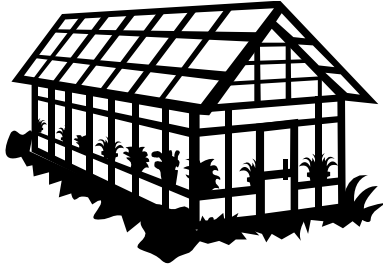


Greenhouse Design Project Part IV. DUE November 27th.

1. Develop a marketing plan for your business. There is no budget, but the amount of money should match your project. In other words if you are growing a single small (<2000 ft²) house of retail poinsettias I would not expect to see a plan that would cost more \$500.00 - \$1,000.00. However, if your operation is 100 acres under glass your marketing vision could easily run into the six figures category. Your marketing plan should include buyer demographic information, type of media you plan to use to communicate your message, and the time(s) you expect to be advertising.



2. Come up with an advertisement you would use for your business. This could be a poster, radio spot, newspaper ad, video etc. I am allowing you to exercise your creativity here.
3. Prepare a draft of your online presentation. You can use PowerPoint, Google Presentation, Overheads, or even the dry erase board. Just make sure your presentation communicates the essence of your greenhouse operations and management plan effectively. You may harvest pictures from the internet. Your online presentation will be shared with the class by 'publishing' on December 4th.
4. Let your instructor know if you have any questions.