



H&H Xero-scape

Hind Al-Shdifat
Hana Baddad

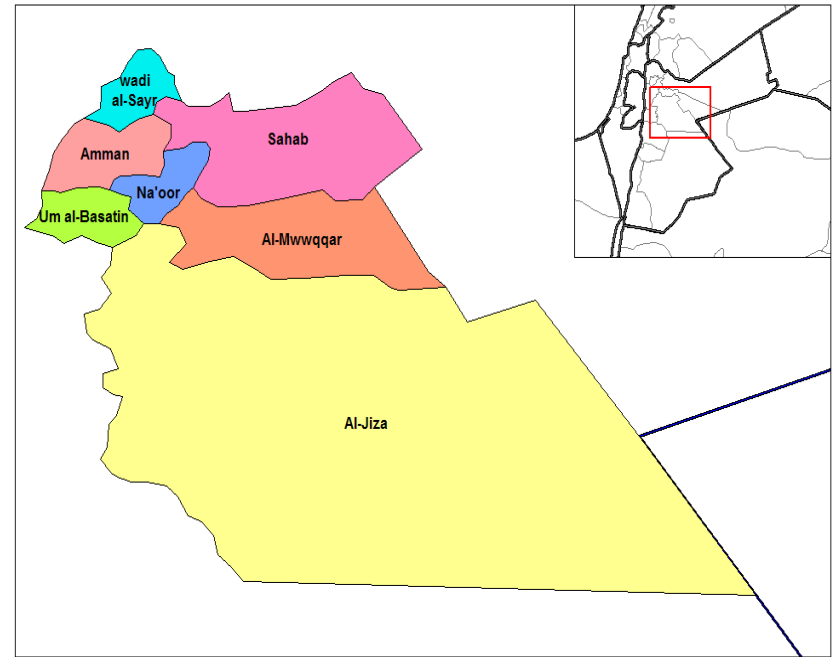
Location :

Jordan - Amman

Company Description :

The company consists of two parts:

- 1- landscape office
- 2-plant nursery for the water wise plants



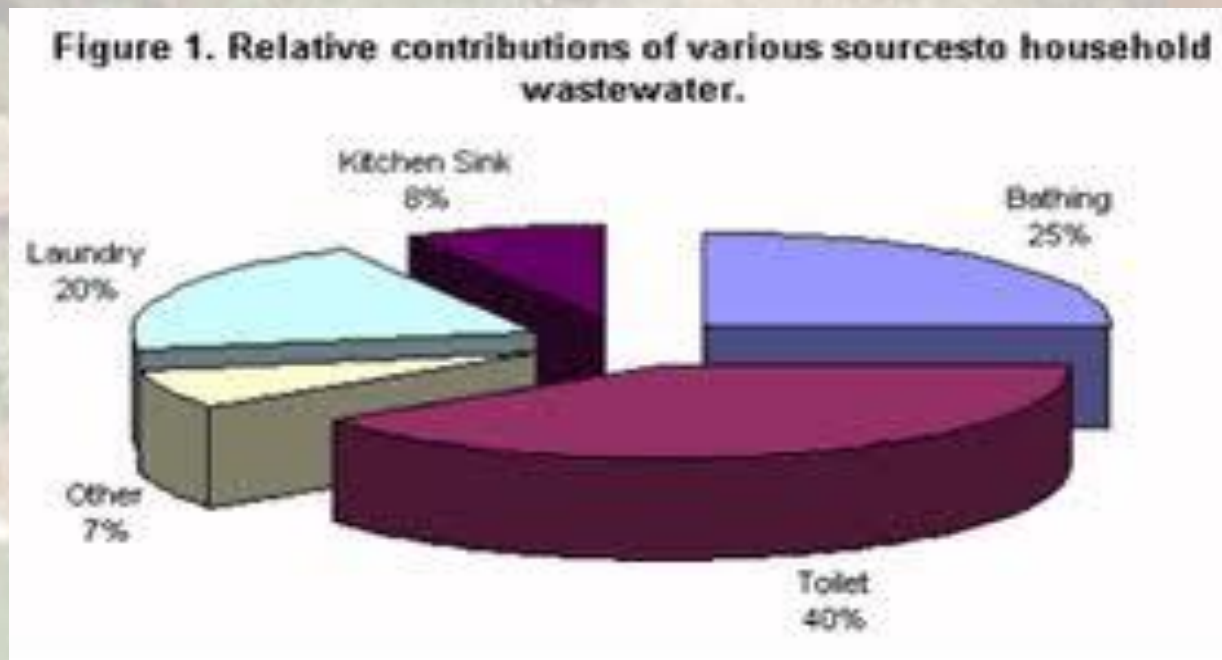
Motivation



Jordan has expanded fast. The green areas have been utilized. With decreasing the arable lands the demand for home gardens and recreational parks for health and Environmental reasons also increased, this added an extra pressure on water crisis.

Vision

To have nice gardens and parks by using greywater which contributes for almost 50-70% of domestic water which will lead to a reduce in water consumption for around 30%.



