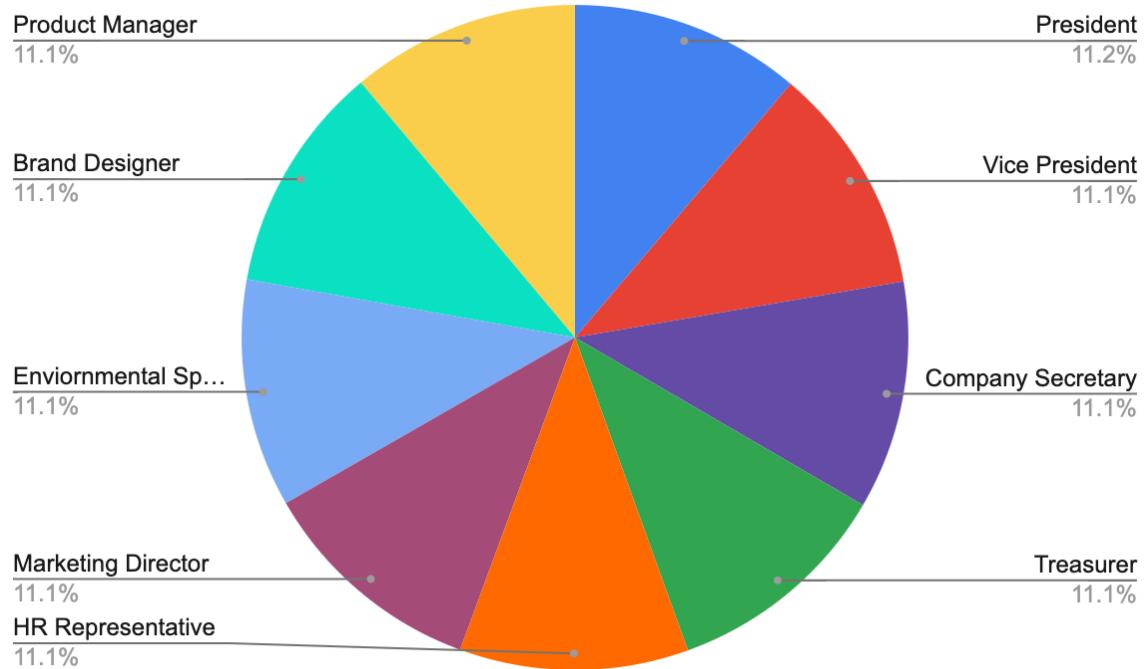
Perceived or Evident Liability/Legal Issues

Because of the nature of chemicals used by Everbloom's products, there is a risk of humans ingesting these substances, which could be harmful, resulting in injury and lawsuits. Product packaging will include specific directions for intended use and safety warnings against incorrect use. Because of the potential harm of these chemicals, safety warnings will advise that the product must be kept away from children and animals. There must also be a warning label about the dangers of keeping water away from electricity. The warnings will clearly state that the products must be unplugged when being filled with water, or emptied. Product packaging will state that Everbloom is not responsible for the death or poor health of flowers, as the ultimate responsibility falls on the user to take advantage of the product properly.



Legal Structure & Management

Legal Structure and Management Team



The ownership of Everbloom is divided among 9 members. The president receives 11.2% of ownership in the company while the other 8 members each receive 11.1% of ownership in the company. The president receives 0.1% more ownership for there to be a difference in power between the President and the other 8 members while trying to maintain the relationship as equals.

Legal Structure of Everbloom

Legal Structure

Everbloom will be operating as a Limited Liability Corporation (LLC). This was chosen based on the fact that the owners of the company will not have to deal with double taxation. In addition to not having to deal with double taxation, an LLC is an ideal choice for companies with multiple owners; an LLC has less paperwork, and an easier tax structure (“What are the advantages and disadvantages of an LLC,” 2022). An LLC allows owners to receive the benefits of the corporation while protecting personal assets, like vehicles and/or property.

Tax Advantages of an LLC

Everbloom will be operating as an LLC for a variety of reasons. Everbloom operating as an LLC allows pass-through taxes, which are a big advantage because of the elimination of double taxation on the owners of Everbloom (LLC Pass-Through Taxation Explained: How Does It Work? 2022). With an LLC, the company pays taxes made with the financial assets of the company, instead of having the owners pay for the company's taxes out of pocket and taxes on top of things, like S-corporations. (LLC Pass-Through Taxation Explained: How Does It Work?) Operating as an LLC allows for the company and the owners of the company to have separate legal identities, both having separate rights and responsibilities. Operating as an LLC allows the flexibility of the company’s management and financial structure. An LLC allows an infinite number of members of the company, therefore being ideal for small and/or startup companies because companies could have as many sponsors/ investors as needed (“What are the advantages and disadvantages of an LLC,” 2022).

