

Business Plan: GreenGrow - Sustainable Greenhouse Farming in Türkiye

Go Green Against Climate Change -
2023-1-RO01-KA220-SCH-000161283

Key Partners  * Local seed and seedling suppliers * Renewable energy companies (solar, geothermal for greenhouse heating) * Agricultural technology providers (irrigation, climate control systems) * NGOs promoting sustainable agriculture * Universities and research institutes (R&D)	Key Activities  * Construction and maintenance of greenhouses * Crop production and harvesting * Implementation of renewable energy systems * Marketing and distribution of organic produce * Waste and water recycling management * Training and awareness programs for workers/farmers Key Resources * Land for greenhouses * Skilled agricultural workers and agronomists * Renewable energy systems (solar panels, geothermal heating) * Irrigation systems (drip irrigation, rainwater harvesting) * Website and digital sales platform	Value Propositions  * Fresh, organic, and climate-friendly produce * Reduced carbon footprint compared to conventional * Year-round production, regardless of climate variability * Contribution to food security and sustainable development *Support for local economy and innovation in agriculture	Customer Relationship  * Environmentally conscious consumers * Organic food stores and supermarkets * Local restaurants and hotels seeking fresh produce * Export markets for organic vegetables/fruits *Municipalities and schools (healthy food programs) Channel  * Direct sales via farm shops and local markets *Online platforms (website, apps, e-commerce) * Organic food cooperatives * Partnerships with restaurants and hotels * Export distributors	Customer Segments  *Environmentally conscious consumers *Organic food stores and supermarkets * Local restaurants and hotels seeking fresh produce *Export markets for organic vegetables/fruits *Municipalities and schools (healthy food programs)	
Cost Structure *Land purchase or lease * Greenhouse construction and technology investments * Renewable energy systems * Seeds, fertilizers, biological pest control materials * Labor costs (farmers, engineers, marketing staff) *Certifications, insurance, and permits		Revenue Stream * Sales of fresh organic produce (vegetables, fruits, herbs) * Long-term supply contracts with supermarkets/restaurants * Export revenues * Subscription services (weekly vegetable boxes) * Educational workshops and farm tours		GO GREEN AGAINST CLIMATE CHANGE 2023-1-RO01-KA220-SCH-000161283  Co-funded by the European Union 	