



A BUSINESS PLAN: STARTUP GUIDE

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Abstract:

A thorough **business plan** is important evidence that describes an organization's goals, strategy, target market, and financial projections. It serves as a strategic **road map** for decision-making, resource allocation, and prioritization, evolving throughout the venture's life cycle. This **living document** helps to articulate the company's direction, translate fresh ideas into clear goals, and provide a **framework** for constant monitoring and adjustments based on market circumstances. **ZuRi's Hardin (*garden*)** is committed to producing a varied assortment of indoor and outdoor plants for consumers and contractors in need of dependable botanical supplies. The **start-up's** investment capital is **\$1,000 USD**, which is split 70% for product prices and 30% for backup garden supplies. This startup's specialty costs will be funded by my savings. ZuRi's Hardin (*garden*) will sell interior and outdoor plants, flowers, art supplies, and floral accessories. Contract services are its main focus as it markets and sells to public and business customers. This microbusiness venture will have a 5-15% annual business growth. The **marketing plan** will emphasize knowledgeable people, low rates, and outstanding service in a handy location. This garden hopes to raise sales by 20%–30% in its second year by maintaining high-quality items and customer interactions. Creative marketing, large production capacity, a quality plant and supply selection, and excellent customer service are its priorities. As the saying goes, *"To open a shop is easy; to keep it open is an art."* Unique items and personalized services are essential to client happiness and loyalty.

JEL: M13, L25, M31, D21

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1. Executive Summary

ZuRi's Hardin (*garden*) is a spring of commitment and a parcel of dedication to producing different kinds of indoor and outdoor plants, providing a quality choice for people who

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have been looking for varieties of plants and garden supplies, serving customers, and helping constructors who need a credible and reliable source of botanical or ornamental houseplants. The start-up venture investment capital is **1,000 USD**, which is mainly 70% exclusive for the cost of the product and 30% for the needed backup garden supplies.

I will solely finance this **startup's niche costs with my savings capital**. This garden will offer a broad and wide assortment of indoor and outdoor plants, trees, local and foreign flowers, craft supplies, and floral accessories. With an accessible location and convenient spot, ZuRi's Hardin (*garden*) intends to successfully market and sell its products to the public and corporate customers by providing services on a contract basis. I would like to target a five to ten or fifteen percent increase in my business each year. My **marketing strategy** includes providing knowledgeable staff, affordable prices, an accessible and available location, and first-rate customer service.

ZuRi's Hardin (*garden*) has been one of my business ambitions. Because the company is a new business specialty, I would be in charge of both internal and external monitoring. As a result, the company operates in a limited niche market. I would be actively involved in running the entire organization. In this administration, I would be directly responsible for management direction, control, and experience. Furthermore, the primary reason for handling clear-cut supervision is that I can predict and understand that production will be far higher if these critical but difficult activities are completed completely by me.

This garden aims to experience a **growth rate of 20%–30% in sales for the second year of operation, maintain high-quality products**, and, most importantly, establish better and stronger public customer relations. With creative and innovative marketing, a high production capacity, a quality selection of botanical plants and garden supplies or accessories, and continuous "*customer service from the heart*," clients will undoubtedly experience contentment and pleasure. Indeed, the biggest edge in the business is modern competition, which requires constant adaptation and innovation to meet customer needs and preferences, such as offering unique products and personalized services that differentiate the garden from its competitors. As a result, high-quality products lead to customer satisfaction, and this fulfilment fosters customer loyalty and happiness. Therefore, "*To open a shop is easy; to keep it open is an art.*" (Chinese proverb).

1.1 Short Description of Product/Service

Establishing a startup, small, or big business can be tough and challenging at the beginning stages. However, it can be highly rewarding and promising in the long run, as successful businesses often lead to financial independence, personal fulfilment, and the ability to make a positive impact on the community. That's why it's crucial to create a **road map** for the journey of establishing a business. It's not possible to create a business without proper prior planning and advanced studying, as these steps help identify potential challenges and opportunities that can influence the success of the venture, such as market trends, customer needs, and financial projections. "*Plan your work, and then work your plan.*"

To make our business more attractive and profitable for the customer, a *successful business plan* is essential. Similar businesses exist in the Philippines. Many entrepreneurs struggle with maintaining product quality, executing effective sales and marketing strategies, engaging in competitive digital marketing, and building strong customer relationships. Entrepreneurs often experience stagnation in areas such as efficiency, profitability, and success. Efficiency, profitability, and victory have become stagnant. As a result, there's either no progress or, regrettably, a risk of failure or bankruptcy.