Tax Disadvantages of an LLC

The chance of Everbloom operating as an LLC was high, however, two reasons raised concerns. Transferring ownership in an LLC is very tedious compared to a corporation and an LLC costs more to start and maintain compared to an S-corporation. Owners of an LLC have to pay more taxes, specifically because of self-employment tax which is higher than the taxes an employee would have to pay. The state charges an initial fee as well as ongoing fees (Horwitz, 2016). Compared to other types of corporations an LLC is less favored among investors due to the difference in structures, taxation, and inability to move toward an initial public offering (IPO).

Potential Liabilities/ Legal Issues

An LLC protects Everbloom from mistakes made by individuals. Resulting in holding the person responsible liable for the actions made. This helps protect the company's financial assets. Potential legal issues Everbloom might face from products are choking hazards and ingestion of chemical blend-in products. Potential legal issues Everbloom might face within management are employee termination and shareholders' agreement ("Small Business Legal Concerns to Consider," 2021).

Voting Process

Each owner in the company has a share of 11.1% with the exemption of the president that has 11.2% of the share. Decisions made in the company will be put to a vote, as Everbloom follows the majority rules voting system. Since the number of owners in the company is odd, 9, a tiebreak is not needed. However, in the case, a person has been fired, the President has the final say. The President has the final say in most cases, for example when laws and/or rules are made.

Management Team

President: Jackson Nash

The President individually has the highest amount of ownership, 11.2% in Everbloom. Responsible for overseeing the overall management and operations of the company and having the final say in executive decisions, such as the removal of a member/ owner is an additional responsibility of the President.

Vice President: Noah Mather

The Vice President is responsible for enforcing the rules and regulations of Everbloom. Responsible for checking and managing the day-to-day tasks of the company. Taking on the responsibility of addressing specific people in the company is also enforced by the Vice President. At Everbloom, the Vice President is additionally responsible for direct communication with customers in the event of a complaint or mishap, for example, if a product's shipping is delayed.

Company Secretary: Lois Boasiako

The Company Secretary is responsible for the well-being of Everbloom. This includes the writing of important company documents/ emails and organizing and scheduling the meetings. The Company Secretary sits in meetings noting key points made while taking minutes. Also responsible for scheduling and organizing appointments, as well as making sure everyone in the company has the necessities needed for completing tasks efficiently. A proprietary role of the Company Secretary at Evergreen would be communicating with the manufacturers in Mexico and maintaining the contractual agreement between the company and the manufacturer.

Treasurer: Journae Robertson

The Treasurer is responsible for managing the finances of Everbloom. This includes budgeting, managing company assets, financial reports, managing bank accounts, and any other financial-related activities. The Treasurer also handles the shares of Everbloom and redistributes the shares in the case that an owner is removed and/or replaced. At Everbloom, the Treasurer is also responsible for working with the Company Secretary on the contractual agreement with the manufacturer. This ensures that Everbloom's communication with the manufacturer will be smooth and timely, as all funds needed by the manufacturer will be distributed in a timely manner.

Human Resource Representative: Ryan Joyce

An HR Representative is responsible for addressing the mannerism in Everbloom. The recruitment of employees, along with handling the pay rates, resignations, terminations, as well as layoffs of employees also falls under the responsibilities of the HR Representative. In the event of a partnership with a local school or an alternative marketing event, the HR manager will be responsible for the relationship between Everbloom and such entity: this is to maintain a friendly, professional, and cooperative relationship at all times.

Marketing Director: Jack Desousa

The Marketing Director is responsible for the planning of promotional events, outreaching out on behalf of Everbloom, and building and maintaining relationships on behalf of the company. The Marketing Director produces and manages company campaigns while strategizing new ways to promote products and ensuring the happiness of clients and/ or potential clients. The marketing director will also be analyzing current trends and working on building the company's image are the responsibilities.

Environmental Specialist: Connor Sibley

The Environmental Specialist is responsible for the product's research, the product's test runs, and the research on the pH and water levels of the product. The Environmental Specialist also tests the safety and validity of the product, ensuring that the product is safe and reliable for Everbloom to put on the market. These tests will be done within a contained environment inside the administrative office.

