

BUSINESS PLAN



MYTHESIS

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MYTHESIS

1. Executive Summary

We have chosen nutritionally enhanced Mushrooms farming business because mushroom is the popular nutritious, delicious and medicinal vegetable. In Germany the demand for mushroom is increasing day by day because of health benefits of mushroom.

The underlying product that Superfood Mushrooms is trying to produce and sell nutritionally enhanced Oyster Mushroom. Enhancing it nutritionally by the scientific method of Bio-fortification. We're planning to add essential nutrients like Zink, selenium. Zinc can be beneficial as anti-oxidants and Oyster Mushroom has some impressive statistics regarding its demand in the food industry. Since our closest competitor are producing white button mushroom and normal Oyster Mushrooms but we will produce nutritionally enhanced Oyster mushroom that would give more competitive advantage compare to the normal oyster and button mushroom. To make Oyster Mushroom we would use straws of paddy. Every year tons of straws are wasted or burnt because of its no feasible use so we can use it at a cheaper rate. By using these unused straws instead of burning them such production of mushroom will be done. We would use unique production process that would give sustainable and organic food. Superfood Mushrooms aims for the optimum sustainability for the envisioned business that will provide solution to many environmental problems. By initiating the business our main focus would be to dominate the local market that is restaurants, Kawran bazar and super shops. There are 50 percent target customer from Brandenburg and rest are from Berlin. So finally, it can be said that with the combination of labour, climate and low cost of production Superfood Mushrooms can be a dominant force.

2. Business Profile

2.1 Mission Statement

To understand the people of Brandenburg and Berlin and come out with a product that suits their taste bud.

2.2 Vision Statement

To be the best Superfood Mushrooms in Brandenburg and Berlin with its special dips.

2.3 Goals and Objectives

To promote the health benefits of Superfood Mushrooms and make it popular amongst the consumers of Brandenburg and Berlin. To deliver affordability to the highest of its level to all customer. To establish strategies and techniques to obtain entry into new target markets and maintain their loyal base.

3. Business Environment Analysis

3.1 PESTLE Analysis

Pestle analysis mainly includes external environment such as Political, Economic, Social, Technological, Legal and environment aspects. That's the reason, this type of analysis are performed to value of the external environment of Superfood Mushrooms.

Political Factors

Political factors are very important for business environment. Production and distribution process are main components of value chain. If political factors do not run properly these two factors can be affected. As like Hartal, strikes etc.

Legal factors

At present 12% rice straws use as Bio gas; this amount is quite low because of appropriate training. Our illiterate farmers are not concern about proper use of paddy straw. But Government can't use this paddy straw as key raw materials of organic Mushroom production.

Economic Factors

Now a days our purchasing has been increased. Germany has GDP of \$4319.29 billion and growth rate 7.1%. Day by day people become interested to purchase different types of continental food here. So, these economic factors are satisfactory for our business of Mushroom.

Socio-culture Factors

In this stage socio- culture refers our demographic and lifestyle. People become more concern about organic food which are also available. If we can preserve the food for few days their demand will be more.

Technological Factors

Though our business is eco-friendlier so we have to use some technological factors to grow production in less time. So, we will need to introduce technological devices.

Environmental Factors

Our organic Mushroom production will ensure no pollution problem. In return it will remove air pollution as it prevents the burning of rice straw.

3.2 Porter's Five Forces Model

This is mainly done to evaluate the attractiveness of the business and to know about the factors which might affect it in long run. These are

Competitive Rivalry

Competitor is the main concern for any business because by competitor analysis we can find out value proposition. Basically, competitive rivalry refers to how much strong the competitors in the industry. There are many mushroom producer and leading firm in Germany. Not only this but also international competitors are supplying mushroom in Germany. By analysing competitor, we can say that mushroom industry absolutely competitive. Since we are going to produce oyster mushroom by straws of paddy that would help us to reduce the cost of production. As a result, we would be able to provide Superfood Mushrooms at a reasonable price rather than its competitors. By using this strategy, we would be able to grab the customer attention.

