



GREENSTICK PVT. LTD.



Since 2023

GREENSTICK

CONNECTING PEOPLE TO THE GREEN WORLD





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INTRODUCTION

As a **startup focused on providing compost sticks** for improving soil fertility, we aim to solve several customer problems and meet specific needs.





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As a startup focused on providing compost sticks for improving soil fertility, we aim to solve several customer problems and meet specific needs.

Our compost sticks fulfill the need for a **balanced and efficient soil nutrition** solution that promotes healthy plant growth. They combine chemical substances and natural nutrients, ensuring the soil receives optimal nutrition.



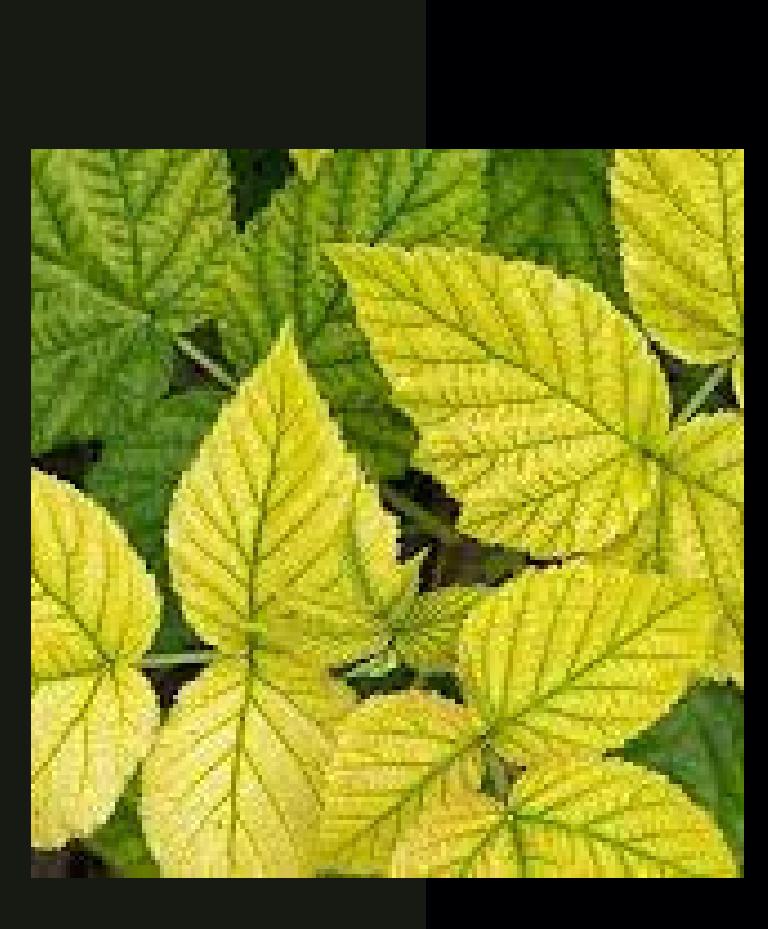


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CUSTOMER PROBLEMS:

01

Time and Effort





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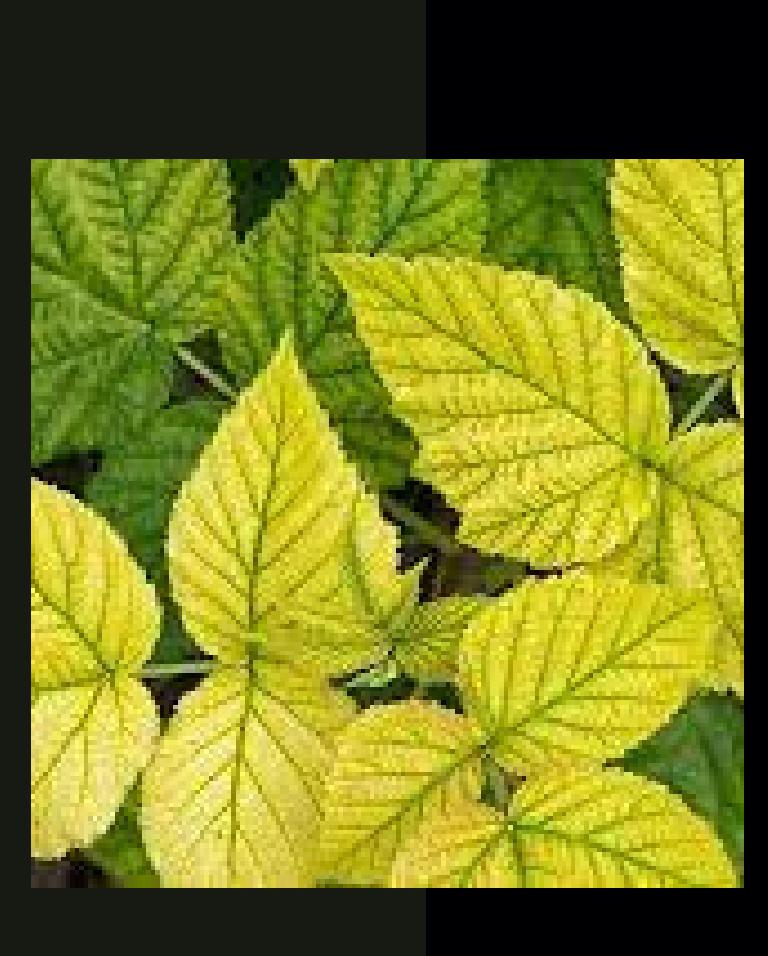
CUSTOMER PROBLEMS:

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Time and Effort

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Lack of Space





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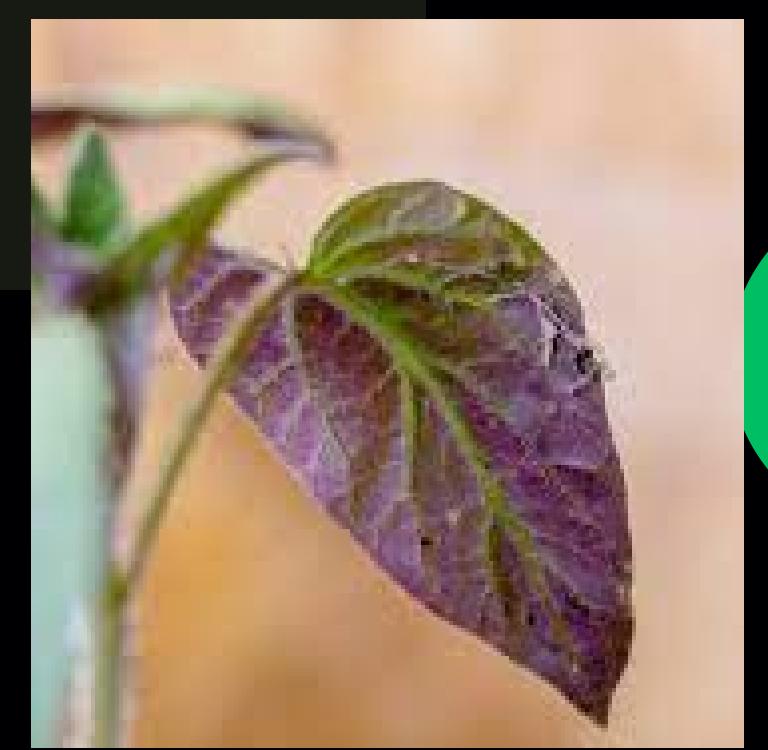
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Inconsistent
Results