Brand Designer: Korinna Saber

The Brand Designer is responsible for the maintenance of the company website and social media, including Instagram and TikTok. Designing the products and merchandise of the company, such as sweatshirts and hats also falls under the Brand Designer's responsibility. The Brand Designer would also be responsible for leading the Earth Day initiative at local schools. This is expanded upon later in the business plan.

Product Manager: Kate Chernobrovkina

The Product Manager works with the Environmental Specialist to inspect and check the products before being put out on the market. The product manager also works alongside the Brand Designer, approving and disapproving designs based on the market demand. Quarterly, the Product Manager will also be in contact with the manufacturer in Mexico. This is for the purpose of quality assurance and that the product is being constructed up to the standards of Everbloom.

Succession Plan

Addition or Replacement of Owner

An owner can only be removed if the contract is broken. If a contract is broken that owner would be given only two warnings from the team. If the contract is continuously broken the owner will be fired or removed from the company. Transferring one's assets in the case that an owner is removed from the company would be done by the Treasurer and the shares would go to the President. To decide to remove or replace an owner, the team would vote on the topic, using majority rules, which would be 5/4. After an owner is no longer part of the company, the owner will not be allowed to keep any financial earnings. In the case that the president voluntarily leaves, is removed, and/or fired, the Vice President would move up to the President, along with receiving all of the President's shares and therefore allowing two votes by the new President.

Removal of an Owner

If an owner leaves voluntarily, that share would go to the President. In the case that more than one person leaves, the shares would be shared amongst the President and the Vice President. If there's a legal situation with an owner, the person penalized would be fired for the safety of the company and the work would be split evenly amongst all the owners. If a position in the company is not filled the shares will continue to stay in the President's possession. There would be no active search for a replacement in the case that an owner voluntarily leaves, is fired, and/or removed.



SWOT Analysis

SWOT Analysis

Everbloom



SWOT Narrative

Strengths

Everbloom is a flower-vase company that offers a unique vase, meant to prolong the life expectancy of different variants of flowers. For the strengths of the company, premium quality products are high on the list of priorities. The vase will detect the water and pH balance making sure there are proper levels using technology, ensuring that the vase can accommodate each type of flower. The company will also ensure that the customer is satisfied with the product received for the amount spent. The company has strong marketing by using social media to the company's full advantage, as well as producing merchandise. Everbloom has a resourceful location. Based in Corpus Christi. Being near water, airports, and big cities creates more efficiency and makes delivering to customers easier. Having access to the Gulf of Mexico as well as being in the center of the United States can help strengthen the business greatly. These resources also give further expansion opportunities. As of right now, the market for smart vases is narrow. Only one known company offers a flower vase with precise water control. Having low competition in the market gives a great opportunity for Everbloom to solidify a product that has great quality and a good reputation. Opening an opportunity to become known as the top smart vase on the market.

Willing to Learn

The company is willing to learn how to adjust and improve to make the products as dependable and worthwhile as possible. Customer preference is one aspect that the company can learn once there is more interaction between the brand and consumers. The company will make sure to take into consideration the reviews and suggestions given by customers. Having efficient and consistent products is key to a successful business. This is why Everbloom is ready to learn

strategies to make sure the product is dependable. As of right now, the current design can automatically detect water level and pH balance as well as adapt to different types of flowers. Further technological advancement could be made to enhance the future designs of vases. Cost reduction could be something to learn in terms of ways to cut back on spending so that the price of the product could potentially be less.

Opportunities

There are many opportunities to expand the company. A variety of products is the first opportunity. Expanding to selling different vase designs and sizes and more merchandise is a great way to grow the business. The potential future products could include adding new vases and pots that would cater to plants that grow vegetables and fruit. Selling gardening tools could be beneficial too. Making these new additions to the inventory would be a great way to attract new customers that otherwise might not have been interested in buying from this company. Partnering with florists for events could help spread the word about Everbloom and draw in new customers. Having sponsorships is another opportunity to be recognized by more people and potential customers. Since this product could be bought for personal use or as a gift there is flexibility with that and how the sponsorships could be done. From the technological side, creating an app could be a big opportunity. One that could connect to the vase and notify the customer about how the plant is doing. This could benefit customers who might not be at home for any given reason but still want to stay on top of the gardening.

