

MY BUSINESS IDEA



PLANT PLOTTING

BUSINESS

As we are still all in lockdown,I have decided to come up with a business plan based on what I have enjoyed doing during lockdown.A business where you can order plant pots and hanging baskets for your homes and you can also get involved and design your plant pots! Me and my family have spent a lot of time in our gardens over the past three months so I have decided to base my business idea on gardening.I enjoy gardening and I would love to have more plants,herbs and shrubs in my garden,so here is my business idea.... I thought it would be a good idea for me to design a business where you can order

your own personalised plant pots to make your garden look beautiful!



MY IDEA...

My Idea is to buy several plant pots in all different shapes,sizes and colours on amazon or go into different plant nurseries. I could also buy some glass pots,which would be taller (more like vases you could put up for decoration in your homes)and hanging baskets.

WHY WOULD MY

BUSINESS BE A SUCCESS

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I believe my business would be a success as...

- People are spending a lot of time in their gardens at the minute especially due to the hot weather.
- Herbs, flowers and shrubs would make people's gardens look pretty.
- People can design what goes into their pots (different flowers etc...)
- This is a unique idea as I do not know anybody that lets their customers design their own plant pots.
- The products will be sold at a reasonable, affordable price.

RISKS!

There are many successes to this business however, there are still many risks. These risks include...

- The product may not sell.
- People may not like the product.
- Someone could be more talented at planting flowers and gardening.
- Another business may be selling at a better price.
- I may not be able to sell them cheaply enough to make a profit.

HOW DO I GET MY PRODUCT TO SELL ?

To get my products to sell, I would advertise my business on social media for example

Facebook and Instagram. I could also sell them at local craft fairs, amazon marketplace and in garden centres. I would take many pictures of my end product and get people to like and share. I would also do some sales for example buy 3 pots get 1 free to then intrigue more customers.



Thankyou for listening to my business idea!