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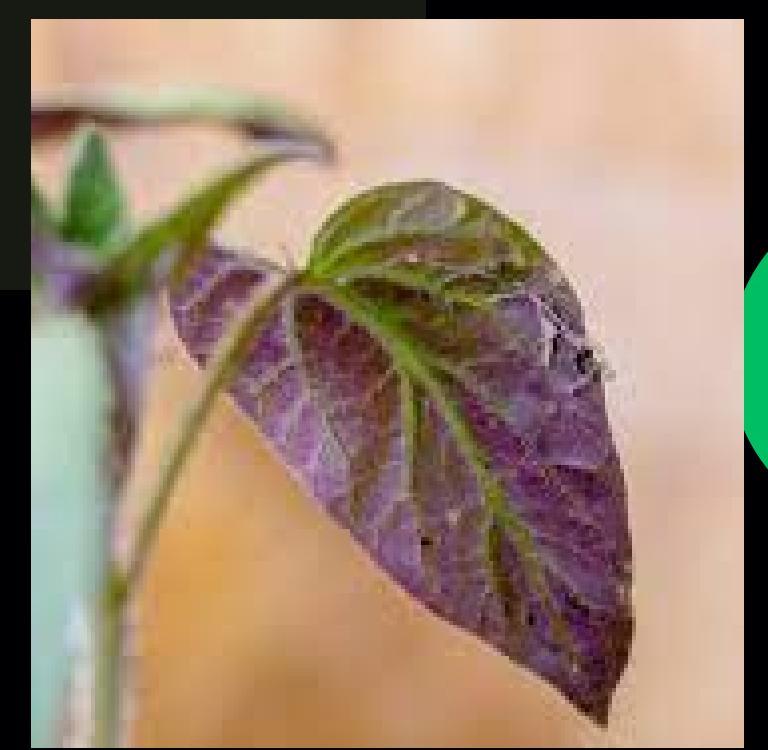
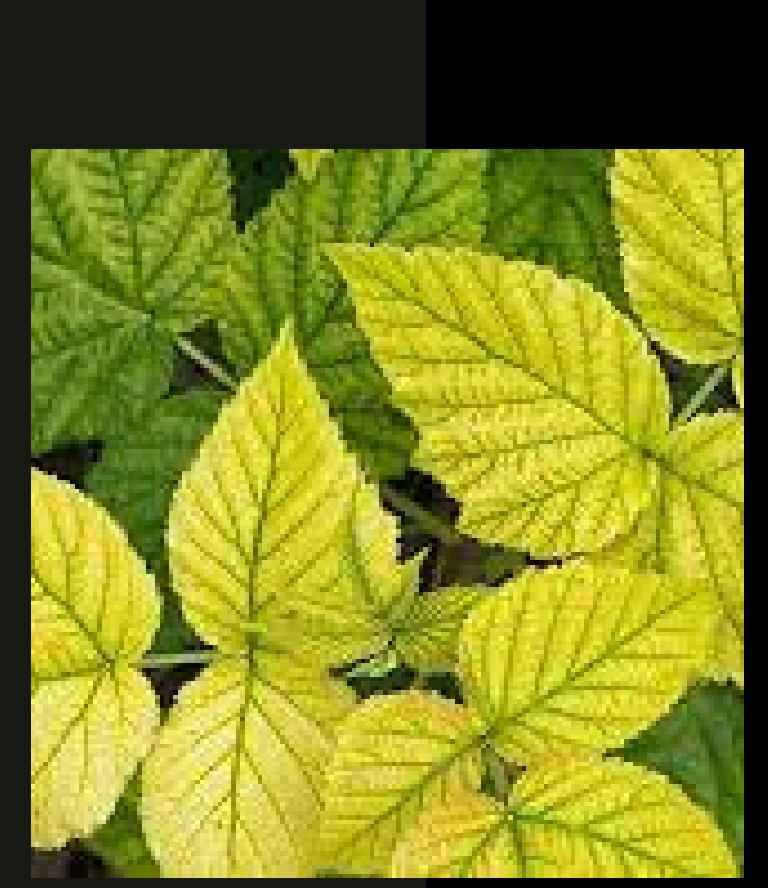
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Access to Resources





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HOW WE SOLVE THIS?