Sustaining the business requires extensive **feasibility studies**, a task I believe only business-minded, creative, and passionate individuals can accomplish, as these studies are essential for identifying new opportunities and ensuring the long-term viability of ZuRi's Hardin (*garden*) in a competitive market. The name of my business is **ZuRi's Hardin** (*garden*). I dedicate this shop to producing and providing excellent choices for our customers. I will provide a diverse range of botanical or ornamental plants for both indoor and outdoor home beautification. I will cultivate most of the plants I sell in my *small front yard* and *backyard garden* or on my *parent's farmland*. I will utilize and improvise the space of my vacant house, which is located in an exclusive community, home, or village in the heart of *Tagum City, Davao del Norte, Philippines*. Then, I will start selling from my neighbour's offline and publish it online via *digital* and *social media platforms*. I have desired to own my own business and be successful in this industry by offering and delivering flowers and plants to my general customers and, fortunately, to corporate customers on a contract basis.

In corporate events or segments, I will sell and deliver decorations to their different programs, shows, meetings, and the like... This objective is indeed my secondary goal, as I will grow my small business shortly. The main target for now is to sell my products in an outlet store with seasonal plants and flowers. So, my marketing strategy includes my knowledge and enough experience to produce and provide botanical or ornamental plants, an accessible and convenient location, and *top-notch customer service*.

The concept of this business pitch is to mainly focus on providing plants and flowers and garden supplies or accessories. A *botanical* or *ornamental garden* business focuses on environmentally friendly practices. In recent times, the whole world thinks about environment-friendly and sustainable enterprises. Therefore, this business niche proposal can contribute to *increasing environmental awareness* and *protecting Mother Earth*, which is paralleled by generating income and future employment.

1.2 Target Market

Engaging a small startup of **1,000 USD** is a better opportunity to open a **sole proprietorship** for any business. Generally, my target market audiences include commoners (neighbour's), public customers, corporate offices, schools, hotels & restaurants, public markets, convention centres, resorts, and special celebrations such as birthdays, anniversaries, weddings, Valentine's Day, and various festivals, for which I rent or buy botanical or ornamental plants and flowers.

1.3 Competitors

In the Philippines, particularly in my hometown, Tagum City, many small or big companies provide and offer various plants and flowers. Most of them are locally based. As a result, it's harder to conduct a survey and collect information about those organizations. However, as far as I know, my top **10 competitors** are the following:

- Blume's Tagum,
- Tagum Rose Bouquets,
- Double H Flowers,
- Tagum Flowers and Gifts,
- Kabayan Flower Shop,
- Jogle's Orchids & Ornamental Garden,
- Tagum Pansy Petals,
- Casa Flora,
- Bloom Tagum,
- NIDA Flower shop.

1.4 Pricing Strategy

Particularly in my city, Tagum City, numerous small or large businesses in the Philippines supply and display different kinds of flowers and plants. Most of them originate locally. Conducting a **poll** and **gathering data** on those companies is therefore challenging. From what I know, though, my top **10 rivals** are Blumes Tagum, Tagum Rose Bouquets, Double H Flowers, Tagum Flowers and Gifts, Kabayan Flower Shop, Jogle's Orchids & Ornamental Garden, Tagum Pansy Petals, Casa Flora, Bloom Tagum, and NIDA Flower shop. The pricing should follow the **margins of the pricing tariff**. If clients purchase a significant portion of the plants or flowers, they will receive an **internal discount**. I will also run particular **promotions** on critical events or occasions.

2. Business Description

ZuRi's Hardin provides plants and flowers and offers for house decorations or beautification with the objectives of **1)** seeing a 10 percent increase in our customer base each year and **2)** achieving an annual growth rate of 20-30 percent in the second year. ZuRi's Hardin has its **mission** to dedicate itself to providing a wide variety of plants, flowers, and supplies or accessories. The **business aims to achieve customer service and satisfaction through consistent operations over time**. I want my customers to have a wonderful shopping experience. My employee(s) and I will consistently prioritize our customers to earn their loyalty. In effect, I envision that my company will be the market leader in this business industry by producing and providing **high-quality** products with the utmost **customer service**.

The **product and service**: ZuRi's Hardin (*garden*) will offer distinctive types of botanical and ornamental plants in all different seasons. For instance, during the Christmas season in my country, I will offer flowers like *marigolds*, *petunias*, *silvias*, *danthas*, *empessias*, *calendolas*, *dalias*, and *chandramallikas*. During the wet or rainy season, I

will provide various flowers such as ebeli, kamini, togor, ringon, and malotu, among others. The team also includes all seasonal flowers, *such as roses, orchids, jasmine, and others*. In recent times, ornamental plants, such as bonsai, have become increasingly attractive and valuable for decorating settings such as houses, offices, parks, and so on. **I or the team will monitor these products based on customer feedback to assess and evaluate service quality and customer satisfaction.**

