

The Evergreen Initiative

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School: BCCG (Beaconhouse College Campus Gulberg)

INTRODUCTION:

“Be Seen Going Green”

This initiative aims to counter the lack of oxygen, improving the air quality, help preserve soil and support wildlife. From 2001 to 2020, Pakistan alone lost 9.68kha of tree cover, equivalent to a 0.99% decrease in tree cover since 2000, and 3.63Mt of CO₂ emissions. Over the decade since 2010, the net loss in forests globally was 4.7 million hectares per year. However, deforestation rates were much significantly higher. It is about time that we start an initiative for planting trees and play our part in the betterment of the environment.

Product/Services:

This business initiative is a service which hopes to advertise and persuade people to plant more trees in their houses or any land they might own. We will help you in this regard and will provide you with quality seeds and the expertise required for example the gardeners and florists for a very reasonable price.

Brand Name:

THE EVERGREEN (For making the environment green and trees last forever)

Aim Of The Business:

“It is when the last tree dies, the last fish caught and the last stream poisoned that mankind learns that they cannot eat money.”

It is my responsibility as a human to preserve and protect the lungs of our world, trees. Not only does this benefit humans but it undoubtedly helps the wildlife. Many common bird species are being put on the IUCN Red list of threatened species. We must rise to protect the ecosystems around us and preserve biodiversity. Planting trees is a direct solution to biodiversity and ecosystem loss and our business helps this cause at a very reasonable price.

4P- Strategy:

1: P Product

2: P Pricing

3: P Place

4: P Promotion

Product:

Features:

1: Every homeowner, farmer or anyone with a suitable place to plant a tree should contact us through our socials or through the app we have launched “Evergreen”.

2: A personal record will be kept for every user of our app and we will acquire the location and other relevant information which will help us track their contributions in our records.

3: The Evergreen team will dispatch to the Site mentioned and plant the number of trees selected with respect to the soil type and other factors to make sure the tree grows fully and

healthily. The team will also provide quality seeds if selected and will also walk the clients over the aims of our initiative.

Advantages:

- 1: The more our services are acquired the more area we can cover with trees and since this is a nationwide initiative, we hope to make a decent change in the number of trees planted annually.
- 2: We can also provide employment opportunities since we can also train people that are looking to make money, about our initiative and make them a part of our business. They can deliver seeds, plant them and also educate clients about our initiative and why it's important.
- 3: As our team educates clients about our initiative, awareness will increase and people will be more driven to make the environment greener.

Disadvantages:

- 1: It is possible that the employees we hire might not be up to par with the original team and might not take training seriously resulting in lack of care for the trees.
- 2: Our website might be unreliable at times as new clients appear and new databases are created with different orders so we might need new servers to accommodate the digital capacity of our work
- 3: The same quality of seeds and trees cannot be guaranteed as different soil types and climates mean different types of trees.

Pricing:

We are working on a future where a lack of oxygen should never be a concern nor should extinction of wildlife be a problem because we couldn't find a harmony in our way of living and theirs. The purpose of our initiative isn't profits. The charges are merely to keep the initiative afloat hence we are going with a monopolistic strategy and have fixed prices so we can continue working without the need for donations. We charge the bare minimum and labour cost for planting the trees is significantly low as well. We also try to find volunteer workers so that sometimes we do not have to worry about money and can keep progressing.

As it stands now, we face two costs:

- 1) The salaries to be paid to our team of gardeners and florists
- 2) The cost of the quality seeds we purchase according to the soil type of the locality.

Our labour cost is fixed at only 10 dollars regardless of the number of trees ordered and our gardeners will make sure the trees are planted with the most potential to grow. The cost of the seeds varies regarding the locality but is fixed within that specific locality since some trees cannot survive in particular climates and the price of their seeds varies. We offer seeds for 3 dollars each in tropical areas, 5 dollars each in mountainous areas and 7 dollars each in arid climates.

Place:

As for now we operate nation-wide in Pakistan.

We have stores in the major cities of Pakistan, Lahore, Islamabad and Karachi.

We can be contacted :

- 1) Through our website, www.TheEvergreen.com, we also take online orders
- 2) In Lahore Model Town Nurseries
In Karachi Near Sea view
In Islamabad Near Marriot hotel
- 3) Our main Head of Operations is in Lahore

Promotion:

The Evergreen team has been promoting our initiative with full vigour. We have made advertisements and posters and hung them in numerous neighbourhoods around the country. We have also encouraged students to spread our business in their schools on billboards and influence others. We have also made an Instagram page which gained a respectable following. (Link: https://www.instagram.com/the_ever_green/)

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