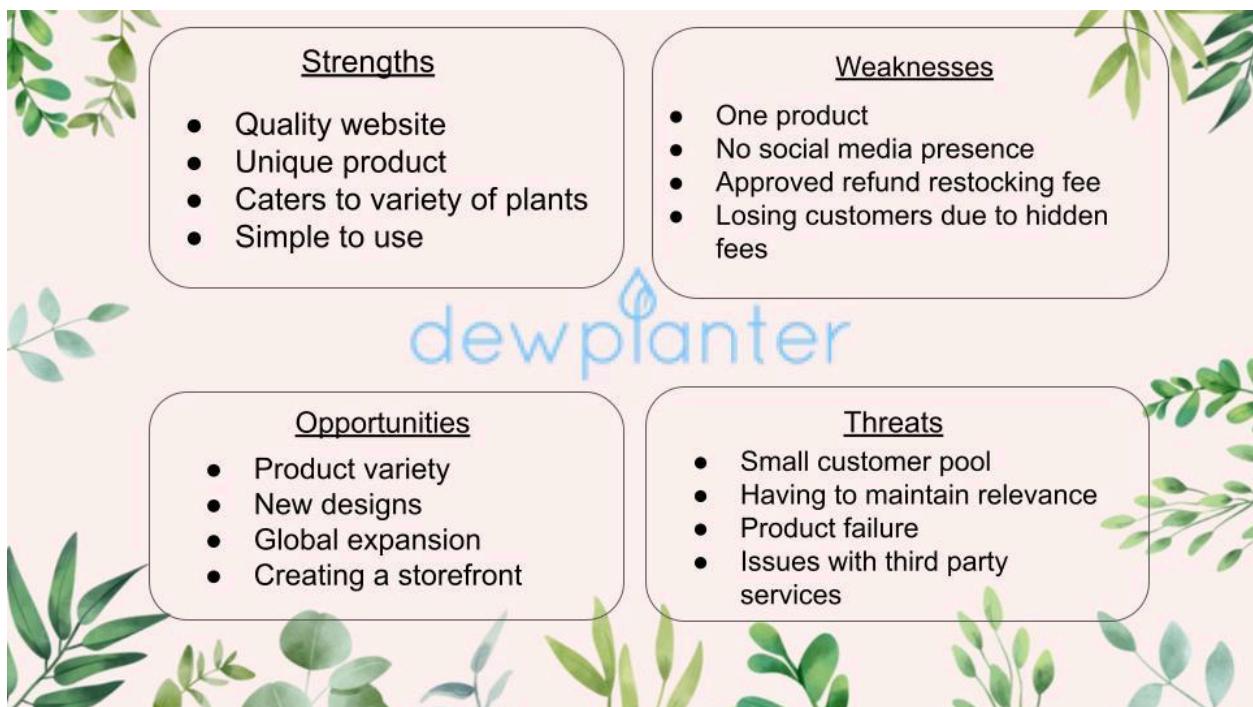
Threats

There are a few threats that could stump business success and growth. High prices for imported parts to build the vase could be a threat as well as high prices relating to the product since the vase is more of a luxury good and is for seasonal flowers. Fluctuating demand could affect sales. There will be some high sale months such as the spring months and holidays such as Valentine's Day, Christmas, Mother's Day, etc. However, in the other months, there will be less demand for the product. Product malfunction is a threat to all products, especially involving technological features.

Amaranth Vase Company



Dewplanter





Everbloom

Location

Location

Location Address

Everbloom will be located in Corpus Christi, Texas. This business will be located at 710-24 Buffalo St, Corpus Christi, Texas 78401. This building is currently a commercial property in which the owners would rent an office for administrative purposes. This property will provide Everbloom with more than enough space needed to carry out any administrative work needed. (LoopNet, 2023).

Advantages

Corpus Christi is a principal city in Texas with a population of approximately 317,863 people (Census, 2022). Choosing Corpus Christi as a location for the company is beneficial because since Everbloom will just be providing a variety of products, the company just needs to focus on a low cost and location doesn't matter as the owners will not be meeting with any customers. Corpus Christi is one of a few cities in Texas with the lowest tax rate for goods and services ("Top 20 cities sales and use tax comparison summary," 2023), therefore, the company would not get taxed whenever a product is sold. The building on Buffalo Street will allow Everbloom to provide excellent customer service and assistance to all customers. This building provides the owners with enough space to get administrative work done, including connecting with suppliers and customers. Everbloom will stand out from other businesses by offering shipping directly from suppliers, but if there was ever to be an issue, customers could just call the company and will be assisted by an owner.

