# GreenStemGlobal – Business Plan

## Executive Summary

GreenStemGlobal is a Germany-based sourcing and trading company delivering high-quality, fair-trade, fully traceable agricultural products from Kenya directly to German and EU buyers. Clients have full visibility from harvest to delivery, supported by QR-based traceability, compliance documentation, and AI-powered market intelligence.

## Company & Founder

GreenStemGlobal will be headquartered in Germany and act as the operational and legal hub for a vertically integrated supply chain linking African producers to EU buyers.  
The founder, George [Surname], has experience in agribusiness, AI/automation, and finance, with direct control over Kenyan production operations.

## Market & Customers

Germany’s fruit and vegetable imports exceed €15B annually. Demand for transparent, sustainable sourcing is growing. Target customers include importers, wholesalers, foodservice distributors, and specialty retailers.

## Offer & Operations

Core Products: French/Green Beans (EU/German/Edeka MRL compliant), Fresh & Dried Chilies, Passion Fruit, Mangoes (export only), Herbs.  
Harvest-to-Delivery Transparency: QR traceability, compliance docs, shipment tracking.  
Platform: Multi-user dashboard for buyers, farmers, and internal use; predictive analytics to match demand and supply.

## Go-to-Market & Sales Strategy

Months 1–2: Trial shipments and setup.  
Months 3–4: 2–3 shipments/month.  
Months 4: 4+ shipments/month (break-even).  
Months 5–12: 5–6 shipments/month (profitability).  
Sales channels: Direct outreach, trade fairs, anchor clients, specialty networks.

## Impact & ESG

Fairtrade principles, women-led farming support, youth employment, climate-smart agriculture, recyclable packaging.  
Reinvestment: Post-profit, a portion of surplus supports tree planting and carbon reduction projects for carbon neutrality.  
Sustainability project launch by Q1 2026.

## Risk & Mitigation

Market entry risk: mitigate with anchor clients and lean operations.  
Logistics risk: multiple freight options, buffer inventory.  
Regulatory risk: constant monitoring and flexibility.  
Currency risk: contracts in EUR, hedging as needed.  
Brand risk: third-party audits, transparent reporting.

## Implementation Timeline & Milestones

Pre-Launch (Aug–Oct 2025): Registration, setup, compliance docs.  
Phase 1 (Oct–Dec 2025): Launch, outreach, first shipments.  
Phase 2 (Jan–Mar 2026): Anchor contracts, platform launch.  
Phase 3 (Apr–Jun 2026): Break-even achieved.  
Phase 4 (Q1 2026): Sustainability project launch, growth consolidation.

## Appendices & Supporting Documents

Founder CV, proof of qualifications, UG registration, EORI number, product catalog, buyer LOIs, certifications, marketing materials, financial forecasts, ESG policy, compliance overview.

## Executive Pitch (Condensed Version)

GreenStemGlobal delivers premium, fair-trade produce from Kenya to Germany with full harvest-to-delivery transparency.  
Target: importers, wholesalers, foodservice, specialty retail.  
Break-even in 4 months via 4+ shipments/month.  
ESG: fair pricing, women/youth support, climate-smart farming, post-profit carbon neutrality projects.