

Executive Summary

Vision / Mission

The Greenhouse was created to profit from the growing “healthy diet” marketplace that is expanding annually. The new millennium has found Americans more concerned with healthier lifestyles. In addition to our need and desire for healthier consumption, our microwave society dictates that everything we want must be fast, inexpensive and convenient. Sadly fast food has become synonymous with greasy, high caloric foods. The fact is healthy foods like salads could be available to the consumer just as quickly as a burger can, if not quicker.

The goal of the Greenhouse is to enter the retail food market with a simple and sleek concept that marries the best of franchise success stories with a streamlined marketing strategy.

McDonald’s success came from Ray Krock creating a turnkey marketing system. Their focus being creating locations that are conveniently located with a fast quality anchor product: Hamburgers. As the years of success continued to grow they slowly broadened their selection while constantly focusing on their flagship product, the hamburger. The turnkey system spelled out every detail in minutia so that anyone could open a duplicate store. The key being that any McDonald’s you entered from Maine to California would have the exact same product, appearance and quality. This allowed new locations to open more efficiently and expansions has traveled the world.

Subway, the number one franchise for the past two years and for 10 out of the last 14 years focused on providing an alternative with healthy options. Consumers have not only bought into their marketing but so have entrepreneurs. By providing an extremely low cost start up available the American dream remains alive and viable for many who never could have afforded the exorbitant start-up costs involved in opening a McDonalds.

My goal is to take from the Masters, the art of turnkey marketing and tailor them to the Greenhouse. I myself enjoy salads, but I don’t always enjoy making them. You see to make a good salad you need a multiple of fresh ingredients. Making salads use to be one of my chores as a child. Believe me, I can make a salad! As such I have become a salad connoisseur. What I have found is, very few places have good salads. Even fewer have great salads, and those that do are extremely costly. What I have also found even more horrifying is the continued use of poor, damaged, and wilted lettuce or even worse – iceberg. A salad is simple and the cost is relatively low. But when I have an urge for a really good salad that I can get quickly I hate the idea that I have to settle for a Wendy’s iceberg as the only fast choice. I began to quiz others about my concept. Would they enjoy such a place? Not only were people overwhelming interested they were anxious to see us open our first location.

So the niche is definitely there. Society is desperately seeking healthy options. This is incredibly prevalent in the new Wendy's salad campaign and the Subway Jarrod campaign. If it is not done properly, however, it can fail like the ill-conceived McDonald's cup of salad.

Conceptually the stores will be bright and clean. Locations will be small hallway type environments like a small ice-cream shop, pizza place or small Subway location with minimal chairs and tables within the storefront. Similar to an ice-cream shop that displays ice-cream choices behind glass, salads will be viewable for patrons to see and choose. There will be 14 salad selections. Chicken strips will be an option available for every green salad. This will enable patrons to obtain their salad choices very quickly so service will be an exceptional aspect of the Greenhouse experience.

In addition to the salad there will be a "Daily Hot Special". Each day will have its distinct special for the day. This way frequent customers can count on Jambalaya Friday or Washington Bean Soup Wednesday.

Of course there will also be fresh baked cookies: oatmeal and chocolate chip.

Capital Requirements

According to the opportunities and requirements for The Greenhouse described in this business plan, and based on what we feel are sound business assumptions, our initial start up costs are anticipated to be less than \$50,000.

To accomplish this goal we have developed a comprehensive plan to market restaurant. To implement our plans we require an investment totaling \$50,000 for the following purposes:

Open a test market location.

Hire Necessary staff with 6 months salary available in the reserves.

Marketing budget to accelerate traffic flow.

Market Analysis

Market Definition

"Consumers are aware that many *fast-food* items are not good for them," says Ron Santibanez, a restaurant consultant in Los Angeles. "But it's striking to see this much emphasis on nutrition." (USA Today, September 09, 2003)