Disadvantages

Everbloom's offices will be located in Corpus Christi, Texas which is a coastal city. With that being said, a disadvantage for Everbloom will be flooding or building damage. Since the city is by the coast; the building will always be at risk for flooding whenever there's a natural disaster, such as a hurricane (What was the last hurricane to hit Corpus Christi, 2017). Another disadvantage Everbloom will face with being located in Corpus Christi is the fact that the population is so small which would make it difficult to do local promotional events such as Earth Day events at a local school because these events wouldn't get Everbloom the outreach and exposure that was initially intended.

Zoning Restrictions

Everbloom's office will be located in a building amongst other businesses and the company will be located in a commercial zone ("Zoning," 2023). This is advantageous for Everbloom because the company won't face any zoning restrictions given that Everbloom's office is only for administrative purposes and there are no specialty limitations for what Everbloom can and cannot do. Additionally, the ease of access to the location for both the owners and other employees will be much more accessible in a commercial zone than in other types of zones, such as residential and industrial.

Tax Impacts

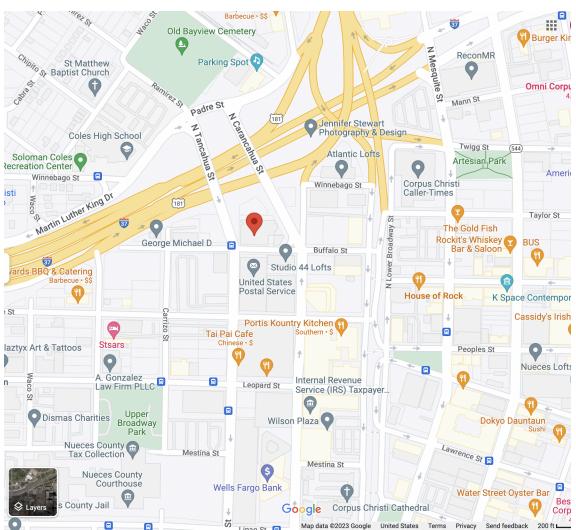
710-24 Buffalo St, Corpus Christi, Texas is currently not in an opportunity zone (CDFI Fund, 2023). With Everbloom not being in an opportunity zone, this means that the company will not receive any tax benefits, the reason being there is a low-income community that's looking to increase economic growth (Opportunity Zones, 2023). Everbloom will owe a total of

\$36,588 in Texas State Taxes (Texas LLC taxes, 2023) which was calculated by multiplying the total cost of expenses, \$239,136 by the LLC tax amount in Texas, 15.3%.

Access to Transportation

Everbloom is located in an easily accessible and traversable location, making the daily commutes of Everbloom's employees safe and efficient. The Corpus Christi International Airport is only 12 minutes (8.9 miles) away from the business (Loopnet, 2023), the Staples Street bus station is only 3 minutes (0.5 miles) away in which both local buses around Corpus Christi, and buses along the Greyhound Lines are offered (Google Maps, 2023). There is also easy access to Interstate-37(LoopNet, 2023). Although Corpus Christi is a growing city in terms of population, Buffalo Street does not have a high traffic volume.

Location Images





Marketing

Marketing

Price

Promotional materials include tables, chairs, signs, a banner, and a tent (for pop-up shops) with a one-time purchase cost of \$500. Everbloom also plans on advertising using Google Ads and Instagram Ads during February, March, April, May, November, and December. For Google Ads, Everbloom plans on spending \$2250 for advertisements on YouTube and Google (“Choose your bid and Budget,” n.d.). For Instagram, Everbloom plans on spending \$2250 for advertisements (“How much does it cost to advertise on Instagram” 2023). Together, the advertisements will cost \$4500/month, during the 6 months used: meaning \$27,000 for the whole year. Everbloom also plans on having marketing events at different times of the year to promote the company. This will include the cost of purchasing shirts and hats to give away to promote the brand. These will cost \$3500 per event, totaling \$17,500. The total cost that Everbloom will spend on marketing is \$46,614.

Product

Everbloom LLC is a flower-vase company that offers a unique vase, meant to prolong the life expectancy of different variants of flowers. Everbloom will sell two different sizes of a self-sufficient vase called Everbloom. The vase will have multiple features that will help any flower have a long-lasting life. The features that will help the flower live longer will include precise water control using a pump and an Arduino, so the flower gets the perfect amount of water. The vase will also be able to sense and control the pH levels of the flower. Both models of the vase will be able to detect water and pH but the two models will be different because of the sizes. The first model will be called the Everbloom Smart Vase and will be 11 inches and be able

to hold a larger amount of flowers. The second model will be called the Everbloom Smart Vase Mini which will be 5 inches and be able to hold small plants and a small number of flowers.