In this case, the customers have reasons for utilizing and patronizing ZuRi's Hardin (*garden*) products. **The environment and the climate crisis are currently major concerns for the general public.** It is imperative to maintain a friendly and safe environment. Thus, to prepare and prevent problems, prior business plans must be considered, observed, and implemented to raise awareness and bring maximum **profit** while protecting the **environment**. Furthermore, people would like to purchase my products because they will be given various types of plants and flowers at a **suitable and affordable price**, plus a **special discount** on different and special occasions. These inclusions can be beneficial to my customers. To further serve the customers at their best, I will approach, negotiate, and work with the **local market sellers** to retail my products. Additionally, I will offer foreign plants and flowers to general customers, as these varieties are currently trending and in high demand, particularly for special events such as birthdays, anniversaries, festivals, weddings, and more.

The goal is to analyse this type of business environment in detail. ZuRi's Hardin (*garden*) provides various flowers, as well as necessary supplies and accessories. As you know, the floral industry is generally booming around the globe. Horticulture, or arboriculture (*floriculture*), is one of the major industries; it began in the late 19th century in England, where flowers were grown on a large scale on vast estates. In modern times, the floral industry is a dynamic, global, fast-growing industry that has achieved important growth rates during the past few decades.

The following business **financial metrics** will serve as the primary **keys** to success and **internal** and **external management** factors, such as:

- 1) The goal is to sell products of the utmost excellence while providing exceptional customer service with empathy.
- 2) It is crucial to build and establish positive customer relationships to retain customers and encourage repeat purchases.
- 3) To manage and increase daily and monthly sales by producing or providing diverse and distinctive plants and flowers.
- 4) The goal is to continuously upgrade the IT support system to communicate with customers through creative and innovative advertising.

To devise and materialize the **startup cost (1,000 USD)** of the **business plan**:

No.	Description	Cost for each item/s
1	Land Rent (<i>Given Lot Allotment</i>)	0.0\$
2	Office Rent (<i>My space, my office</i>)	0.0\$
3	Pick-up cost (<i>daily or weekly</i>) \$15-75 or more...	100\$
4	Office/Shop Beautification	100\$
5	Salary (Employee) - <i>Hands-on Manager-Owner</i>	0.0\$
6	Equipment Cost	250\$
7	Seeds and Plants Purchases	500\$
8	Other Costs	50\$
9	Total Investment	1,000 USD

ZuRi's Hardin (*garden*) is repeatedly referred to as a new or small **startup business** concept. It does not, however, emulate any existing business models, which allows it to innovate and create unique offerings that differentiate it from competitors. I currently do not employ anyone and run this little shop entirely on my own.

3. Market Analysis

Thorough research, production, and selection of plants and flowers are vital, and it is the key to having a strong foundation of quality and stable products that can be offered to clients and my selected consumers. This approach prepares me for segmented marketing, which presents a significant challenge for a new and emerging company seeking to influence the public, as it requires a profound understanding of different consumer needs and preferences to effectively tailor marketing strategies. Therefore, meticulous investigation, operation, and supervision are crucial; failure to do so could jeopardize business targets or goals. That's why, I'm inspecting and targeting both general **consumers** and **businesses**. To differentiate between the two, I will introduce inclusive services that our business consumers can benefit from, such as customized floral arrangements for corporate events and subscription services for regular flower deliveries.

Understanding the background of the floral market industry is crucial. My homeland, the Philippines, is a big market for the garden and floral industry, where most people like to live with plants and flowers and utilize flowers as one of the main highlights in doing or having events, as a **token of gratitude**, and as **appreciation**. Both indoor and outdoor plants and flowers can be found everywhere, regardless of the size or simplicity of a house or space, particularly in my city, where people have a fondness for having them in their homes and other spaces. Therefore, investing in flower gardening or a nursery is a wise business venture, as it is essential for a meaningful, colorful, and ergonomic lifestyle.

As a result, this sort of business venture offers and brings a positive and brighter future. Staying competitive in this market is a formidable task, but it is fulfilling and promising; therefore, maintaining a high level of customer service, offering quality products, and providing consumers with various options when shopping for plants and flowers is essential.

The **selling methodology** will focus on providing a distinctive selection of flowers. After selecting a wide range of options and building strong customer relationships, product and project techniques play a significant role in delivering exceptional customer service that meets the needs of my target audience and industry. Healthy plants and flowers, along with high-quality supplies and accessories, are crucial for creating an authentic and creative display that can attract both general and important customers, ensuring their satisfaction and loyalty. **If the consumers are loyal, marketing starts effectively.**

This **business proposal** entry provides the annual percentage increase in **industrial production**, which includes both **manufacturing** and **construction**. I predict a first-year growth rate of 10–15% and 20-30% in the second year due to strong competition and rapid market growth. Therefore, I established this annual growth rate as a motivation to encourage greater sales increases. I will implement a **segmented marketing strategy**. I am offering plants and flowers with the inclusion of supplies and accessories to both business consumers and regular customers. In this business case, I believe segmented marketing is a better option than niche marketing, as it has the potential to generate additional revenue and mitigate economic risk factors. Given that my primary product is plants and flowers, this approach makes sense. However, dealing with this type of business will be a bit different from normal consumers.