Bargaining Power of Buyers

The total number of intended consumers is high in Brandenburg and Berlin. Since the demand is high, the bargaining power of the consumers will be restricted. Our product will be selling in local market and also exporting in the world. Here, our main buyers would be the super shops like Aldi, Kaufland, and other grocery stores. Besides, it will sell these mushrooms to the vendors of Berlin. Moreover, it would be focusing on the restaurants as they need large number of mushrooms for their dishes and they could directly buy from Fresh Mushrooms in bulk. Here, the bargaining power of customers could be high as there are many providers of mushroom.

However, as mentioned above, the business would be playing with prices and provide them with lower price compared to others. Then again, it would be providing them organic mushrooms which would be difficult for the buyers to procure at a lower rate. Therefore, providing mushrooms with the low price, the bargaining power of buyers could be lessened here.

Bargaining Power of Suppliers

Bargaining power is one of the most important things of porter's five stage industry analysis. Our product would be collecting the rice straws from the villages which are near to its factory.

Basically, rice straws will be coming from farmers. In Germany, rice is one of the most heavily produced crops and it can get the rice straws easily from any farmer. So, the bargaining power of the rice straw suppliers would be low. But, it needs to import spawn. This is a very common thing and it can easily import it from abroad. There are many suppliers which are selling the same undifferentiated spawn and therefore, the bargaining power of spawn suppliers would be low too.

