



### **Roberts Greenhouse and Tree Farm**

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## **Business Plan**

### **Executive Summary**

Roberts Greenhouse and Tree Farm is formed as an Idaho Sole Proprietorship poised for growth in the garden center and tree farm industry. The business seeks to introduce a new plant and tree greenhouse nursery at their home on 2.99 acres at 400 McLain Street in New Meadows Idaho owned by Kim D. Roberts.

**Business Description.** The business is organized as a Sole Proprietorship formed and authorized under the laws of Idaho, and will be led by Kim and Teresa Roberts, who will serve as owners. The business has been granted a Nurseryman license by the State of Idaho Department of Agriculture. License# 11112.

**Product.** Roberts Greenhouse and Tree Farm will sell flower and vegetable plants, as well as container plantings and hanging baskets. In addition, the tree farm will offer live Christmas trees to be handpicked and cut seasonally as the trees mature.

**Experience.** Kim Roberts, a semi-retired farmer, has 30 years of experience in the tree nursery business, having previously worked at a nursery in Lewiston, Idaho (Western Forest Systems Inc owned by Jan Schaefer). Kim has also successfully grown Christmas trees on his family **farm in Genessee**, Idaho. His wife Teresa is a retired insurance professional and has been gardening for 40 years in Idaho, as well as designing the gardens and landscapes of their own personal homes.

**Assets.** The business has acquired a new 14' x 30' greenhouse to be set on gravel 35 feet from the property line as shown in illustration attached. Some plant material and supplies have been purchased. The business will acquire other plant material as soon as the greenhouse is delivered and placed. There will also be gravel parking spaces designated off-street as shown in illustration.

**Competition.** There are three garden centers advertised in the nearby town of McCall (High Mountain Nursery, Franz Witte, and Twin Peaks Nursery), but no Christmas tree farms. We hope

customers will choose our services based on the quality of plant material and the presentation of plants in and around the greenhouse, as well as attractive pricing.

**Services.** The business intends to provide exceptional, personalized service, which will be a crucial factor in building the business's brand within the community. From the moment a customer enters the premises they will be guided by clear signs to enter the greenhouse. When the Christmas trees are large enough, additional signs will guide customers from the parking lot along the gravel driveway to the Christmas tree area to select their tree which we will cut for them and bring to their vehicle, helping them secure the tree for transport home.

**Traffic and Noise.** We expect a relatively low amount of traffic to the greenhouse, and should not impact our neighbors negatively. Traffic will be directed one way by signage. We hope to have 3 or 4 visitors a day during the week, and possibly a few more on the weekends during late Spring and early Summer. There will be no loud noise generated from the business. The only equipment to make noise would be a quiet fan in the greenhouse. Deliveries will be made by regular UPS and Federal Express vans and kept to a minimum so as to not disturb neighbors.

**Water Usage.** We plan to use City water to begin, and since our inventory of plant material is very small we do not expect to use an excessive amount of water. I estimate that our City water consumption might increase by 20% over what we normally have used in the past. We may look at having a well dug to access irrigation water later on to save expenses for our current lawn irrigation and irrigation to the greenhouse plants. If we do consider having a well dug, we will review the Ordinances to be sure we aren't interfering with other well owners.

**Company Goals and Objectives.** To become the "go to" garden center in New Meadows and expand our greenhouses. Another goal is to have a pumpkin patch open to the public in the Fall with photo opportunities for families and pumpkins for sale.

**Marketing.** The business plans the following tactics as part of sales promotion:

- Developing a list of businesses in the neighborhood and sending promotional material by direct mail to the list.
- Advertising through press releases to industry publications and local newspapers.
- Internet marketing through social media.
- Posting signage and flyers about the new business on bulletin boards in stores and public places as approved.
- Have a "Grand Opening" event.
- Participate in local farmers market on Saturdays in the summer.
- Encourage local school to arrange an educational "field trip" to the greenhouse.
- Offer potting and wreath making classes.
- Donate wreaths and flowers to local cemetery for Memorial and Veterans Day.
- "Ladies Night" garden party in the greenhouse, and a few other such events.
- Let customers know about discounts and events through email list gathered at point of sale and other advertising.

## Target Markets.

- Local residents in New Meadows
- Residents in nearby McCall
- Our friends and family that visit
- Passersby and visitors to New Meadows that see our signs

**Financial Plan.** The business expects to generate \$500 sales in the first year and increase in ongoing years.

**400 McLain St, New Meadows, ID - Parcel number: RPM00000242700**

