

Orto Family

Business Plan



Green in EUROPE

Green Entrepreneurial Education Network in Europe

Erasmus+ KA2 Strategic Partnerships For Schools

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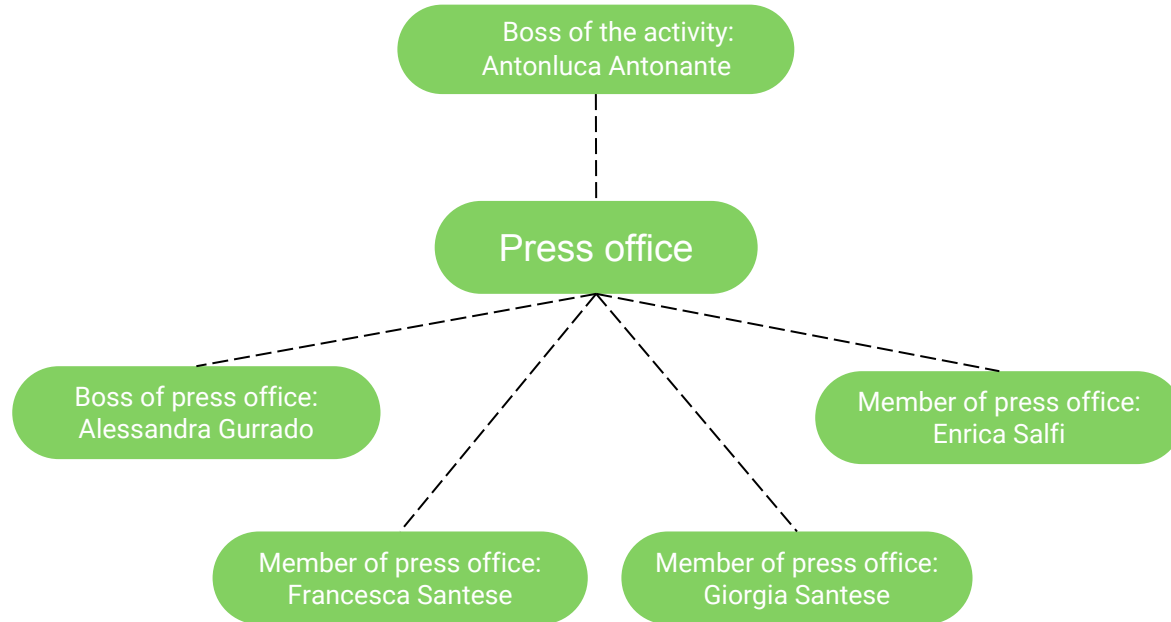
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UNIVERSITÀ DEL SALENTO GREEN IN EUROPE

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Spend time with your
family in ecological way

Organization Chart



Summarize your Business Model Canvas

- ❑ Orto family is the first example of urban garden in the city of Taranto.
- ❑ The land where the Orto family would rise was an uncultivated one of 8000 sqm and it would be divided into mini allotment.
- ❑ Orto Family business owner would take care of the preparation of the land, the planting of the plants, irrigation, would take care of the development phase of the products of the garden, intervening in case of problems.
- ❑ Families - to whom the lot would be rented - would have the task of collecting products and taking care of the cleaning of their lot.
 - ❑ There are no competitors in Puglia, this is the first social garden in Taranto and around it.



Antonluca Antonante



IDEA

- ❑ Orto Family project is really innovative, first of all because nobody in Taranto has started a similar project, so it would be the first one; secondly, because it would allow to families to rediscover the taste of the cultivated food in the right period, giving them the possibility to spend a lot of time with their family. Customers could buy seasonal products at kmo.
- ❑ The main strength of the Orto Family is that there is no competition and thank to that the project has more chance to growth up.
- ❑ The innovative points are: the use of abandoned fields, only seasonal vegetable on 0 km, the chance to have for the first time their own urban garden.



MARKETING

- ❑ Target of Orto Family: families and young people who want to have fresh, organic food without dangerous substances. In a second moment another possible target could be eco-friendly restaurants.
 - ❑ Allotment to families or product that is grown to those who request it: in one word, retail.
- ❑ Orto Family wants to seize the opportunity to launch genuine products on the market, without preservatives and cultivated without chemicals, therefore of high quality.
- ❑ The notoriety of bio-products is an innovative idea on the territory. This aspect is an improvement of social and cultural tradition.
- ❑ Orto Family offer is advantageous because the products are genuine and cost less than the products on the local market, because they are okm. In addition, people know their exact provenance.



SUSTAINABILITY





COSTS

STARTUP COSTS

Cost: €1.000 per year for maintenance

Cost cereals: €200 per year

Cost labor: €100 per months + irrigation: €800 (not during winter) + maintenance once every 1-4 months = € 4000 per hectare once a year.



Our team!



Backpage

thanks for the attention



CREDITS

School year 2017/2018
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