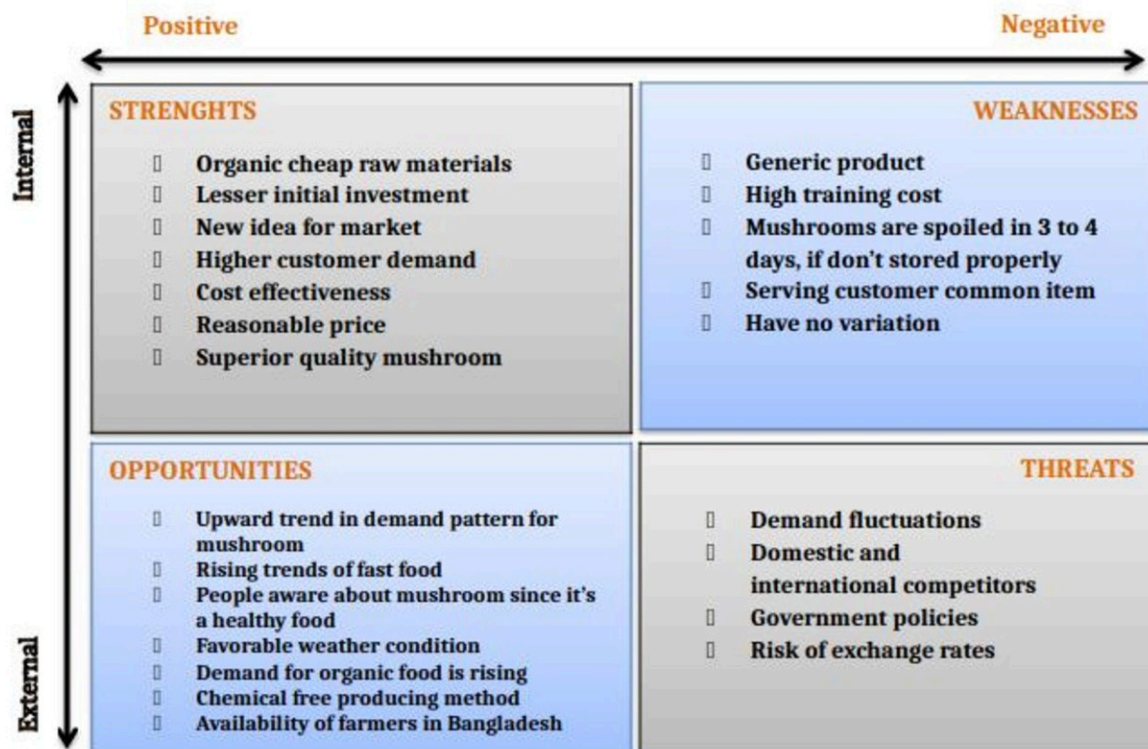
Threat of New Entry

The threat of new entry create affect to the competitor environment for the existing competitor. In our business we need to small amount of investment to cultivate mushroom compared to other businesses. Also, the government helping to us providing tax incentives and small cheaper loans to encourage people to invest in this sector. Also, it has been mentioned in The Daily Star, that the cultivators had targeted the wrong market segment and they also failed to gather enough spawns for cultivation. But still, Mushrooms would be considering that the threat of new entry to be high. So to overcome this threat we need to maintain a strong distribution network and through researching the market thoroughly before entering it will not be wasting resources by promoting to wrong segments.

Threat of Substitute

Actually, there is no ideal substitute of mushrooms. The related substitute is Tofu that can have an effect on mushroom. If someone has allergic he can omit mushroom and can have tofu but the thing is that tofu is not so much taste as mushroom. Basically, mushroom does not have any close alternatives. So, the threat of substitutes is low here.

3.3 SWOT Analysis



Strengths

- ♣ Organic cheap raw materials: We use all organic raw materials to produce our oyster mushroom. We use rice straw and spawn, which is very cheap. That follows our main strategy.
- ♣ Lesser initial investment: As we are student, so we want to invest in our business less amount of money. That's why our initial investment few amounts of money.
- ♣ New idea for market: Oyster mushrooms produced organically, and fully healthy. This made by rice straw. That's a new idea for Germany market.
- ♣ Higher customer demand: Nowadays people are very health conscious. Mushroom is a healthy food, and testy also. People demand increases day by day about mushroom, restaurants are use mushroom in their menu because people love mushroom. It's a strong strength for us.
- ♣ Reasonable price: Market price is €5.0 of mushroom, but we will sell our mushroom at €4.0. This is cheaper than market, that's why customer will attract by our product. That is our strength.

Weaknesses

- ♣ Generic product: Oyster mushroom is a generic product, not more special or unique product. It will be our weakness.
- ♣ High training cost: Oyster mushroom producing method is not common to all farmers, so we need to train up first then we can get our desire product. But training process is costly, which is weakness for us.
- ♣ Spoiled early: Mushroom spoiled within 3-4 days, if we cannot store it properly then it's become loss for us. And it could be happened, which is our weakness.
- ♣ Serving customer common item: Our one of the weakness is we serving just one type product. There is no variation, we produce just mushroom. It's not good for a business, there is risk. If people do not grave our product then we cannot get profit throw other way.

Opportunities

- ♣ Upward trend in demand pattern for mushroom: People demand for mushroom upward now. So, it's a big opportunity for our business. If we can maintain our main goal, we can take market place easily.
- ♣ People aware about mushroom since it's a healthy food: People care about their health more than before, they try to maintain healthy life style to get fit. Our product fully organic and healthy. It's a great opportunity that we produce the product what people want.
- ♣ Favourable weather condition: Germany's weather is best for any agricultural industry. We can produce oyster mushroom more on this favourable weather.
- ♣ Chemical free producing method: Nowadays every product is mixed with chemical, people hardly find chemical free product. Chemically produce product harmful for our body, that's why people want chemical free food. We provide totally chemical free oyster mushroom. It will be an opportunity

Threats

- ♣ Demand fluctuations: People demand increases day by day for mushroom or healthy food, but there create some demand fluctuations about mushroom then it could be a threat for our business.

- ♣ Domestic and international competitors: Our business is totally new, but local domestic many business is existed and also many international. They already established in market, so their demand also exist that can be a threat for us to compete with them.
- ♣ Government policies: Some government policies are also threatening for our business, like over tax issue, some restriction policies which not favourable for us etc. International trade restriction is big threats for exporting.
- ♣ Risk of exchange rates: Though we also export our product so exchange rates a big factor for us. Sometimes exchange rates of currency fluctuate too much it can be a big threat for us.

