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**Semester and Section:** 7 ISE ‘A’

**Date of submission:** 17/12/2020

**Event 4: Business Idea Generation**

**Online Plant Nursery**

**Objective:**

Business objectives are the results you hope to achieve as you run and grow your business. Having a comprehensive list of business objectives create the guidelines that become the foundation for your business planning. Ideas are the key to innovation. The purpose of generating new ideas is about improving what already exists as well as coming up with something new. It enables you to expand the range of ideas beyond your current way of thinking.

**Introduction:**

If you love growing plants and would like to turn that passion into small business, setting up a small part time businesses, selling plants online by developing our own website, taking orders to provide the service for garden designing etc. The website display refreshing photos of plants, painted pots, decor items and all kinds of garden essentials. It is very simple on the websites that buying the various species of flower as well as outdoor and indoor plants that can beautify every corner of your house in only few clicks.

**Features of online plant nursery:**

* Provides different variety of fully-grown and pre-potted plants.
* Can order plants in small scale or large scale for home decor, backyard, farmlands etc.
* Shop for attractive pots and planters.
* Shop for any kind of seeds.
* Can orders for the service of garden designing, where you will get design plan for outdoor spaces and let the clients do actual digging.
* If you are not sure what plant you are looking for, website has filters. This allows you to select what zone you live in as well as some plants characteristics like flower colour, evergreen or deciduous leaves etc. which makes finding something for your exact growing condition much easier.
* Website also provides facility for other small scale nursery to join us and provide their plants for the customer through our website. This helps the native nursery to expand their business.
* Website has different modes of payment, where users can pay online or by cash.
* Websites has the guidelines for the users about tips and guides to grow the selected plants.
* User can post their queries and doubts in the comment sections; we will answer to their doubts.

**Conclusion:**

A business plan is a fundamental component to the successful start, development, and maintenance of an organization. There are lots of basic steps to start a business. The good business idea and plan will allow you to communicate with major donors or foundations and apply for grants that may fund you, and serve as a compass for the organization so that you don’t get off track.

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**Event 5: Recruitment Process In Your Company**

**Objective:**

Recruitment is a continuous process by which an organisation seeks to develop a pool of qualified applicants for the future human resource needs, even though specific vacancies do not exist at present. The main objective of the recruitment process is to expedite the selection process.

**Introduction:**

Recruitment means announcing job opportunities to the public and stimulating them in such a way so that a good number of suitable people will apply for them. Recruitment is the process of discovering the potential for actual or anticipated organizational vacancies. It is a process of accumulation of human resources for the vacant positions of the organization. Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm.

**Functions of Recruitment:**

* Assessing recruitment
* Job design and development
* Fixing standards
* Advertisement and publicity
* Making initial contact with prospective candidates
* Identification and seeking applicants
* Preliminary examination and assessment of applications
* Shortlisting of probable candidates for selection
* Calling the shortlisted candidates for interview
* A selection process like interviewing or testing
* Hiring the best candidates
* Recording and documentation
* Fixing pay packages to the selected candidates.

**The Purpose and Importance of Recruitment:**

* Attract and encourage more and more candidates to apply in the organization.
* Create a talent pool of candidates to enable the selection of best candidates for the organization.
* Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
* Recruitment is the process which links the employers with the employees.
* Increase the pool of job candidates at minimum cost.
* Help increase the success rate of the selection process by decreasing the number of visibly under qualified or overqualified job applicants.
* Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time.
* Meet the organizations legal and social obligations regarding the composition of its workforce.

**Conclusion**

Recruitment is a process to discover the sources of manpower to meet the recruitments of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.

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**Event 6: Project Proposal Submission with Financial Statement**

**Project Preparation for an Online Plant Nursery**

**Objective:**

To create a project proposal for online plant nursery by analysing and developing a project idea into the final project ready for implementation.

**Introduction:**

The project proposal functions as the working document between the agency and client before potential initiation of the project. It is a method to analyse the feasibility and profitability of the project. The main objective of the project proposal is to get the client to buy into your services.  It states to the decision-maker or stakeholder that the service provider understands the scope of the project. Thus, project proposals are a great way to secure funding, win new clients, or convince executives to allocate resources to projects.

**Importance of project proposal:**

* **Fundraising**: Proposals secure CARE’s funding. The proposal must convince the donor that the need that CARE has identified is important, and that CARE has the capacity and the right approach to address the needs and achieve good results, and to ensure accountability. A poor quality proposal, or a proposal that misses the submission deadline, may result in CARE missing out on important funding opportunities.
* **Design**: The proposal documents the design of a project. Good quality outcomes depend on good quality project designs and on a needs-based approach so the proposal must be more than just a sales pitch. The

proposal must represent an appropriate design (activity and budget design) that will help care to have a positive impact on humanitarian needs as well as consider the longer-term implications of its interventions to support the recovery of the affected population.

