



Developing young entrepreneurs by running a mini company on a European learning level



“Dimitrie Bolintineanu”
Technological High School



Think **green**, live in harmony!



GENERAL INFORMATION

Company name: Green Garden S.R.L

Motto :Think green, live in harmony!

Unique code of registration: 1201732

Legal form: limited liability company

Share capital : 200 RON

Address: "Dimitrie Bolintineanu "Technological High School"

Bolintin Vale 2B Republicii St.

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GENERAL PRESENTATION

Estimated profit: 10.000 lei

Activities: Our company has as scope of activity landscape architecture

CAEN : 8130 Maintenance activities and landscaping.



COMPANY'S ACTIVITY

- It was set up in order to develop our entrepreneurial spirit by simulating the work of a real company.
- The business deals with landscaping of residential areas as well as of institutions.
- The services offered by us: landscaping, gardening, counseling provided by the company's architect to help you choose the best arrangement.
- In order to reassure customers, the company produces and offers natural ornaments for different occasions.



DISTRIBUTION

- Sales services are provided through the customer service department.
- Orders can be placed by phone, e-mail or on the company's website
- Price depends on the surface to be arranged and the complexity of the order.



CONTRACTS WITH THE CLIENTS AND THE SERVICE PROVIDERS





PROVIDED SERVICES

1. Plant wrapping with protective foil,
2. Trimming and correction,
3. Treatment of diseases and pests,
4. Maintenance work,
5. Planting trees and shrubs,
6. Fertilizer with compost.





PRICE LIST

Service	Price	Code
Lawn mowing	0,3 lei/mp	SVP001
Scarification (aeration) of the lawn	1 leu / mp	SVP002
Mechanical raking	1 leu / mp	SVP003
Drainage of vegetal remains	50 lei/mp	SVP004
Crown cut off	5 lei/buc	SVP005
Trimming hedges	3 lei/mp	SVP006
Treatments	75 lei/10 litri	SVP007
Application of fertilizers	tarif 1 leu /mp	SVP008
Grass and weeds mowing	0,5 lei/mp	SVP009
Emptying the irrigation system	30 lei/ circuite	SVP010



SWOT ANALYSIS

STRENGTHS

- varied and quality services;
- favorable price-quality ratio;
- united leadership team;
- transport insurance.

WEAKNESSES

- disadvantaged rural area;
- limited financial resources;
- the high cost of raw materials.

THREATS

- the increase of taxes and levies to the state budget;
- reducing of income and consumption;

OPPORTUNITIES

- the market expansion in important parts of the country;
- the opening of a flower shop;
- a more aggressive sales policy;



GANTT GRAPHIC

ACTIVITIES	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Projects, approvals, opinions'	X	X							
Space fitting		X	X						
Signing contracts with suppliers		X							
Purchasing furniture			X						
The transport and verification of the integrity of the products				X	X	X	X	X	
The recruiting, the hiring and the improvement of the staff			X	X					
The promotion of the company				X	X	X	X	X	
Participating in competitions			X	X	X	X	X	X	X



PROMOTION

Green Garden S.R.L. Mini Company uses the following promotional materials :

- printouts that are a very effective means of promotion: posters, catalogues, flyers and brochures, etc.
- The “Social Media” site and the company’s site
- participation in exhibitions, events, set-up and participation with stands at fairs.



The fall offer

The “Buxus Garden” arrangement



- Irregular shape of garden arrangement
- It includes a multitude of plants and shrubs, at the customer's choice
- It will be achieved with a minimum of 5 species of plants and shrubs
- It is made during autumn
- Requires regular maintenance

PRODUCT CODE : SER023

N: The “Buxus Garden” arrangement

PRICE: 15lei/sqm

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The successful arrangement

The “American House” arrangement



- American-style inspiration
- It will be done with a minimum of 10 species of flowers
- It is made during autumn
- It is compatible with the irrigation systems
- It requires maintenance

PRODUCT CODE: SER023

NAME: The “American House”
arrangement

PRICE: 15lei/sqm

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“Santa’s House” Christmas package



- Home arrangement for Christmas
 - It includes: -white light sets
 - -artificial Christmas trees with lights
 - -illuminated gifts
 - -other small accessories

 - Compatible with other decorations

 - Changes can be made at client’s request
 - It may require additional power costs
- PRODUCT CODE: CHR001
NAME: “Santa’s House Christmas package
PRICE: 50lei/sqm

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The Christmas package “Christmas enchanted”



- Home arrangement for Christmas
- It contains: -RGB white lights
-illuminated gifts
-specific figures with and without lights
-other small accessories
- Compatible with other decorations
- Changes can be made by the client
- It may require additional power costs

PRODUCT CODE: CHR002

NAME: The Christmas package “Christmas enchanted”

PRICE: 90lei/sqm

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SEASONAL OFFER

Prepare your garden right !

The GreenGarden team performs plant and tree preparation activities with a 15% discount!

Service name: Plant wrapping

CODE: SRP016

Price: 10 Lei/piece

Service name: Cleaning the crown

CODE: SRP007

Price:15 Lei/piece





CONTACT

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