

# Green Talks

CEO and Founder: Eric Izaguirre



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3004 East 17th St.  
National City, CA 91950

Mobile: (619)807-3350  
Home: (619)472-1909

ericizaguirre3@gmail.com  
greentalks.com

# Industry



**Description:** Specialized Landscaping: Gardening Supplies and Plant Nursery  
**Target Market:** Agricultural City of Davis or surrounding cities

**Benefit Statement:** This Small Business Will Strongly benefit the community by Creating Jobs for People With Social Disorders. It will help them develop communication skills that they can't learn on their own.

**Mission:** Provide Organic Materials and greenery to the city while helping those with disorders that might not be recognized by the community.



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# Marketing

Will target companies that support awareness for people with social disabilities or companies in the Gardening and Landscaping industry. This should bring at least \$7000 a year

**Fundraising Opportunities:** Yearly gala within the community to create connections with families. Generate \$1000 an event.

# Financial Plan

## Costs of goods:

- Materials to make pottery will cost \$1,000 for one pottery wheel/machine to form the pots and \$140 per month for the chemicals and clay needed
- Flower Distributor and Plant Distributors will charge \$20 per daily delivery and will charge \$2 dollars per bouquet of flowers (I will buy about 15 bouquets daily) and will charge \$100 dollars per tree (I will buy about 6 trees weekly).
- Buying bonsai trees for \$30 each (will need 7 trees weekly).
- Total cost of goods should be around \$4,880 per month and \$38,560 per year.

## Start Up Costs:

- \$25,000 of my own savings
- The rent of the desired building is \$1,200 per month for 1,200 Square Feet of Space
- A loan of \$45,000 with an interest rate of 7.25% to help cover costs
- Grants of at least \$5,000 to buy store supplies and products to stock shelves with
- Cost of the shelves will be \$200 each and I want to have at least 3
- General liability insurance \$500 per year
- Store phone \$36 a month
- Water bill will be \$100-\$200 because of the need to water the all of the plants
- The cost of decorations will total \$50
- \$80,240 spent in wages
- The total cost for the year \$28,468



# Financial Plan



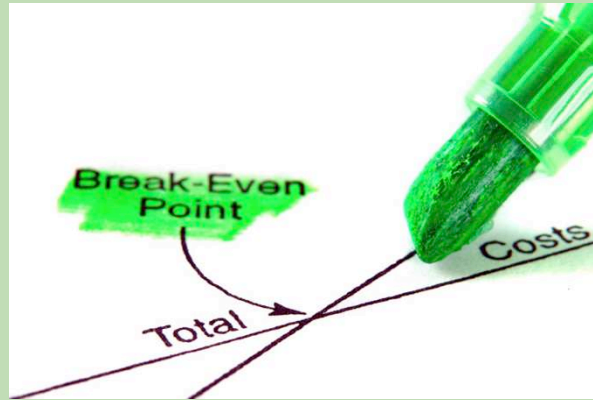
## Pricing and Profit:

- To get my money back for the pottery machine I will sell each pot for \$20. The first year I will make a profit of \$1,320 per month and \$15,840 per year if I sell 150 pots per month.
- Fresh cut flowers will be sold for \$6 a bouquet, if I sell 15 bouquets daily I'll make \$1,200 a month and \$14,400 a year
- Trees will be sold for \$125, If i sell 6 trees weekly I'll make a profit of \$600 a month and \$7,200 a year
- If I sell 7 bonsai trees weekly for \$40 each I'll make about a total of \$280 a month totalling up to \$3,360 a year
- Total Profit will be \$3,400 a month and \$40,800 per year



# Break Even Point

- Break Even Point will be reached within 6 years.
- Average price for all goods is \$31.
- Total profit per year is \$40,800. Cost of Goods will \$38,560 a year.
- Start up costs \$28,670



# Organization Chart