After all, this startup business is a newly started company with no prior reputation, so it will be difficult to attract business organizations. However, achieving the target goals for this business will require significant time and effort in building and establishing customer service satisfaction, which will ultimately lead to improved branding and a positive image. Eventually, marketing strategies will surely happen through the engagement of **product-consumer-relay recommendations**, which will involve leveraging **customer feedback** and **testimonials** to enhance credibility and attract new clients. In summary, this approach is the main reason I will focus on selecting ordinary consumers, as this will help me reduce business risks.

Regarding the **target market**, starting a sole proprietorship with a small initial investment of 1,000 USD presents a fantastic opportunity for any business. My target market includes commoners (neighbour's), public customers, corporate offices, schools, hotels and restaurants, public markets, convention centre's, resorts, and special celebrations (such as birthdays, anniversaries, weddings, Valentine's Day, and various festivals) who are interested in renting or buying botanical or ornamental plants and flowers. To reiterate, the proposed startup business venture is a newly started company with no prior reputation; it will be difficult to attract business institutions, especially given the competitive nature of the market and the need for established credibility to gain their trust.

Therefore, as we strive to achieve the ultimate goals of this business, we will undoubtedly enhance our image or branding by dedicating maximum time and effort to establishing and maintaining customer service relations, ensuring customer satisfaction, and fulfilling their trust and loyalty. In the end, marketing includes strategies like product-consumer-relay recommendations and suggestions, which are essential for

building brand awareness and trust among potential customers. Thus, this approach is the primary reason I will concentrate on targeting the general public, as it helps to reduce the associated business risks.

4. Competition

In the Philippines, particularly in my province or hometown, there are numerous small and large floral enterprises that supply and sell various beautiful botanical plants and flowers. All of them compete locally. As a result, it is challenging to juggle in this market due to the high level of competition and the diverse offerings from these floral enterprises. On the other side, completing a **poll** and **gathering information** about those organizations will be a major aid and benefit for me as I move forward in the business race. Here are the **top ten competitors**: Blumes Tagum, Tagum Rose Bouquets, Double H Flowers, Tagum Flowers and Gifts, Kabayan Flower Shop, Joglele's Orchids & Ornamental Garden, Tagum Pansy Petals, Casa Flora, Bloom Tagum, and NIDA Flowershop.

4.1 Competitive Analysis

To demonstrate and assess the competition in the floral business market industry. Here are the solid and valid **top five** competitors.

Competitor Analysis						
Assessment & Market Position of Competitors						
Feature	Own Business (ZuRi's Harden)	Competitor1 (JogelesOr)	Competitor2 (Pansy Petals)	Competitor3 (Casa Flora)	Competitor4 (BloomTagum)	Competitor5 (KabayanF)
Price Performance	√		√	√	√	
Eternal work		√	√	√	√	√
Call Center	√	√	√	√	√	√
Innovative	√	√		√	√	√
Delivery Speed	√		√			√
Punctuality	√				√	
Long-Term Market Experience		√	√	√	√	
Fair Dealing	√		√	√	√	√
Consumer Confidence		√	√	√	√	√
Popularity		√	√	√	√	√
Flexibility for Customers	√		√			√
Accessibility	√	√	√		√	

The content is a partial **virtual research assessment only**. This summary is based on my research evaluation. I will assess and finalize the evaluation tool and its accurate results once I return home for good to implement my business plan. The **main reason that I will not be able to provide the proposal is because I have been working here in Ho Chi**

Minh City, Vietnam, for more than 7 years. When articulating and positioning my company's proposition, there are three things to understand:

1) *Why will customers purchase my product or service?* Customers will buy ZuRi's Hardin (*garden*) products because they consider flowers to be pleasing and lovely, symbolizing peace and naturalness. People from different walks of life appreciate the beauty, and it brings colors and life as well. People from all classes of society adore flowers; they purchase them as gifts for loved ones to express gratitude, love, and affection. Additionally, they use plants and flowers to decorate their respective houses for different types of occasions. Furthermore, they can offer flowers as an additional gift for their relatives, families, and friends at any special event, occasion, or festival.