3.4 Stakeholders Analysis

Our stakeholders are the individual, Businesses, financial companies, governments etc. that have a direct or indirect interest in our business. The stakeholders of our business are as follows:

Suppliers

Superfood Mushrooms would be collecting the rice straws from the villages which are near to its factory. Basically, rice straws will be coming from farmers. So the bargaining power of the rice straw suppliers would be low. But we need to import spawn. This is a very common thing and it can easily import it from abroad. There are many suppliers which are selling the same undifferentiated spawn and therefore, the bargaining power of spawn suppliers would be low too. These suppliers are highly interested people .so we need to adequately inform these people and manage them to ensure that no major issues are arising.

Customers and clients

Superfood Mushrooms will be selling the oyster mushrooms locally, and if it can make a profit in Germany it will be going for exporting. Here, the main buyers would be the super shops like Aldi, Kaufland, grocery stores and other restaurants. Besides, it will sell these mushrooms to the vendors of Brandenburg. Moreover, it would be focusing on the restaurants as they need large number of mushrooms for their dishes and they could directly buy from us in bulk. Here, the bargaining power of customers could be high as there are many providers of mushroom. However, as mentioned above, the business would be playing with prices and provide them with lower price compared to others. Then again, it would be providing them organic mushrooms which would be difficult for the buyers to procure at a lower rate. Therefore,

providing mushrooms with the low price, the bargaining power of buyers could be lessened here. As our customers and clients are highly powerful and interested, we need to manage them closely to make greatest efforts to satisfy them.

Employees

We plan to employ a few people at the beginning and will look forward to build a healthy with them and then eventually increase the employee numbers as the requirements of the business grows. By manage them accordingly and build up a good relationship with them, we would ensure that they give their best effort. Our employees will have low power as unemployment is a huge problem in our country, employees are supposed to have high interest on having job in our company. People in this category can often be very helpful with the details of the project. So, we need to keep them informed.

Competitors

There are many mushroom cultivators in the villages and also some leading mushroom firms in Germany. Also, international competitors are supplying their mushrooms in Germany. Therefore, it can be said that this mushroom industry is quite competitive and it is a growing rapidly in Germany. These competitors have high power and high interest in our business. So, we need to manage and monitor them closely to be in the business.

Government

Government plays a vital role in every business as a stakeholder. In comparison to other ventures mushroom farming requires significantly less funds. Moreover if the government is provides subsidies and tax incentives along with loans at cheap rates then it will influence investors to invest in this sector. Government has high power but less interest to influence this sector. So, we need to put enough work with this stake to keep them satisfied and make them interest in this sector. This will result in more incentives to grow this sector of business.

Financial Companies

Superfood Mushrooms would be using a combination of Loan Capital and Equity Capital in order to fund the operations. It would be relying on loan capital as well in order to gain leverage and take advantage of cheap loan provision by German Banks for Mushroom cultivation. As a result, financial companies would be an important stakeholder for us. Those financial

companies would have high interest in our business but low power over our business operations. So, we should inform them to ensure smooth operations.

4. Business Model

4.1 Pricing Model

Superfood Mushrooms would follow the Cost-Based Pricing Model. Efficient skilled labor management, inexpensive land due to renting it outside of the city mostly in the agricultural land areas, and most importantly cheap raw material are Superfood Mushrooms' greatest advantage. So, we would set a price of €4.0 per pound based on our overall cost structure. Superfood. So, this would be the strategy to grab customer's attention. The main Unique selling proposition of this business is that it will be providing the oysters mushroom at a lower price in the domestic markets. It would sell at €4.0 per pound whereas the current market price is €5.0 per pound. Here, a Cost-Based Pricing Strategy has been chosen and this is happening because of the low cost of production.

4.2 Social Goal Financial sustainability

Basically, every business has social goal and financial sustainability. Our business is Superfood Mushrooms, which is eco-friendly that keeps our environment as natural as it is. For cultivating Mushroom, we use unused paddy straw, that farmer use it as cow's food or burning. We are turning this wastage as a source of income. We are buying their paddy straw paying them money that can help them financially. We are arranging some seminars in the rural areas to aware farmers not to burn paddy straw as waste, inspire them to use paddy straw as fertilizer for Mushroom. They can sell their paddy straw and get money.

