

# THE GREEN STORE

## ✖ Introduction


### ✖ Why Organic?

1. Health Benefits 2. Increase in taste and nutrition 3. Healthy to the environment -Organic foods are not only good for consumption and general health, but also are healthy for the environment. Organic farming does not use any chemical pesticides or fertilizers and therefore does not pollute the earth and the ground water sources. These farms play a vital role in nourishing an ecosystem that is friendly to human life.

### ✖ **Is organic food more nutritious than conventional food?**

The definitive study has not been done, mainly because of the multitude of variables involved in making a fair comparison between organically grown and conventionally grown food. These include crop variety, time after harvest, post-harvest handling, and even soil type and climate, which can have significant effects on nutritional quality.

### ✖ **Is organic food safe?**

Yes. Organic food is as safe to consume as any other kind of food. Just as with any kind of produce, consumers should wash before consuming to ensure maximum cleanliness. As cited above, organic produce contains significantly lower levels of pesticide residues than conventional produce. It is a common misconception that organic food could be at greater risk of E.

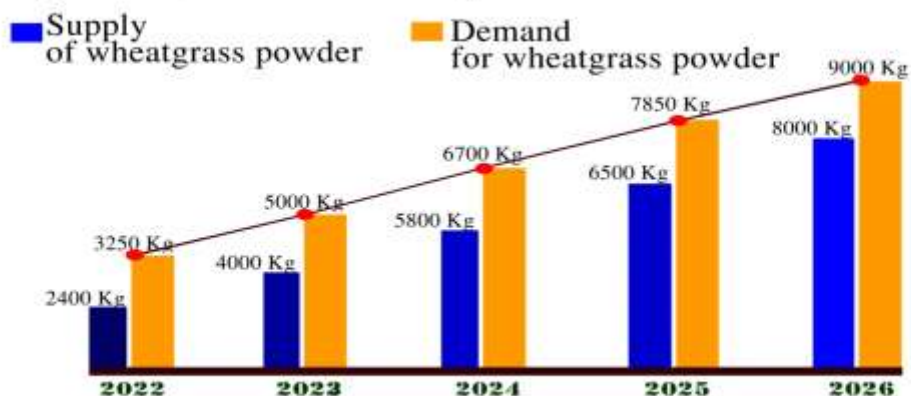
# COMPANY INFORMATION

- ✘ Organic Wheatgrass Powder is made from naturally-dried wheatgrass leaves. Wheatgrass is the young plant, or sprouts, from the wheat seed. Manufacturer of Wheatgrass Powder. The land of origin of Ayurveda, Yoga and Naturopathy.
- ✘ The Green Store Wheatgrass (TGS) is a family owned business founded in 2021 by agriculturist and Horticulturist, Holding 10 year's overseas experience. Wheatgrass is a kind of grass. The above-ground parts, roots, and rhizome are used to make medicine. Wheatgrass is often used as a source of nutrients. It contains vitamin A, vitamin C, vitamin E, iron, calcium, magnesium, and amino acids.
- ✘ Wheatgrass juice is a popular health drink. It is thought to benefit health only when fresh and taken on an empty stomach immediately after being mixed. But there is no research to support this. In foods and beverages, wheatgrass extracts are used as a flavoring component.
- ✘ A wheatgrass business is a lucrative way to make money year round as a farmer without the necessity of farmland. Wheatgrass, which can be grown indoors, is a staple of specialty food markets, which sell it to consumers who juice it at home to extract its nutritional components, which include powerful enzymes, amino acids, chlorophyll, minerals and vitamins. With a wheatgrass business, you can work out of your home to sell to retailers or set up your own professional storefront
- ✘ **How does it work?**  
Wheatgrass contains chemicals that might have antioxidant and anti-inflammatory (anti-swelling) activity. This is why some people think it might be helpful for conditions such as inflammatory bowel disease. It also contains a chemical that might fight bacterial infections.