Effective Soil Nutrition

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We ensure that customers have access to the required nutrients and organic matter for their soil without the need for extensive research or sourcing efforts. We provide them with a convenient way to nourish their soil effectively.



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Space Optimization

Our product caters to customers with limited gardening space by offering a compact and easy-to-use solution that maximizes soil fertility in small areas.



“

The glory of gardening: hands in the dirt, head in the sun, heart with nature.

”



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PRODUCTS & SERVICES

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Compost Sticks

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Educational Resources

We provide educational resources such as guides, tutorials, and online content to help customers understand the benefits of soil improvement and how to best utilize our compost sticks.

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Other Services

If the Product demands go on increasing we are also planning to provide the soil required for gardening in collaboration with any organization which provides such soil.

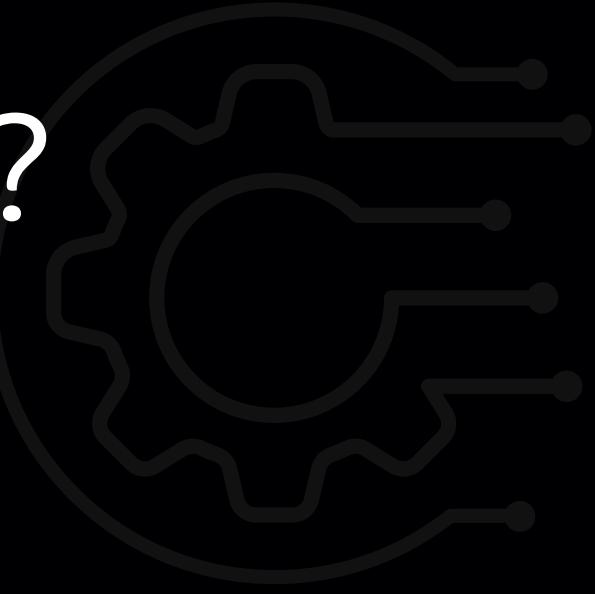


WHY CUSTOMER CHOOSE US?

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Cost

The compost stick's cost is low as compared to the combined combination of NPK along with the Organic soil. We provide all of these things into a single stick in reasonable price.





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After using GreenStick the growth of gardening plants will be in full potential as you expected.





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Changing Needs

Customer needs and preferences can evolve over time. So we also provide dynamic solutions to every problem to stay ahead of competitions.



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Innovation

Customers are often attracted to innovative solutions that offer unique features or advancements over existing offerings. We introduce new technologies, techniques, or approaches

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Marketing and Branding

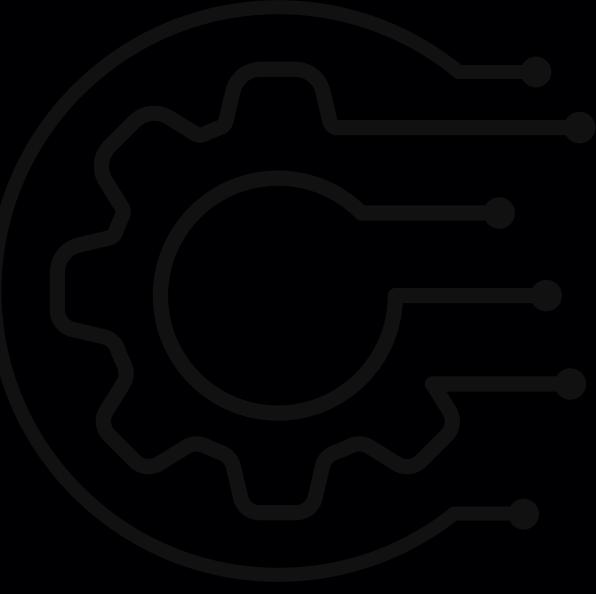
Effective marketing and branding strategies help us to maintain our customer to be loyal towards our organization.



