

Business Name: Coolamon View Farm

Owner: Catherine & Geoff Wijnberg

Location: 550 Coolamon Scenic Drive, Coorabell NSW 2479

Business Type: Small-Scale Horticultural Business

Business Description: Coolamon View Farm will specialise in growing a variety of flowers and selling them at local markets and to wholesalers. Our focus will be on sustainable and organic practices.

1. Executive Summary

Business Objectives:

- Establish a reputable brand known for high-quality, sustainable flowers.
- Achieve a steady monthly revenue by selling at local markets and to wholesalers.
- Expand production and customer base within the first three years.

Products and Services:

- Fresh cut seasonal flowers (dahlias, poppies, daisies, sunflowers, snapdragon, cosmos, zinnia, foxgloves)
- Floral arrangements for events
- Seasonal flower collections

Target Market:

- Local farmers' markets
- Florists and flower shops
- Event planners and wedding coordinators
- Local residents and businesses

Competitive Advantage:

- Use of sustainable and organic growing practices
- Unique and high-quality flower varieties
- Strong relationships with local markets and wholesalers

2. Market Research

Industry Analysis: The flower industry is a robust market with a consistent demand for fresh flowers, driven by events, holidays, and personal use. The trend towards sustainability and locally-sourced products is growing, providing an opportunity for businesses like Coolamon View Farm. The region is in demand for destination weddings so there is a strong demand for fresh flowers.

- **Local Markets:** Residents and visitors seeking fresh, locally-grown flowers.
- **Wholesalers:** Florists and shops needing a reliable source of fresh flowers.
- **Event Planners:** Individuals and businesses needing flowers for weddings, corporate events, and other occasions.

Competitor Analysis:

- Local flower farms and greenhouses
- Supermarkets and big-box stores with floral departments
- Online flower delivery services

3. Marketing Strategy

Branding:

- Logo and branding materials reflecting sustainability and quality.
- Consistent use of branding in all marketing and packaging materials.

Promotion:

- Social media marketing (Instagram, Facebook) showcasing our flowers and farm.
- Participation in local farmers' markets and community events.
- Partnerships with local florists and event planners.
- Email newsletters and loyalty programs for repeat customers.

Sales Strategy:

- Direct sales at local farmers' markets.
- Bulk sales to wholesalers and florists.
- Online sales through a dedicated website with delivery options.
- Subscription services for regular flower deliveries.

4. Operations Plan

Production Plan:

- Selection of flower varieties based on market demand and growing conditions.
- Implementation of sustainable and organic growing practices.
- Regular crop rotation and soil health management.

Facilities and Equipment:

- Outdoor growing spaces.
- Irrigation systems.
- Tools and equipment for planting, maintaining, and harvesting flowers.
- Transportation for delivering flowers to markets and wholesalers.

Staffing:

- Initial hiring of a small team for planting, maintenance, and sales.
- Seasonal workers during peak planting and harvesting times.

5. Financial Plan

Startup Costs:

- Earthworks and infrastructure: \$15,000
- Seeds, soil, and initial supplies: \$5,000
- Equipment and tools: \$10,000
- Marketing and branding: \$2,000
- Legal and administrative costs: \$3,000

Revenue Projections:

- Year 1: \$60,000
- Year 2: \$90,000
- Year 3: \$120,000

Expense Projections:

- Year 1: \$35,000
- Year 2: \$45,000
- Year 3: \$55,000

Profit Projections:

- Year 1: \$25,000
- Year 2: \$45,000
- Year 3: \$65,000

Funding Requirements:

- Initial investment needed: \$35,000
- Sources of funding: Personal savings, small business loan, grants for sustainable agriculture

6. Risk Analysis

Potential Risks:

- Adverse weather conditions impacting crop yields.
- Competition from other flower producers.
- Fluctuations in market demand.
- Rising costs of supplies and equipment.

Mitigation Strategies:

- Diversification of flower varieties and products.
- Investment in weather-resistant infrastructure.
- Building strong relationships with customers and wholesalers.
- Regular financial reviews and cost management.

7. Conclusion

Coolamon View Farm aims to establish itself as a trusted source of high-quality, sustainable flowers in the local market. With a clear focus on sustainability, customer satisfaction, and strategic growth, we are confident in our ability to achieve our business objectives and contribute positively to the local community.