Promotion

Many people love having a lot of plants in the house but as everyday life catches up with many people forget about the poor little house plant. The target market is people ages 18-44 or anyone interested in plants and the environment. The two models offer up a wider range of consumers due to the cheaper prices. Many younger consumers would gravitate towards the cheaper options when buying a vase for a significant other. Along with the deals Everbloom will offer during the holidays, This will make the vase even more affordable for a younger audience. The more expensive model would be targeted toward an older audience. This audience that can afford the more expensive model will mostly have an overwhelming life and want house plants without the hassle. The best way to reach this audience is through social media platforms such as Instagram, Facebook, and Youtube. Everbloom and these platforms offer similar target markets which help Everbloom reach the most customers that might want to buy the products. These platforms will also help Everbloom promote new products, holiday deals, and upcoming events the company might have. The consumers will also be able to see the community service and events that show Everbloom's involvement in the environment and the local community. There are many festivals and local businesses that will help Everbloom grow in the community.



THE COMMUNITY

Community gardens can help reduce negative environmental impacts by promoting sustainable agriculture; reducing food transportation costs and reducing water runoff. Humans, plants and animals can all benefit from urban agriculture since it creates habitats and improves the ecology of the area.





Everboom

DESIGNER & ART DIRECTOR




Everbloom's website will be the home base for Everbloom and the whole company. This will be the consumer's first impression of the company. The website will not just show Everbloom but will also show the team's work in the community and how the team can help to improve the environment. Although the product is what the company is trying to sell and make money, Everbloom is a community-based company that is based on helping the community and the environment. The first event to help the community will be on Earth Day at a local School of Science and Technology, Corpus Christi Elementary. The Environmental Specialist will teach the kids about the science of the vase. This will be a great way to sell the vases to the children's parents and a fun way to teach kids about the science of the vase. While teaching about the science of vases and selling the product to the parents Everbloom will post several pictures on the website and social media accounts to show the audience how Everbloom helps in the community. This event will be completely free for the company and will be great to get attention in the community and on social media. This will be the first event to start the springtime and the first community event to start the spring and summer.

Everbloom will also be utilizing Instagram as a way to grab the attention of the audience with different chances to win free apparel. A free marketing strategy will be run through the Instagram account where the customers promote Everbloom to win a free sweatshirt. This event will be placed on the weekend of Mother's Day so the audience can see the product and buy the vase for mothers. The Instagram contest would call for the audience to "like the post, tag three moms, and repost the post on an Instagram story". This method of reaching a consumer or potential customer through the use of an appropriate promotional item or gift establishes rapport and increases customer loyalty.

With loyal customers that participate in the contest to win a free shirt, these subscribers will also be the first to get updates about deals and upcoming events. During holidays and special events, Everbloom will have deals to draw more customers to buy the vase. Holidays such as Christmas and Valentine's Day will be the biggest holidays for Everbloom since these holidays are mostly associated with flowers and buying gifts for a significant other. The customers that are following the Everbloom social media accounts will be the first to find out about deals and new products that are coming out.



To make a mark in the Corpus Christi Texas region, Everbloom will set up a pop-up shop at the 75th Annual Shrimpooree Festival in Aransas Pass, Texas. This festival offers “Family entertainment throughout the day leading up to major entertainment at night while the HEB Main Stage hosts large headliners with a line-up of bands performing continuously from opening on Friday to closing on Sunday” (Corpus Christi, 2023). At this festival, Everbloom will be selling vases, sweatshirts, hats, and t-shirts. This festival takes place from May 19th-21st this event will further Everbloom's involvement in and around the Corpus Christi region. The second event Everbloom will hold in the community will be a pop-up shop at a local florist shop in July. A shop called “Always In Bloom Florist & Gifts” is in the middle city of Corpus Christi (Florist Corpus Christi TX, 2023). This pop-up shop will get even more connected with the community and will connect Everbloom's vase with flowers. At this shop, Everbloom will also be selling vases, sweatshirts, hats, and t-shirts. This will open up the possibility for other florist shops to sell the vase and future collaborations.

Place

Since Everbloom will not have a storefront all of the products will be bought on the website that is made through Shopify and shipped through a dropshipping method. This will help Everbloom save money and grow without having to pay the extra cost of a storefront and a factory to store and make all the products. Popup shops will also offer up a local in-person method for customers to buy Everbloom vases or apparel. If the customer has any questions or concerns with the product the headquarters will always be open.