INDUSTRY ANALYSIS

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Extensive market research indicates a growing demand for our product, driven by the increasing popularity of gardening, organic practices, and sustainability & has large market Gap and very High Demand



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COMPETITION

02

Our business operates in a unique and untapped market segment, with no direct competitors currently offering similar products or services.



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Home Gardeners

As our primary customer segment, home gardeners form the backbone of our customer base



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WHO ARE OUR MOST IMPORTANT CUSTOMERS?



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Busy Professionals:

Busy professionals who are passionate about gardening but have limited time for soil improvement are valuable customers.



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Nursery

Customers who prioritize sustainability and eco-friendly practices play a significant role in our business.



DISTRIBUTION

commerce

business

cooperation

market

B2B

marketing

transaction

goods

sales



REVENUE MODEL

Manufacturing and Packaging: 30

Marketing and Advertising: 15

Distribution Cost : 10

Operational Cost: 20

Raw Material: 25

R&D: 10

Others : 10

Total Cost: 120/dozen

Cost Of Single Stick: Rs. 10

Cost Of dozen sitck: Rs. 120

Cost Of a dozen stick(For Distributor): Rs. 180

GROSS Profit %: 33%

Projected Sell of GreenStick: 900 Dozen/mo

Total Projected Sale: 162k/Month

Cost Of a dozen stick(For costumer): Rs. 220

Projected Net Profit:54k/month



SWOT ANALYSIS

Strengths

- Innovative Product
- Time and Effort Savings
- Market Differentiation
- Sustainable and Eco-Friendly

Weakness

- Limited Product Line
- Initial Brand Awareness

Opportunities

- Untapped Market
- Growing Gardening Trend
- Expansion into Compost Production

Threats

- Potential Competitors
- Market Saturation



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INFRASTRUCTURE, FACILITY, AND MACHINERY

Production Facility

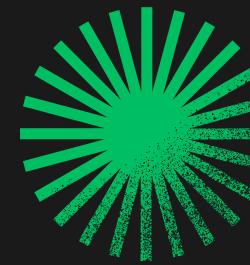
Machinery and
Equipment

Production Facility

Raw Material Storage
and Handling

Packaging and Labeling

Utilities & Office Space



BUSINESS CANVAS

Designed for
GREENSTICK

Designed by
SUMAN SHARMA

Date **10 June 2023**
Version **X.Y**

IMPLEMENTATION

VALUE PROPOSITION

- Convenient and effective soil enrichment.
- Simplified gardening process.
- Environmentally friendly solution.
- Improved plant health and quality.

KEY PARTNERSHIP

- Local suppliers for raw materials.
- Gardening stores and nurseries for distribution.
- Influencers or gardening experts for collaborations and endorsements.

CHANNELS

- Online platform and e-commerce website for product sales and distribution.
- Local gardening stores and nurseries as potential retail partners.
- Social media platforms and content marketing for raising awareness and engaging with the target audience.

REVENUE STREAMS

- Sales of compost sticks to individual customers and gardening stores.
- Potential revenue from future expansion into compost production.

SOCIAL VALUE PROPOSITION

KEY ACTIVITIES

- Research and development of compost stick formulations.
- Manufacturing and packaging of compost sticks.
- Marketing and sales efforts to reach target customers.
- Monitoring customer feedback and improving the product.

KEY RESOURCES

- Raw materials for compost stick production.
- Manufacturing facilities and equipment.
- Skilled workforce for production and customer support.
- Online platform and website for e-commerce.

FINANCE

IMPLEMENTATION

CUSTOMER SEGMENTS

- Home gardeners in Kathmandu Valley who want to improve soil fertility and simplify gardening.
- Organic farming enthusiasts who value natural solutions for their crops.

VALUE PROPOSITION

- Compost sticks that provide a convenient and effective way to enrich soil with essential nutrients (NPK) and natural ingredients.
- Simplified gardening process, saving time and effort for customers.
- Environmentally friendly alternative to synthetic fertilizers.

