



Neighbourly Nursery

EXECUTIVE SUMMARY

Neighbourly Nursery is a plant nursery located in Boise, Idaho. As a start-up the company's founders are eager to get ahead of the competition in the area, which is mostly comprised of retail stores such as Lowe's and D&B that offer seasonal items. There are other local nurseries, mostly located on the outskirts of the Treasure Valley, but their location makes them not as accessible and not geared towards homeowners that can afford and are able to make changes to their landscape. Appealing to homeowners between the ages of 26 and 58 in the area will be key in attracting customers to the nursery.

To further appeal to homeowners of the area, Neighbourly Nursery's social focus of fighting hunger and helping the less fortunate by providing jobs and access to healthy food. Additionally, the advertising that the business will receive in the news, purchasing billboards, and radio air time in combination with social media on Instagram and Facebook will ensure that all age groups are reached.

Combined with Neighbourly Nursery's convenient location and year-round business model that offers a solid foundation of house plants and spring/summer options, the business will also thrive with seasonal items in the fall and winter such as Christmas trees and pumpkins.

Neighbourly Nursery's mission is to fight hunger in the Treasure Valley area by providing jobs for low-income and the homeless, hosting a community garden, and providing food in an area where nutritious food is often inaccessible to many, due to price and availability. It will not only help the area with beautifying homes and outdoor spaces, but we will make a healthier community together.

To make Neighbourly Nursery a reality, an initial investment of \$300,000 funded by a loan at 5% will be required, but will pay off as the business will become profitable by year four of operation or sooner. An extra influx of cash is not necessary within the first 5 years, unless an expansion option is justified due to demand.

After the first 5 years, in addition to the yearly evaluation, the company will be evaluated and see whether or not an expansion will be helpful and profitable. If all other operations are in order then the evaluation will mostly consist of bettering our location and service with revenue made to date.