# ABOUT THE BUSINESS

- ✦ Wheatgrass Powder marketing is a highly noble activity wherein you get to provide value added natural health products to society as well as financially rewarding 'self-employment' business opportunity to yourself. Best combination of – Health & Wealth Together..!
- ✦ Immunity boosting natural products, Organic & Naturals are very much in demand now. Hence it's the right time to get in touch with us for trade / dealership. The Green Store's Wheatgrass dealers experience great respect, admiration and job satisfaction while promoting 'Nature's way to health and wellness'.
- ✦ **Business potential** Is huge. Just imagine how many people in your City / District might be suffering from Cancer, Anemia, Thalassemia, Diabetes, Constipation, Acidity, Piles (Hemorrhoids), Obesity, Digestive disorders, Skin problems, etc. Great product to add in your existing retail, organic foods or natural health products business

Projections : Tamilnadu's Populations



# BUSINESS MODEL

- ✘ We are selling both B2B and B2C to our consumers.

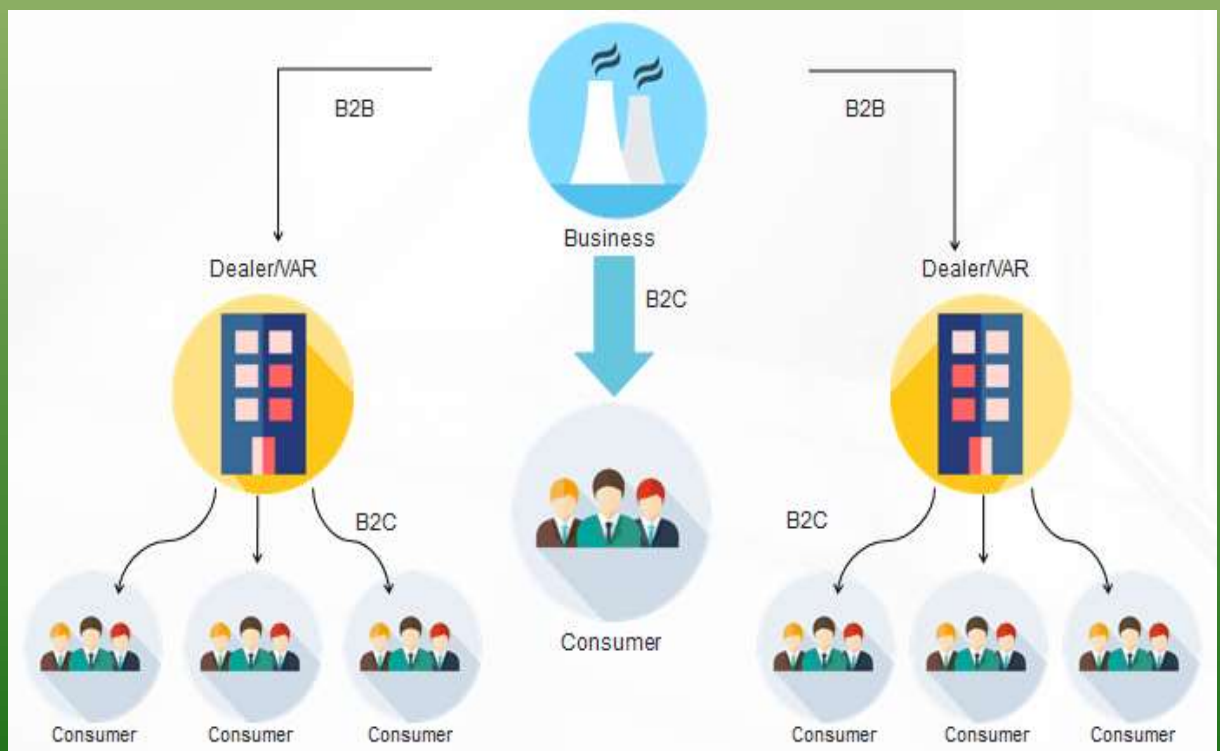
B2C :

The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services.