2) *What is my company's solution to customers' problems?* In today's world, various customer types have a common demand: as special occasions approach or celebrations draw near, they begin to plan and research which shops offer healthy, fresh, and high-quality plants and flowers in sufficient quantities. They also want to purchase these items quickly and easily, with minimal hassles, convenient online services, and, most importantly, at an affordable price. My small company will surely answer their problems. The delivery service will ensure prompt delivery. Apart from the delivery services, I will have social networking site accounts to make it more accessible and convenient for the customers to order. Social media platforms are the most trending way to connect and broadcast any business information.

3) *What are the benefits of providing and offering products?* How can my products be differentiated from competitors'? You can achieve such differentiation by offering plants and flowers, along with garden supplies and accessories, to the general public. One benefit of this approach is that customer fulfilment can lead to significant profits by consistently providing ample time and effort in customer care services to ensure satisfaction.

Overall, producing and providing high-quality products, utilizing technology to simplify the floral buying experience for customers, and simultaneously enabling the company to identify and track its customer base and foster stronger customer relationships will set my company apart from the competition.

4.2 SWOT Analysis

I would use **SWOT analysis**, a strategic planning and management technique, to take an in-depth look at the company's entire management operation. Sometimes referred to as a situational assessment or analysis, this business tool pinpoints the strengths, weaknesses, opportunities, and threats of a business or individual venture. An effective **SWOT analysis** provides valuable information about your current and future circumstances and how to maximize them, which is crucial to business planning.

When formulating a business plan, **SWOT analysis** is critical. So, here's **ZuRi's Hardin (*garden*)** SWOT analysis presentation.

Strengths	Weaknesses
<ul style="list-style-type: none"> • I have sufficient plants, flowers, and supplies or accessories that would cater to my neighbor's possible orders and public consumers. • My product and project knowledge will help provide the best quality service to the customers. • My service charge is lower than the other service charge. • I, the sole proprietor, am highly trained in marketing expertise, which will help us to focus our shop on the customers. • I will be focusing on high-quality demand plants and flower items with high-quality raw materials; this approach is one of the strengths of ZuRi's Hardin business. • IT—using technology to make the floral buying experience easy for customers. • Customer Care: "Service from the heart" provides assistance. • Highly visible website. 	<ul style="list-style-type: none"> • Insufficient budget to support a large-scale future business expansion. However, a startup business should start with a small or sufficient amount of capital to generate a lot of revenue. • Short space, not enough places to propagate plants and flowers for future business expansion. • As the product is perishable, there is a chance of inventory loss. • The techniques of flower preservation are not so up-to-date. • Limited flexibility in pricing. • It's challenging to locate a committed and loyal source of rare plant and flower providers. • Local market competitions. • No retail stores for the public yet. • Competitors can offer similar products quickly.
Opportunities	Threats
<ul style="list-style-type: none"> • People have a general weakness and appreciation of plants and flowers. • Increasing demand for indoor and outdoor plants and floral products • Occasional and seasonal demands like birthdays, weddings, events, and festivals, which bring a boom in business. • A scope or space of different cultural events or programs. • The business environment has a positive synergy. • Digital and social media platforms can tremendously capture the market online. • A busy and crowded place due to offices, hospitals, schools, and universities. • Special celebrations create a hectic but productive demand for orders. • Continued expansion for online sales. • Ability to develop additional stores. • Affiliate relations with related vendors. 	<ul style="list-style-type: none"> • Price inflation. • Electricity and water. • Political instability. • Enormous number of nearby shops. • Major competitors already sell the products. • Changes in guidelines or regulations can impact the business venture. • Insurance costs are continually increasing. • Increases in price inputs can cause upgrade pricing. • Customers haven't met high expectations. • Black propaganda. • Delivery delays. • IT online stores are updated and upgraded.

5. Sales and Marketing

I strongly believe that in sales planning, direct sales and selling are the primary marketing strategies that I apply and implement as the foundation of **profit** or revenue. At present, most consumers tend to use plants and flowers for different types of occasions, events, and celebration days. ZuRi's Hardin (*garden*) is directly offering customers an exceptional level of personalized service to build satisfaction and loyalty.

The company will keep a **database** of customers' names, email addresses, and preferences.

This database information will be constantly and regularly updated and used for **emailing** and **direct mailing** to establish **customers' positive communication, relations, satisfaction, and loyalty** as the key to better and wider marketing strategic planning.

Contractual Sales is a secondary marketing and sales strategy aimed at future engagement, which will be used to make deals with various organizations on a contractual basis within a consortium. This phase involves connecting and collaborating with organizations by offering additional related services, such as decorating for important events, programs, or special celebrations. The plan will be intended for corporate executive engagement or transactions only.

5.1 Product or Service Offerings

The highlight for the sales plan is *why should customers buy from ZuRi's Hardin (garden)?* These are the following reasons:

- 1) It is an inexpensive, accessible, convenient location with quality service.
- 2) It is a personalized and customized ornamental or botanical plant and floral plan for each general business customer.
- 3) The delivery program is available and flexible.
- 4) We provide distinctive foreign plants and flowers to our customers.