* **Implementation**: The proposal serves as a key management tool for the implementation of projects. The proposal and budget should follow a clear logic, and provide adequate description of activities and expected outputs to help a project manager implement the project. It also assists with identifying staff required to carry out project activities. The expected outputs and outcomes must be clear and achievable.
* **Accountability**: The proposal is the document that CARE will be held accountable against in terms of what CARE has delivered. The project manager will need to report against what CARE stated in the proposal, so it is critical that the content is feasible programmatically and financially, and achievable within the approved time frame.

**Project Preparation for an Online Plant Nursery:**

**Vision:**

To establish a plant nursery and sell the seeds, plants, pots online by developing our own website.

**Mission:**

To grow plants in the nursery and help people to buy the required plants, seeds and pots in a single click.

**Steps for planning to establish an online plant nursery:**

* Setting the purpose and goal.
* Creating a budget.
* Assigning roles.
* Creating a content strategy.
* Structure your plan properly.
* Create mock-up.
* Start working on the design.
* Test everything.
* Maintain the business.

**Funding and Investment:**

To start an online plant nursery, we need funding and investment to set-up a nursery, to buy materials like seeds, fertilizers, planting trays, pots, and to sell customized pots we need to collaborate with one of the best potter, to develop a website we need developers. All these require some good amount of capital, be it the social or the financial, investors with good offer we can begin with seed funding and as the organization grows, we can take support from various central government schemes, we can also take help from the banks from the MUDRA loans we can get collateral free loans for such Entrepreneurial works.

**Gathering the materials:**

After getting the funding for the business, it is important to get the materials required to get the work started. For nursery and website development we need:

* A better place to grow plants
* Soil with rich minerals
* Seeds
* Fertilizers
* Developers
* Laptop or Desktop
* Internet connection
* Potters
* Suitable mud for the potters
* Equipment for potters

**Recruitment of Employees and training:**

Recruitment is a continuous process by which an organisation seeks to develop a pool of qualified applicants for the future human resource needs, even though specific vacancies do not exist at present. The main objective of the recruitment process is to expedite the selection process.

Recruit employees who have passion to work, good agricultural skills, better knowledge about plants, seeds, fertilizers and developers who have the potential

to develop and manage the website as we need, potters should be skilled enough to make the pots. After recruiting them training should be given to them about this type of work and department they belong to and get our work to be done with the help of them.

**Financial plan:**

A financial plan is essential in helping you reach your financial goals. The plan should have multiple steps or milestones. A sample plan might include creating a monthly budget and spending plan, then getting out of debt.

Once you’ve accomplished these three things and have followed through on your new plan for a few months, you may find that you have extra cash, and the money you free up from your debt payments can be used to reach your next round of goals. Again, it's key to decide what priorities are most important to you. Keep steadily working toward your long-term goals, but also start to focus on the most important near-term goals you have set for yourself.

**Identifying our customers:**

The next step is to identify who your ideal client is so you can advertise the website in the most effective way possible. Get your first customer. Getting customers will gain us confidence and communication skills. Start attracting people by selling plants, seeds, pots and other products by giving reasonable discounts and by delivering the products safely and cleanly. Once the business is grown to a certain level, we can increase the price according to the market conditions.

**Expenditure vs. Expense:**

Expenditure is a payment or disbursement. The expenditure may be for the purchase of an asset, a reduction of a liability, a distribution to the owners, or it could be payment in the same accounting period as the amount becomes an expense. An expense is reported on the income statement in the period in which the cost matches the related sales, has expired, was used up, or had no future value. Balance sheet includesthe assets owned by a firm, the value of these assets and the mix of financing, debt and equity, used to finance these assets at a point in time. The next is the income statement, which provides information on the revenues and expenses of the firm, and the resulting income made by the firm, during a period.

**Expected expenditure for an Online Plant Nursery for one year**

* Land rent =30,000 Rs
* Room rent for developers = 55,000 Rs
* Materials charge = 1,00,000 Rs
* Transportation charge = 10,000 Rs
* Employees salary = 1,50,000 Rs
* Promotion charge = 5,000 Rs

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Total expenditure = 3, 50,000 Rs

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**Expected revenue from the business**

* Number of plants expected to be sold = 5000
* Estimated cost for growing a plant = 100 Rs
* Number of packets of seeds expected to be sold = 500
* Estimated cost for producing a packet of seeds = 400 Rs
* Number of pots expected to be sold = 500
* Estimated cost for making a pot = 200 Rs

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Total revenue =8, 00,000 Rs

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Profit = Revenue - Expenditure

Profit = 8, 00,000 Rs - 3, 50,000 Rs

Profit = 4, 50,000 Rs

**Conclusion:**

So, we can say that with a proper plan, fresh ideas, marketing skills, risk management, a good and efficient project preparation and proposal it is really a good idea to start a online plant nursery in a clean, efficient and systematic way.