Most companies that sell directly to consumers can be referred to as B2C companies.

- ✘ B2B :

First of all, B2B is a common abbreviation for the term “business-to-business”, which describes transactions between businesses, such as a manufacturer and a wholesaler, Dealer/VAR, or a wholesaler and a retailer.



# REVENUE MODEL, FUNDING REQUIREMENTS & USE OF THE FUNDS

## A. Building Cost

S.NO	Particulars	Area Required	Total Value (Rs)	
1	Factory (Rental)	1500 Sqft	175,000.00	
2	Store	1000 Sqft	100,000.00	

## B. Machinery y Fixed Cost

S.No	Description	No's required	Rate (Rs)	Total Value (Rs)
1	Poly House	1 Acre	1,000,000.00	1,000,000.00
2	Planting Tray's	"	400,000.00	400,000.00
3	Irrigation	"	550,000.00	550,000.00
4	Ploughing Equipment	"	100,000.00	100,000.00
5	Solar dryer	2000 Sqft	250.00	500,000.00
6	3 Hp Grinting Machine	5 No's	57,000.00	241,500.00
7	3 Hp Shifter Machine	3 No's	57,000.00	241,500.00
8	Autometic Sealing machine	2 No's	30,000.00	60,000.00
9	Autometic tea bag machine (Stand By 1 No)	2 No's	7,500,000.00	1,500,000.00
10	Computer & Color Printer	1 No	70,000.00	70,000.00
11	Furniture	1 Lot	30,000.00	30,000.00
12	Vehicle (For Transportation)	1 No	1,000,000.00	1,000,000.00

### C. Working cost

S.No	Item	Duration	Total value (Rs)
1	Salary Wages (Workers)	2 months	160,000.00
2	Utilities Bill	2 months	75,000.00

### D. Preliminary Expenses

S.No	Item	Qty	Rate (Rs)	Amount
1	Raw Materials Purchasing (Seeds)	5 ton	30,000.00	150,000.00
2	Farm tools	1 Lot	.....	25,000.00
3	Organic Fertilizer	1 Lot	.....	33,000.00
4	Coconut Oil Moringa & Curry leaf Salt Vallarai Keerai with additional ingredients for jam preparation	1 lot		50,000.00

### Total cost of project value

S.No	Particulars	Total Value (Rs)
1	Fixed Capital (A+B)	5,968,000.00
2	Working Capital (C)	235,000.00
3	Preliminary Expenses (D)	258,000.00
	Total Value	6,461,000.00

# PROFITABILITY PROJECTIONS

2022

2023

A	Sales Revenue	11,228,160.00	12,575,539.00
B	Cost of producing		
1	Raw Materials	900,000.00	150,000.00
2	Utilities	450,000.00	702,000.00
3	Packing Materials Cost	200,000.00	308,000.00
4	Sticker & Label Printing Cost	150,000.00	231,000.00
5	Salary Wages	720,000.00	1,252,000.00
6	Repair & Maitenance	100,000.00	254,000.00
7	Marketing Expences (Social Medias, TV, News Channels, Youtube, Banner , Notice, FM & Website Development)	250,000.00	400,000.00
8	Administrative Expences	700,000.00	1,000,000.00
9	Rent	180,000.00	200,000.00
10	Other products expenses	1,022,000.00	1,144,640.00

	Total (1-9)	4,672,000.00	5,641,640.00
C	Gross profit/Loss (A-B)	6,556,160.00	6,933,899.00
D	Less - Depreciation	200,000.00	308,000.00
E	Income tax	327,808.00	346,694.00
F	Net Profit/Loss(C-D-E)	6,028,352.00	6,279,205.00

THANK YOU

Company name : Raj Enterprises

Brand Name : The Green Store

Established Year : 2021

Rajkumar Alagarsamy Founder & CEO

Saravanakumar Alagarsamy Co-Founder