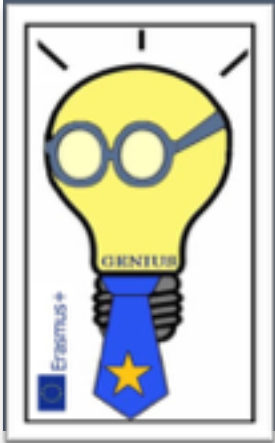


DI.CRE.TE

Divitiae CREtensis TErrae



"younG ENTERpreneurs In eUropean Schools"
Genius Project

**Business
plan**

**2nd meeting,
Copenhagen ,
October 2016**



MAIN IDEA

Our main idea is to create a company based on producing and giving out local herbal products mainly overseas at reasonable prices.

DI.CRE.TE'S PRODUCTS:

- ✓ **Dried herbs** (*used for tea, medical purposes, relieves depression and stress*)
- ✓ **Beeswax cream** (*lip balm, hand creams, salves, and moisturizers*)
- ✓ **Essential oils** (*perfumes, soaps and other products*)



THYME



ROSEMARY



BASIL



Crete is a unique place concerning its flora. There are a more than 2,000 plant species present, 20% of which are endemic to the island (there are not found anywhere else) and quite a lot seem to have beneficiary effect on human welfare (health, nutrition, care)

SAGE



MINT



DICHTANY



MANAGEMENT EXECUTIVES

President/ CEO: Konstantina Tsakiraki

decision maker on strategy and other key policy issues, leader, manager, and executor.

Finance Manager: Maria Vouraki

responsible for financial planning and record-keeping, as well as financial reporting to higher management.

Promotion Manager & Advertising: Chrysanna Giannakopoulou

responsible for promoting the product and advertising. (commercial strategy and development)

Production Manager: Argyro Chatzidaki

responsible for all product-related matters, includes product conception and development, production in general, innovation, project management and production management.

Human Resource Manager: Dimitris Giannarakis

responsible for all aspects of human resource management and industrial relations.

Scientific Research: Mihalis Lagoudakis

responsible for science, usually applied science, including research, development and new technologies.

POSITIVE ASPECTS

- Promote healthy habits
- Huge variety of herbs in our area
- Our products protect immune system
- Well-trained staff with specialty in herbs
- Creative idea
- Normal prices



NEGATIVE ASPECTS

- Large quantity of herbs gives out small amount of actual product
- Some herbs are protected species-we have to be careful
- Difficulty in harvesting
- Extreme weather conditions may destroy our cultivation



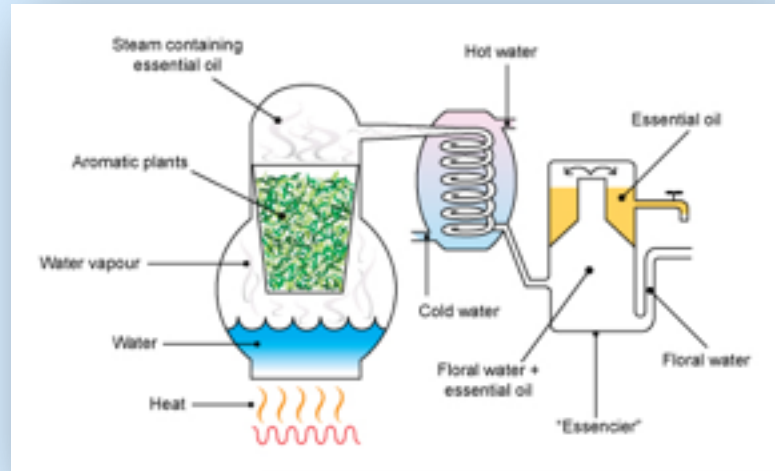
CULTIVATION

- Cultivation mostly in our own field
- A variety of different herbs
- Some specific herbs are difficult to plant
- Herbs are going to be dried in the shadow, time depends from the plant



DISTILLATION (obtaining the essential oils from the herbs)

- Proper machines and spaces for the distillation
- Large quantities of herbs to get enough essential oils
- Essential oils are mixed with water because they are too strong









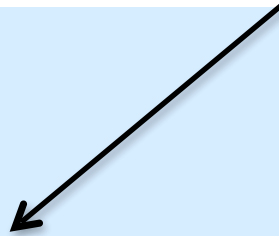
PACKAGING

- Unique design
- Small packages
- For the essential oils very small bottles (10ml)
- For the herbs carton wrapped around the small plastic bag
- For beeswax cream mini-jars

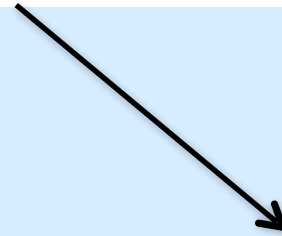




TARGET GROUP(S)



People of all ages



**People of both
sexes (males/
females)**



PROMOTION

- Advertising (medical magazines, electronic media)
- Organizing special events, e.g.: festivals
- Distribution of free items, samples, discount coupons

Aim of promotion

- ✓ Make the product widely known
- ✓ Increase demand
- ✓ Increase the value of the product by presenting it as unique and indispensable



MARKET

- Not widely known products: Used a lot in Greece in contrast to other countries
- The need for this product can be created through promotion
- The need is global



COMPETITORS

- **Drug companies
(pills)**
- **Companies which
produce packaged
tea**
- **Other creams**

THE FINANCIAL PART

- **Cooperation with local cooperatives**
(= Supermarket, agricultural cooperatives, etc ...)



EXPENSES AND INCOME

EXPENSES

- Money to start running our company-10.000€
- Machines-10.000€
- Rent of a plot-5.500€/year
- Rent of the facilities-8.000€/year
- Employees-2.000€/month
- Advertising-3.000€

Total: 60.500€(first year)

Total: 40.500€(second year)

INCOME

- Selling our products
- European funding programmes-up to 50% of our need

➤ The first years will be tough, as we will be trying to stabilize the economy of our company , but that will be just for the first 1-2 years

SWOT ANALYSIS

Strengths

- Herbs are local and therefore easy to find
- High quality products
- Completely natural
- People of all ages can use them

Weaknesses

- Only some specific herbs are suitable
- A large quantity of herbs is required for just one product

Opportunities

- People can learn more about herbs and their products

Threats

- Cheaper but of inferior quality products
- Many local competitors
- Extreme weather

SUSTAINABILITY

We believe that the specific company is going to survive in the world of consumerism and production. More specifically:

- Local products are grown on mountains
- Company has high prospectives
- First in demand / sales / consumption
- Well educated experts
- Modern machinery



INTERNATIONAL PERSPECTIVES

- Variety/all-purpose
- Eccentric design
- Sufficient quantity
- Low cost



The image shows five glass bottles of varying sizes, each containing a golden-brown liquid and green herbs. They are arranged on a light-colored wooden shelf. The bottles have cork stoppers. The background is a plain, light-colored wall. The text '~ Natura nihil fit in frustra ~' is overlaid in the center of the image.

~ Natura nihil fit in frustra ~

~Nature does nothing without a reason~