As our main ingredients is paddy straw which is very available as well as cheap in our country so we don't need a lot amount of money for our business. Where we are getting expensive product. In this situation our financial sustainability will be high. It will also help to have a positive GDP growth of the economy as it believes the organization will become so large that will have a significant impact on financial sustainability.

Sustainability

To attract our customer, we will try to give the best possible service. And to confirm our sustainability we also need to focus on profit maximization with quality full product. Our unique production method and organic cheap product will make loyal customer which one is related with our business sustainability. There won't be any compromise in terms of providing

better service because it will help our company to sustain in the long run. Moreover, we will train our employee to maintain our product quality and we will prepare our agent with the goal that they can without much of a stretch maintain our item and make our clients mindful of our item.

Eco Friendly

Eco Friendly means not harmful to the environment. We are going to produce mushroom is not harmful for the environment. We will produce mushroom organic way not using chemical. Straws of paddy is our main element of our product. We will produce our product using by element. Every year tons of straws are wasted or burnt because of it is not feasible use. In our business, we will provide solution of the environmental problems. We use straws to production our product which is very good for us because it will be reducing environmental degradation and wastage of straws. This is very eco-friendly not harmful. In our business we will hire dealers who will help to find out farmers and production will be done by them. Farmer will provide the raw material to them. End of the production employee well be given with a hefty account to compensate for their hard work. This will be created employment job which is eco-friendly for us.

Ethical

The activities of business our business won't create any harm to our environment rather we will provide solution of environmental problem. By using unused straws. Actually, every year tons of straws are wasted or burnt that is harmful for environment. So, we are going to produce mushroom in an organic way that will reduce the burning and wasting of unused straws. We are doing business by maintaining the rules and regulation of government. We are also charging the price that is affordable by the people. We won't use any kind of illegal ways or methods that is unethical. By considering all issues, we are going to do the most ethical business.

5. Marketing Plan (7P's)

The marketing plan for Superfood Mushrooms to catch the market would be founded on the accompanying angles. It will similarly put significance to the 7P's to pick up the most ideal favourable circumstances. These are-

Price

The principle USP of this business is that it will give the oyster mushroom in a lower cost in the local markets. It is selling 1 pound of mushroom at €4 while the present market cost is €5 per pound. Here, cost authority technique has been picked and this is going on as a result of minimal effort of generation.

Place

It would sell mushrooms in superstores like Aldi, Kaufland. Also, the conveyance will be in Brandenburg to local merchants. Especially, Superfood Mushrooms would be attracting restaurant to purchase in mass, straightforwardly from them, at a limited rate.

Product

It would create oyster mushrooms by utilizing the rice straws. The quality would be the separating factor here in light of the fact that the mushrooms are delivered organically and the interest for organic food is ascending as individuals have become more health concerns.

Promotion

As it is a conventional item, it won't spend vigorously on advancement. Superfood Mushrooms will offer commissions to Aldi, Kaufland and other super stores to put its mushrooms in their centre racks at the eye-getting level. There would be month to month lotteries among the super stores and the super store who will sell the most noteworthy number of the parcels will be given appealing prize or motivators (like credit offices). At first, it would give a commission of €1.2 for 1 pound of mushroom to them. For restaurant owners, messages or email will be gathered and will send its costing or bundles to them (Email Promoting). In various agricultural occasions in Germany, it would set up slows down and will speak to low rate costing to clients to draw in them. In the introduction of organization, it would use its systems and would welcome restaurant owners and famous people to tell them about Superfood Mushrooms presence and to advise them about its approaches.

People

We will contract skilled trainers who can maintain our business splendidly. Generally, we will procure those individuals who have astounding communication skill so they can without much of a stretch collaborate with our clients, remote organizations and foreign organizations also for giving occupations to our clients. And well-trained employee so that they can maintain our main motive to produce healthy organic oyster mushroom properly.