Everbloom

Critical Risk

Critical Risks

Shipping/ Transportation risk

A risk for Everbloom company will be with shipping away the vase product. When a company wishes to place an order, Everbloom, LCC will expect organized, clean, and accurate shipments. The office in Corpus Christi will only be full of offices for employees that are higher up in the Everbloom company. Being in Corpus Christi, Everbloom will have no income tax. The company will work to do shipping directly from the manufacturer and not do shipping out of Corpus Christi. The company agrees that working with a shipping factory down south in Monterrey, Mexico will be cheaper for Everbloom. The shipping company is Tododren SA de CV and consumers should expect to receive products on time and in pristine condition. Since the shipping factory is not in the location as the main company there can be an issue of things not arriving in time or potential damage to the product if materials are not shipped in a contained, organized, easily transferable manner. With this, having products get shipped late or products being broken could cause Everbloom to have a bad customer image. Shipping massive orders can cause issues within packages of vases if the packages are mishandled by shipping employees. Shipping costs and returning damaged goods factor into poor client perceptions.

Everbloom will have all shipments wrapped with cardboard/papers that will contain materials during the transportation process which will reduce the risk of damage, debris, disorganization, and difficulties with the transfer of materials. When ordering an Everbloom vase, clients will be given a layout of what to expect and how to handle the packages. Everbloom will take on full responsibility for damaged items by sending more of the needed products if the company wishes to return the damaged packages. Everbloom will apply skilled workers to monitor the Mexico location and to see that the vases are manufactured, sealed, and shipped

properly. Along with this, the vase has a warning label on the bottom of the vase showing how fragile the product can be. In the event of complaints, Everbloom guarantees to put a number on the box for customers to call and speak to a customer service representative. Everbloom LLC.

Sorting Risks

Everbloom LLC using and taking a lot of recycled materials can create a hazard to employees who are sorting the materials. Everbloom LLC has decided to help build the product by using mixed recyclable materials from businesses and community members. Recyclable materials include plastic, glass, paper, cardboard, metal, concrete/asphalt, and aluminum. All can be dangerous if one doesn't handle them properly in the receiving and sorting process. This risk is amplified, and disposal risks also come up, if materials are not properly cleaned and if materials received for the product are not used in the right way.

To lower these risks, Everbloom requests that the materials are taken in before it is transported to a warehouse which helps in getting rid of any unclean materials used for the product. Everbloom will monitor all employees during the sorting materials process and if done incorrectly, There will be a fee workers will have to pay. Safety is a key priority for Everbloom LLC and wearing gloves will assemble and working with the product will be enforced and important to work with. Workers will also be taught how to clean up their area in an effective way.

Customer needs

At Everbloom LLC the company may run into issues with what the customer wants for a specific flower product. Everbloom offers different types of flowers and sizes of vases for a consumer to buy. The problem Everbloom runs into is a customer complaining about not having a specific type of flower or the actual product not working. Customers complaining about a

specific type of flower not working with the vase may hurt Everbloom's reputation with an online base and product.

Everbloom supplies many workers and different types of scientists to make sure everything works well and that a customer's flower will last. Everbloom LLC monitors all of these scientists by supervision and is led by a head environmental specialist. To avoid problems Everbloom will conduct daily equipment and utilities checks. These checks will happen once before opening and right after closing. There will also be daily checks before a product is shipped out and Ph levels for a flower will be checked multiple times a day to make sure the customer gets the best value. In regards to a certain flower, Everbloom offers many types of flowers. Consumers will be able to look on the Everbloom website to see details about a flower and see if a favorite type of flower is there for purchase.

Seasonal purchasing

The main concern for Everbloom is seasonal purchasing. Everbloom LLC finds that the busiest months and holidays will be from around April to the end of summer. This means Everbloom that there will be some struggles financially in companies "off-season." Many people will think and look for flowers and vases when it is nice outside and may not decide to look in the winter months. This really hurts Everbloom LLC. in regards to income because Everbloom has to have money saved up or sell a lot in summertime months.

One way Everbloom decides to tackle this risk is to gain traction with pop-up shops, go to community places around the Corpus Christi area to start, and try to get into stores like Home Depot and Lowes. Everbloom's marketing team started a plan to make T-shirts, hats, and sweatshirts, a social media presence, and other things to promote the brand. The marketing team

for Everbloom will be an integral part of this process as Everbloom will use most of the beginning funds on marketing and promotion.