ZuRi's Hardin (*garden*) **marketing objectives** are to primarily produce and provide botanical and ornamental plants, maintain and sustain the quality of the products, and establish a good image or reputation and **good branding**. A measurable and specific business objective involves initiating and brainstorming marketing time and efforts during the summer and special occasions and celebrations, as such activities can enhance productivity and creativity in retailing and selling. And the outcome of my business is to establish brand recognition to attract local shoppers who will economically buy plants and flowers.

Another objective is to hopefully open at least one local **garden/gallery** within one or two months of opening. The goal is to establish strong relationships with customers, which will pave the way for the establishment of additional store outlets in the future.

5.2 Marketing Strategy

The **marketing mix** is the set of controllable, tactical marketing tools—**product, price, place, and promotion**—that a small or big company should observe and understand to blend and produce the response to the needs and wants of the **target market segments**.

- **The Product**

ZuRi's Hardin (*garden*) will provide diverse botanical and ornamental plants and flowers, including both local and foreign flowers, plus supplies and accessories. I will sell these products to both general and corporate customers, such as business organizations, corporate houses, universities, governments, and private organizations. ZuRi's Hardin (*garden*) products will be of higher quality compared to my competitors in the plant and

floral business. I will maintain attractive designs and features, offering several packages to the public consumers. **Packaging** plays a crucial role in the flower business, as the attractive and creative decoration of flowers enhances the beauty of marketing and selling. With this, I will concentrate on creating unique and artistic designs for flower supplies and accessories.

- **The Price**

The cost is an important factor in the marketing mix. The price of each product type will differ from others. The price range will be based on the *margins set by the market's tariff policy*. However, since my company is a start-up business venture, the customers will be given affordable prices, not higher or lower than the tariff margins for local market prices. Consequently, the team will finalize and implement an affordable, fixed price.

- **The Place**

The location is one of the most contributing factors in business implementation and success. As a startup company, I will be utilizing and occupying my small space at home. My home is located in the center of Tagum City, Davao del Norte, Philippines, making it an accessible and convenient location for customers. Therefore, my home serves as an accessible and convenient location for customers who are shopping.

- **The Promotion**

The promotion is the most engaging and thrilling marketing strategy for customers, as it often includes limited-time offers, discounts, and interactive events that capture customer interest and drive sales. Promotional activities can greatly help a business reach its profit goals. I will use various advertising media. The advertising mediums will include:

- 1) Campaigning,
- 2) Direct Marketing,
- 3) Printed Advertisement
- 4) Newspaper
- 5) Social media
- 6) Business/visiting cards, and
- 7) Personal selling refers to the personalized approach used by the company's sales team to generate sales and establish strong customer relationships.

This marketing approach caters to the customer's preferred characteristics and requirements, ensuring that the sales team tailors their strategies to meet individual client needs and preferences. So, it is a process of customization.

Indeed, providing the highest level of customer service satisfaction would significantly enhance my business through **word-of-mouth** promotion driven by customer **feedback** and **recommendations**.

5.3 Sales and Distribution

The timely and **hassle-free** delivery of orders heavily relies on the distribution of goods and services. **ZuRi's Hardin** (*garden*) will offer both retail and wholesale options for purchasing goods. If customers want to avail products, they must visit ZuRi's Hardin locations to buy them. Customers must come into our office to sign a contract and agree on a set payment for delivery when they want the goods and services. Once we complete the contract, we will deliver the products and services within 1–2 days or at their convenience.

Concerning accessorizing or beautifying indoor or outdoor events, prior booking and advanced negotiation are highly considered and prioritized to prepare and prevent delays in the transaction. My country recently launched the Grab delivery service. The mission has shifted from "*Making Every Day Better*" to "*Forward Together*." This online application platform offers a convenient **online booking service**. It brings the nearest Grab motorbike or taxi drivers to the customers without unwanted fare negotiations. Alternatively, I could provide a delivery service, either free or paid, based on the volume of customer orders and purchases.

For the **mode of payment**, they can pay by **cash** or only online with a **debit** or **credit card**. I will reach my clients through websites and browsers, such as Google, to ensure that the products and services are effectively channelled to public consumers, especially those willing to advertise for an affordable fee. Meanwhile, direct emailing serves as an official and secure method of reaching customers online, allowing me to develop and establish a list of potential clients who are likely to regularly purchase ZuRi's Hardin (*garden*) products and services. In essence, such efforts can push users to visit my **social media** accounts, like the Facebook page, Instagram, etc. This will enable them to see and update new products, and they can inquire by filling out and completing a form to request a free **SMS** or **phone consultation** and **transactions**. This is indeed the sale and distribution procedure of ZuRi's business.