Packaging

Our Superfood Mushrooms packaging is as simple as we following our main motive to produce healthy and organic oyster mushroom. So, customers will attract for this simple packaging because we don't any chemical or material which harmful for our health. We package with polythene for covering mushroom and use one time using box, as we maintain low cost strategy for cheaper producing cost. We will give all necessary information on packet. Which will helpful for gaining customer trust.

Positioning

Our company will take the first mover advantage because we are the first company who produce oyster mushroom in Germany that organic way and in cheaper price for local and international market both. We produce our product in healthy that's why people's confusion on healthy food will reduce about our product. So, we aim our business position will be market leader. We will achieve our target in market in right way which will create a stronger brand image in customers mind. We maintain our target to supply healthy organic cheaper price mushroom internationally and locally with adding value and quality.

6. Financial Statements

The assumptions for the forecasted financial projection are based on its operations where the company targets the domestic market in the first five years and then expands its operation in international markets. The assumptions include

Growth Rate					
Year	2020	2021	2022	2023	2024
Growth %	-	20%	20%	25%	30%

Table: Assumption for Growth Rates

Units Sold Under Different Scenarios					
Details	2020	2021	2022	2023	2024
Best Case (Weight 33.33%)	12500	15000	18000	22500	29250

Average Case (Weight 33.33%)	10000	12000	14400	18000	23400
Worst Case (Weight 33.33%)	7500	9000	10800	13500	17550

Table: Assumption for Units Sold under different scenarios

6.1 Variable and Fixed Costs

Variable and Fixed Costs	
Details	Percentage (%)
Variable Costs	30%
Fixed Costs	40%

Table: Assumption for Variable and Fixed Costs

6.2 Balance Sheet for the period of 2020-2024

Pro Forma Balance Sheet (2020-2024)					
	2020	2021	2022	2023	2024
Non-current assets:					
Land Procurement and Development	15000	15000	30000	30000	30000
Equipment:					
Generator	220	220	550	1100	1100
Weighing balance	60	60	120	120	120
Heaters and coolers	200	200	400	700	700
Containers	55	55	110	200	200
Barrel or drum	9000	9000	27000	50000	50000
Meters and Knives	50	50	100	100	100
Miscellaneous	40	40	80	80	80
Total Equipment	400	400	1000	1900	1900
(-) Depreciation	40	80	220	1100	1630
Net Book Value for Equipment	320	320	780	800	270
Total Non-current assets	<u>15320</u>	<u>15320</u>	<u>30780</u>	<u>30800</u>	<u>30270</u>

Current assets:					
Cash	8710	12194	19510	35118	42142
Inventory	570	370	201	280	1070
Accounts receivables	1000	700	341	450	1300
Total CA	11390	13264	20052	35848	44512
(-) Currents Liabilities	500	1200	2000	2800	3500
Working Capital	10890	12064	18052	33048	41012
Net Assets	<u>26210</u>	<u>27384</u>	<u>48832</u>	<u>63848</u>	<u>71282</u>
Equity:					
Opening capital	22000	22000	22000	22000	22000
(+) Net Income	2270	2724	3269	3923	4708
Total Equity	<u>24270</u>	<u>24724</u>	<u>2526880</u>	<u>25269</u>	<u>26708</u>
Non-current Liabilities:					
Loan	-	-	-	-	-
Total Capital Employed	<u>24270</u>	<u>24724</u>	<u>2526880</u>	<u>25269</u>	<u>26708</u>

6.3 Cash Flow Statement (2020-2014)

Cash flow Statement (2020-2024)					
Details	2020	2021	2022	2023	2024
Cash Inflows:					
Capital	22000				
Loan	-				
Sales	40000	48000	57600	72000	93600
Total Cash Inflows	<u>62000</u>	<u>48000</u>	<u>57600</u>	<u>72000</u>	<u>93600</u>
Cash Outflows					
Land Procurement	15000		15000		
Production & Expenses	7730	9276	11131	13357	16029