Technological risks

The Everbloom product Everbloom incorporates many features within the vase. But a risk for having this is the possibility of a technical malfunction. A malfunction could occur with the water filter and the ph tracker. Along with that could be the change of color of the vase that is electric. Depending on the environment and the possibility of too much water, the Everbloom product having a plastic product could cause an electrical issue.



Harvest Strategy

Harvest Strategy

Setting Aside Funds After the Breakeven Point

Everbloom will be setting aside a percentage of profits into an emergency fund once the break-even point is reached at approximately 18 months. 20% of profit at this point will be placed into an emergency fund, to be used in unforeseen circumstances such as taxes, manufacturing issues, supply shortages, etc. While the products' warning labels attempt to protect the company from potential lawsuits, an additional 5% of profits will be placed into a fund for unexpected legal battles and disputes that may still arise from misuse of the product. Even if Everbloom's legal team expects to win these disputes, it will require sufficient funds for hiring lawyers capable of the task.

Distributions of Funds

After the break-even point is reached, 20% of profits will be evenly distributed to Everbloom's owners. 50% of profits will be used for research and development of new products, as discussed in year three of the five-year plan. The use of Everbloom's flower-care technology in an ever-growing selection of products and aesthetic variations is a vital part of the company's planned growth, so this significant portion of profits will be required to find new and innovative ways to improve Everbloom technology. An additional 5% of profits will be invested into Everbloom's environmental initiative, contributing to environmental causes, such as planting trees and reducing emissions, to build the company's image as a sustainability-focused, eco-friendly brand. These funds will also be used for the previously mentioned educational initiatives such as the Earth Day school program.



Five Year Milestone



Five Year Milestone Projection

Day One: On January 1st, 2024, Everbloom began the journey of establishing itself as a brand.

The first step was creating a comprehensive business plan that would guide the company's growth. Everbloom also conducted market research to identify potential customers and competitors. The research helped the business understand the preferences of its target market, which influenced the development of the product. Additionally, the company worked on branding, including designing a logo and developing a unique voice that would differentiate it from the competition. Everbloom was ready to take on the market and offer a new, innovative smart flower vase to all consumers.

Year One: Everbloom will start advertising and aim to attract new customers to its services in the first year. The business will start to make use of social media sites like Facebook, Tik Tok, and Instagram to promote its goods and inform customers about the advantages of utilizing a smart flower vase. Also, Evergreen will go to regional flower exhibits and gatherings to network with potential clients, like UrbanStems. Evergreen will reward first-time shoppers with discounts and promotions to encourage purchases. In addition to selling vases, the business will market products like plant food and gardening gloves to complete the shopping experience.

Year Two: Everbloom's objectives for the second year include growing its clientele and enhancing its online visibility. To attract larger audiences, the corporation will increase its advertising efforts on updated channels like Snapchat and YouTube. Evergreen will also create a mobile app that will allow users to monitor the condition of their flowers and receive alerts when it's time to water them or replace the vase's water. Also, the app will have a store where users

may buy more flowers or accessories. Lastly, Evergreen will employ a social media manager to raise interaction on its current channels and immediately address customer questions.

Year Three: Everbloom will release fresh designs and produce coupons in the third year to promote repeated sales. The business will work with nearby florists to design one-of-a-kind flower arrangements that may be displayed in Evergreen vases. These setups will be shown on social media and in advertising materials. Evergreen will also launch a loyalty program where customers may accumulate points for each purchase and exchange them for savings or free merchandise. Last but not least, Evergreen will create a referral program to reward current clients for referring their friends and family.

Year Four: In the fourth year, Everbloom will focus on increasing vase production and hiring more employees. The company will invest in new manufacturing equipment and hire additional staff to meet the growing demand for its products. In addition, Evergreen will explore custom merchandise options, such as personalized vases with customers' names or logos, to cater to corporate or event customers. Finally, Evergreen will expand its product line to include additional home decor items, such as candle holders or plant stands, that complement the smart vase concept.

Year Five: Throughout the fifth year, Everbloom will celebrate its success by hosting open houses and giving back to its customers. The company will organize bi-weekly giveaways where customers can enter to win a free vase or flower arrangement. Additionally, Evergreen will explore the potential of opening a second location, whether that be in another city or state, to expand its reach and serve more customers. Finally, Everbloom will develop a referral program to incentivize current customers to refer their friends and family.



Everbloom

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