6. Operating Plan

6.1 Project Timeline

In the future, I plan to launch and implement this personal business pitch. I aim to start this business venture in either 2025 or 2027, when I will have permanently returned to the Philippines, as I am currently living and working in Ho Chi Minh City, Vietnam, to save enough money to make this business a reality.

6.2. Production and Equipment

Fundamentally, I plan to perform a **mix of creating, providing, drop-shipping, retailing, and wholesaling**. My house in the Philippines contains various plants and flowers because my mother and I enjoy gathering them. As a result, starting a small business of this sort is really beneficial, which is why my mother and I have already grown a large number of plants and flowers. Once this business endeavor has been finalized and manifested, manufacturing and distributing plants and flowers will be simple because

the goal is to have a strong foundation and high-quality products before beginning to sell and market ZuRi's Hardin (*garden*).

Another major motivation is to save money or capital to purchase necessary horticultural equipment, supplies, and accessories. On the other side, I aim to visit some large gardens to collect and select various, unique, healthy, productive, in-demand, and unusual plants and flowers to buy, sell, and reproduce to maximize interest and profit. Furthermore, the drop-shipping business is a simple and effective approach to earn money nowadays.

As a result, I want to research and implement the drop-shipping company concept. To expand my business, I plan to use various **technology tools** and devices, such as my laptop computer, iPad, iPhone, and office PC.

6.3 Daily Activities

ZuRi's Hardin (*garden*) intends to manage every day of the week. There's no peak or off-peak time. However, special days, events, and celebrations are critical, like birthdays, Valentine's Day, Christmas & New Year, etc. Managing and supervising this type of business venture **presents** both **advantages** and **disadvantages**. The pros are that it can be rewarding, both personally and financially; you get to work with beautiful plants and flowers every day; it helps people celebrate important life events/milestones; you can be your boss; and it is relatively simple to get started in, with no formal education required in most cases. You just need enough knowledge, capital, resources, time, and effort. On the other hand, it brings cons: it can be stressful, particularly during busy periods; it requires physical dexterity and artistic ability or talent; and it may involve working long hours, including weekends and holidays. This endeavor is such a fulfilling and promising achievement in life.

6.4 Outside Services

Diversifying income sources is challenging, but with determination and passion, it can lead to success. Finding retail, nonprofit, and corporate floral design clients is challenging. But I strongly believe that social networking is the answer. The goal is to get your name, plants, and floral skills recognized within the industry and cultivate relationships and trust, leading to repeat paying clients and contracts.

Here are the **top five** outside services that are helpful and valuable to my startup business venture: Things to do:

- 1) To investigate retail shops from local boutiques to large chains and bakeries, volunteer for a nonprofit event of interest, join their auxiliary, or design for smaller events to promote my business and network within the community. With this approach and marketing tactic, I would be able to promote my business offerings publicly. Thereby, the **by-product** will be networking and learning more about your community and nonprofits.
- 2) to put or include **hashtags** on Instagram.

- 3) to keep on researching local upcoming nonprofit events posted on **Facebook** (Facebook page) by calling and offering my services for the community-based events that do not have a budget for flowers.
- 4) to ensure or update your website to include services for these industries.
- 5) to connect with possible corporate clients, such as realtors, lawyers, banks, hotels, and care homes for future business engagements.

7. Financial Plan

A **financial plan** is the blueprint of fund inflows and outflows, the current position of funds, and future cash projections. To demonstrate and showcase, here's my *startup business financial plan*:

No.	Sources of Funds	Costs
1	Land Rent (<i>Given Lot Allotment</i>)	\$0.0
2	Office Rent (<i>My space, my office</i>)	\$0.0
3	Pick-up Cost (<i>daily or weekly</i>): \$15-75 \$ or more	\$100
4	Office/Shop Beautification/Supporting Materials	\$100
5	Salary (Employee) - <i>Hands-on Manager-Owner</i>	0.0\$
6	Equipment Costs	\$300
7	Seeds and Plants Purchases	\$500
8	Promotional Cost: \$100 & (Personal Funds: \$100)	\$200
9	Total Investment	1,200 USD

7.1 Product/Service Cost

According to the given budget, which is **1,000 USD**, I will allocate **500 USD** for the product production since my mother and I have been producing and cultivating plants and flowers since then. Therefore, we have stocked and collected plants and flowers at home. The 500 USD will be used, and **additional purchases** will be made for different, unique, rare varieties of plants and flowers for reproduction, like seeds and nursery plants. We will likely set aside an additional **100 USD** to cover the cost of packaging and fertilizers. Again, this endeavor is a start-up business venture; everything is under my time and effort and financial control.