Office set up	5000		5500	8250	12375
Investment on Equipment	400		1000	2200	
Company Inauguration	300				
Legal cost	1100		1800		
Other costs (Recruitment, etc.)	800	1000	1200	1500	1800
Total Cash Outflows	<u>30330</u>	<u>10276</u>	<u>35631</u>	<u>25307</u>	<u>30204</u>
Net Cash flows	<u>31670</u>	<u>37724</u>	<u>21969</u>	<u>46693</u>	<u>63396</u>

6.4 Costing

The following shows the costing structure for Farm Fresh Mushrooms

Variable Costs per pound	
Variable Cost Per pound of Mushroom	€
Cleaning and cutting cost	0.06
Packaging cost	0.06
Transportation Cost	0.8
Mushroom Spawn	0.006
Commission	1.2
Plastic bags	0.02
Electricity charges	0.04
Straw	0.03
Miscellaneous (Generator fuel, etc.)	0.05
Total variable cost of producing per pound	2.266 (say 2.3)

Fixed Cost for per pound	€
Warehouse Rent	1200
Salaries and Wages	1800
Depreciation	300
Promotion	500
Training Costs	500
Total Fixed Costs	4330

6.5 Breakeven Analysis

Cash flow Statement (2020-2024)					
Details	2020	2021	2022	2023	2024
Fixed Cost	4330	5196	6235	7482	8978
Selling Price	4	4	4	4	4
Variable cost	2.3	2.3	2.3	2.3	2.5
Breakeven					
Analysis (Unit)	<u>2529</u>	<u>3057</u>	<u>3668</u>	<u>4401</u>	<u>5986</u>

7. Assessment of Risk

Evaluate Weakness(es) Of Business

Since this business is totally founded on pioneering endeavours so there is plausible of determining mistakes. Industry investigation is one more test for us. Another incredible test is growing the business geologically. We will have an exploration group who will continue to do research and test available however the normal expenses might contrast from the estimating. The main objective of our business to produce hygienic Superfood Mushrooms. So, we need to be careful during producing mushroom. If we fail to produce unique mushroom then it might have possibility to go down. So, we have to use machineries properly. Since there are many companies who are producing mushroom but those are not hygienic. On the other hand, we will produce unique and hygienic mushroom. So, we need to make sure quality. There might have some misconception about mushroom. Besides we might have faced expansion barriers and technological barriers. It could take long time to get return that can make us frustration. Patent would be the best option to protect our business from this kind of risk.

New Technologies

The identification, categorization and prioritization of hardware and software threats to achieving key reliability business objectives. The solutions to all the problems faced by the business in operations and manufacturing lies with the arrival of new technologies. Things like – Projectors, New lights, 3D effect and animations. No matter what, there might have the probability of coming new technology that can influence on market and business. So, it would be a wise decision to keep knowledge about new technology for the betterment of business.

Contingency plans

Our business is expected to grow in accordance to our expectations but the stability of Germany's economy as well as the local markets. All businesses should consider these factors and develop contingency plans so that the business doesn't face any negative consequences. Hence the contingency plans that will help our business are as follows:

- We would have an advisor who will guide through different situation.
- In case the customer demand falls we can focus on increasing our sales volume of B2B.

Apart from this, to tackle we can also merge our business with other businesses that are working in the same industry. Similarly, it will also be seen that our business will launch campaign which will educate people of our products and of our brand value so that it creates a sense of necessity among the people for our products.

8. Conclusion

At last it can be concluded that Superfood Mushrooms, the next golden fibre of Germany, could help the environment to become greener as it reuses all the straws that was burned out for nothing. It is an all in one package as it helps to keep a perfect climate condition, investment requirement is really low as the raw materials are cheap and due to international demand, the product has a good market hold. Producing the organic oyster mushroom will not only benefit us as an entrepreneur but also the economy as a whole. It will offer a new item to export, so increasing the balance of payment of the country, helps to reduce air pollution, fulfils the need of mushroom in both the local and foreign market, and lastly will also help to have a positive GDP growth of the economy as it believes the organization will become so large that it will have a significant impact in the economy.