Mission

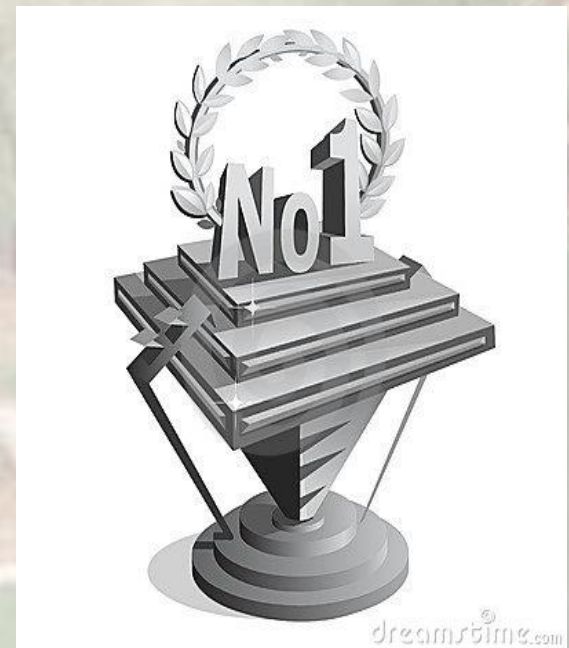
Designing and planning a new home gardens and parks in a rational way by reusing the greywater and the water wise plants.



Market

Almost around 60 landscape offices in Amman that work mainly with full landscape .

Our Company will be the first company that is only Xeroscape Specialist combining with greywater.



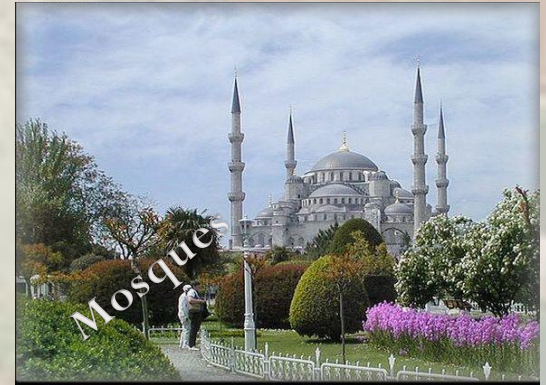
Marketing Plan:

1- Make a module garden
Design with Governmental
cooperation to attract
people.

2- Networking and facebook
page



Target Group



Investment cost

	Numbers of Expenitures	investement Expenditures in (Deprecia-tion Rate	year 1	year2	year3	year4	year5	year 6	year 7	year 8	year 9	year 10
land	1	40000											
landscape office	1	10000		0	0	0	0	0	0	0	0	0	0
nerrsary office	1	5000											
car	1	10000	16%	1600	1600	1600	1600	1600	1600	1600	1600	1600	1600
van	1	18000	20%	3600	3600	3600	3600	3600	3600	3600	3600	3600	3600
LS designers	2 X 700 JD	1400	0	1400	1400	1400	1400	1400	1400	1400	1400	1400	1400
Accountant	2 X 500 JD	1000	0	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Workers	4 X 300 JD	1200	0	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200
Grean houses	4 X 2000 JD	8000	20%	1600	1600	1600	1600	1600	1600	1600	1600	1600	1600
Nersary Equbments	500 JD	500		0	0	0	500	0	0	0	500	0	0
plants													
Cactus	5JD X 100	500		0	0	0	200	0	0	0	200	0	0
Palms	150 JD X 50	750		0	0	0	300	0	0	0	300	0	0
Roses and plants	7 JD X 100	700		0	0	0	300	0	0	0	300	0	0
plants breed		1000		0	0	1000	0	0	1000	0	0	1000	0
unexpected		10000		0	0	0	0	0	0	0	0	0	0
Total Investment		108050		10400	10400	11400	11700	10400	11400	10400	11700	11400	10400



Bank Loan

year	Balance of Depet	interest rate %	Interest costs paid /year	paying back loan /year
1	64830	7%	4538.1	6483
2	58347	7%	4084.29	6483
3	51864	7%	3630.48	6483
4	45441	7%	3180.87	6483
5	39018	7%	2731.26	6483
6	32595	7%	2281.65	6483
7	26172	7%	1832.04	6483
8	19749	7%	1382.43	6483
9	13326	7%	932.82	6483
10	6903	7%	483.21	6483
	total interest paid		25077.15	
	total paying back paid			64830

Cost Analysis

NUMBER	Types Of Gardens	Cost/m ²	YEAR 1	YEAR 2	YEAR3	YEAR4	Year5
1	Standered Gardens	50 JD	30%	30%	30%	40%	40%
2	Modern Gardens	90 JD	20%	30%	30%	30%	40%
4	Japanies Gardens	100 JD	10%	20%	30%	40%	50%
5	Frensh Gardens	90 JD	10%	10%	10%	20%	30%
Costs/m²		330 JD/m²					
% of Demand			70%	90%	100%	140%	160%
Cost/ m²			231	297	330	462	528
Profit / m²			-99	66	0	132	198

Profit analysis

year	year 1	year2	year3	year4	year5	year 6	year 7	year 8	year 9	year 10
m2 invested	2000	4000	4000	5000	6000	7000	7000	8000	7000	8000
cost (330 JD/M2)	660000	1320000	1320000	1650000	1980000	2310000	2310000	2640000	2310000	2640000
investment cost	10400	10400	11400	11700	10400	11400	10400	11700	11400	10400
Cash Flow	649600	1309600	1308600	1638300	1969600	2298600	2299600	2628300	2298600	2629600

Conclusion

- from analyzing the business plan, it seems that this project is successful and we can make profit out of it .
- Having nice gardens and parks and at the same time reducing the pressure on water consumption and sewage system.

Thanx