To avoid a shortage of finances, I would allot **extra costs** of **100-200 USD** for petty cash or a shortage-expense allowance. I would apply and implement effective and practical marketing strategies to ensure a reduction in expenses. The budget for the marketing plan is **100 USD** for promotional materials such as **business cards, leaflets, flyers**, etc. The rest of the marketing for social media is free because I have a large following on **platforms** like **YouTube, Facebook, Instagram, and TikTok**. These digital social media accounts that I have will help me market and reach out to public customers.

7.2 Marketing Plan and Budget

I would apply and implement effective and practical marketing strategies to ensure a reduction in expenses. The budget for the marketing plan is 100 USD for promotional

materials such as business cards, leaflets, flyers, etc. The rest of the marketing for social media is free through the following social media platforms: like YouTube, Facebook, Instagram, and TikTok. These digital media accounts that I have will help me market and reach out to public customers. Furthermore, I plan to approach my neighbors and local businesses in the vicinity to personally distribute business cards, leaflets, and flyers. I will also volunteer to work by donating plants and flowers for any events, like Catholic Church Masses every Sunday or once a month. I strongly believe that by participating in these events, I can promote my shop effectively at minimal cost. Lastly, I will **conduct online live streaming sessions to showcase and sell my products**.

In terms of digital marketing, I will continue to update my Facebook page as a **customer care hotline** for inquiries, orders, and sales. Digitally, anything is possible. To succeed in my financial business, I simply need to be creative, decisive, and resourceful, which involves devising unique marketing strategies, effectively communicating with clients, and reacting to market changes.

7.3 Extra Services Costs

I will have a reservation fee (*personal fund*) that is worth 100 USD for extra service costs/expenses. This amount will be used in case of minor business problems. We also include additional service costs, like upgrading and marketing your products through a Facebook page or a monthly or yearly TikTok marketing subscription. Finally, the team includes the costs associated with undelivered and delayed delivery services.

7.4 Project Forecast

The team prepared the forecasted income statement using the sales estimates, the cost of goods, operating expenses, and general expenses.

Particular	Year 1	Year 2	Year 3
Sales	12,000 \$	14,000\$	16,000\$
● Cost of Goods Sold	600\$	700\$	800\$
✓ Gross Profit	11,400\$	13,300\$	15,200\$
● Expenses			
● Salary (Staff)	0	300 /staff /month 3,600\$	300 /staff/ month\$ 3,600
● Sales Marketing	600\$	1,200\$	1,500\$
● Depreciation	200\$	240\$	240\$
● Maintenance	1,000\$	600\$	600\$
● Interest Expenses	600\$	700\$	700\$
● Insurance Premium	0	600\$	700\$
● Rent	0	2,400\$	2,400\$
✓ Total Expenses	2,400\$	9,340\$	9,740\$
✓ Net Profit	9,600\$	3,960\$	5,460\$

This timetable shows and concludes the probable operating expenses of **ZuRi's Hardin financial** position throughout the investment horizon and supervision.

8. Conclusion

I am confident this business proposal will succeed by 2025 or 2027, as it aligns with my interests and benefits the community, environment, and my business future. I have saved enough money in HCMC, Vietnam, to launch this niche business and pursue other profitable opportunities. Through this business venture plan, I would be able to stay for an extended period in my beloved country and be the **boss** of my own **small company**.

Working in various companies and organizations has provided me with the opportunity to make a significant decision: to venture into a new sector where I can achieve success in the business industry. This opportunity will give me a plethora of **principles** and **tactics** in life that will change my perception of surviving—how to build, maintain, and survive with my time and space and explore **independently** and **economically**. I am optimistic that this business plan will have a positive impact on society, the environment, and my future endeavors. I foresee this approach's long-term success due to the immense potential in fostering beneficial relationships with plants and flowers while protecting the Earth.

In conclusion, getting my clients to use **ZuRi's Hardin** (*garden*) products would benefit them by conserving the environment while also convincing customers to purchase them through high-quality services. Obtaining the maximum level of customer service satisfaction would considerably benefit my small business firm by generating positive word-of-mouth referrals based on client feedback and suggestions. As a result, client satisfaction would lead to customer loyalty, which in turn would create a consistent and profitable business. High profits will result in a broad extension of ZuRi's Hardin (*garden*). I intend to expand it by creating branches or stores both inside and outside of my city to better serve prospective clients who are interested in trying out and patronizing my company's products and services. According to this vision, objective, and aim, ZuRi's Hardin (*garden*) will be more creative, resourceful, and imaginative in producing and distributing plants and flower gardens in my city, province, the entire country, and the business world. Therefore, this is all possible if "*We plan our work and we work our plan*" and "*Never give up on achieving a business adventure firsthand to have a brighter future.*" "**We Will Because We Can!**"

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Conflict of Interest Statement

The authors declare no conflicts of interest.

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