

We'd like to represent our project on the production of environmentally friendly plant-based food. Since we consider the problems of ecological situation and animal exploitation to be extremely important, our natural economy doesn't harm the environment in any way and is completely cruelty-free.

Our farming is located on ecologically clean soil far away from large settlements (around 150 km away from Moscow). It covers the area of 3 hectares and is divided into three plots, practically equal in size. The first one is occupied by greenhouses, the second one is plowed land and the last one is orchard. All our products are self-grown. We do not use any pesticides, nitrates or paraffin for accelerated growth and longer storage. That allows us to save water and soil resources and provide purchasers with fresh seasonal food range.

We've invested the initial capital in the purchase of seeds, solar panels, greenhouses and the construction of qualitative wells. That's why we consider our new economic platform to be maximally close to inartificial conditions.

We are not engaged in the cultivation of exotic products. However, we offer a wide variety of grain crops, local fruits, vegetables and beans, which can guarantee the full, balanced and healthy diet.

We make significant efforts to provide our employees with satisfactory working conditions and sable high wages, because we believe this is one of the major basics of a successful business.

In addition, we place advertisements in promotion agencies or on opinion leaders' platforms, whose policies and principles are ideologically close to ours.

As for the price, our agricultural products' cost is quite competitive on the market and affordable for ordinary buyers due to the rational waste-free organization of the enterprise, described above.

Our idea is to deliver products through the services of companies that are leading in the quality of the services provided (for example, Yandex Food or Delivery Club). One should note here that we make significant efforts to reduce the time of delivery of our products. We plan to open several warehouses around the city, which will be an intermediate delivery point between the customer and the farm itself. This will ensure an equally fast delivery to all areas and minimize the workload of the deliveryman, because he will only move within small areas. Doubtless, we must provide storage systems for products with a short shelf life and, besides, there is a need to distribute products between warehouses in such a way that perishable products do not remain there for more than two days. This distribution depends on the level of consumption of different products in certain areas of the city. In emergency situations, products can be delivered from warehouses where their availability is provided, but these situations are highly undesirable, because such transportation has a bad effect on quality. Perhaps we should also point out the fact that such a business format allows us to save on leasing premises suitable for a store, which is much more expensive than renting a warehouse, which, in turn, does not require special spending on decoration, furniture, appliances and so on. All money spent of this kind will go to the development of the Internet site, the work of designers over our logo and individual style.

So, it's obviously up to everybody to decide whether our business idea is a working one or not, but we are sure that our city is full of people whose principles do not allow them to fully enjoy the choice that the food industry of our country provides and be sure of the quality. It was for them that our project was developed.