CUSTOMER RELATIONSHIP

- Personalized customer support via email, chat, or phone.
- Regular communication through newsletters and blog posts about gardening tips and advice.
- Feedback collection and continuous improvement based on customer suggestions.

COST STRUCTURE

- Raw material costs.
- Manufacturing and packaging expenses.
- Marketing and advertising costs.
- Employee salaries and benefits.
- Operational costs such as utilities and rent.



BUSINESS GROWTH

Description

Our Business growth looks reducing nature in a year. It is because, during the first 4 months the demand for GreenStick is very high, as the month passes its demand start decreasing. During the month of Falgun Chaitra, there is less demand. Because these months are not considered seasonal month.





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CONTACT US



Suman Sharma
IT Enginner



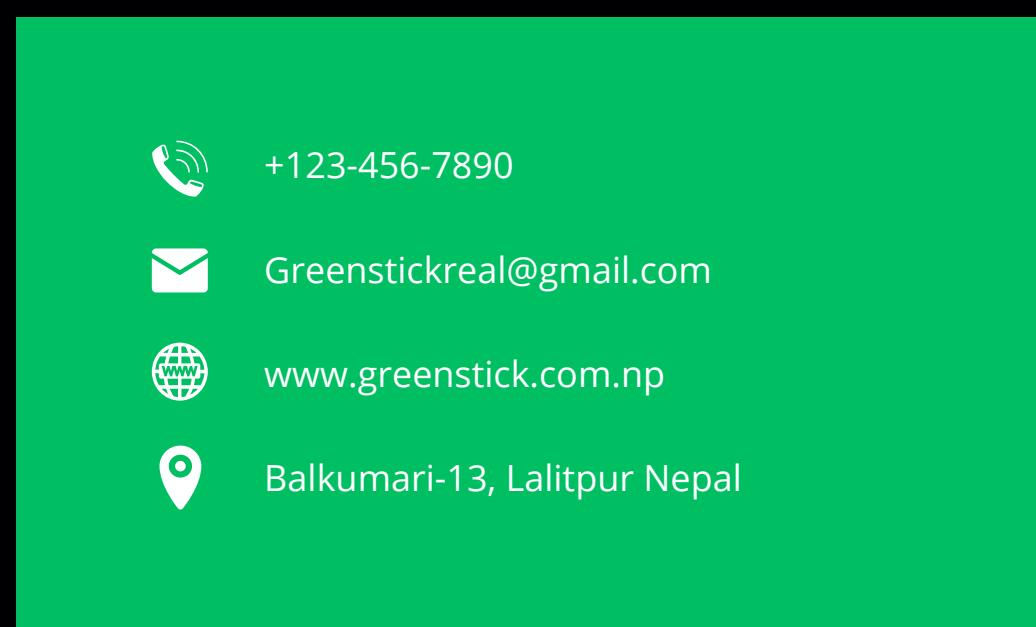
Gaurab Paudyal
Computer Engineer



Durga Adhikari
Agriculture

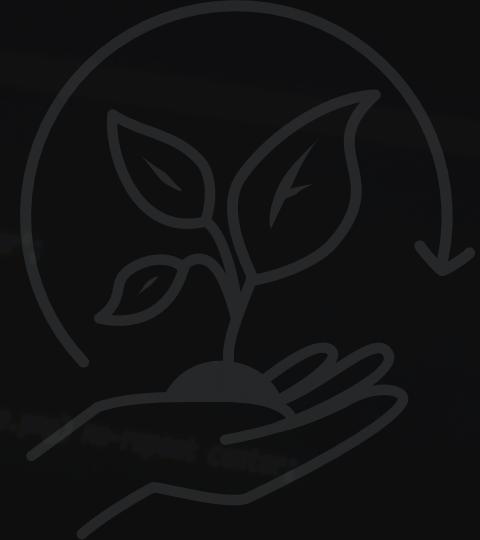


Sunil Sharma
BBA-BI





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THANK YOU

GREENSTICK SINCE 2023



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Since 2023

