

GREEN HOME LEISURE FARM

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ABSTRACT

With the continuous improvement of people's living standards, people's lifestyles are constantly changing, which brings about the increase of life pressure and the acceleration of life rhythm. In addition, the continuous deterioration of urban environment, people living in cities have a great demand for pastoral music. With the rapid increase of this demand, rural ecological leisure tourism has begun to be favored and become a hot spot of tourism development.

This article is a business plan about "Green Home" leisure farm.

This paper adopts empirical and theoretical, qualitative and quantitative methods, first introduced the basic situation of the project, and through the use of SWOT and other analysis tools, determined that the "Green Home" leisure farm project will take SO strategy. Secondly, the specific marketing plan of the project is determined by adopting the consumer group subdivision strategy and 4P marketing strategy. Then, the financial analysis of the project is carried out to determine the feasibility of the project. Then, it puts forward various risks faced by the project and gives relevant countermeasures.

Finally, the conclusion is that this project is in line with the national policy of vigorously developing rural tourism, with broad market prospects, low capital investment and corresponding profitability, and is a good leisure agriculture project.

Key words: business plan, tropical agriculture, ecology, rural leisure tourism

Executive summary

Construction unit: Hainan Guanghuayuan Agricultural Development Co., Ltd..

Market opportunities: In 2019, the number of rural tourists in China exceeded 1.36 billion, and the capital reached more than 600 billion yuan; The report predicts that it will reach nearly 3 billion person-times in 2025, and rural tourism is expected to become a huge market with trillion-dollar revenue, with optimistic market prospects. Capital requirements: The enterprise raises funds by itself, with an estimated start-up capital of 1 million yuan, including construction cost of 850,000 yuan and working capital of 150,000 yuan. Details of capital use: 1. Decoration budget: 300,000 yuan; 2. Site construction budget: 350,000 yuan; 3. Total infrastructure cost: 200,000 yuan; 4. Working capital: 150,000 yuan.

Competitors: There are two main competitors in the "Green Home" leisure farm project, one is the surrounding traditional tourist attractions; The other is the agricultural support project of Sanya Municipal Government.

Company's competitive advantage: "Green Home" Leisure Farm Project's competitive advantage mainly has the following points: 1. Location traffic location advantage; 2. The geographical environment of the project is superior; 3. Perfect supporting facilities; 4. The promoters have rich theoretical and practical experience; 5. Reasonable planning near the project site; 6. In line with national policy support; 7. Broad customer base.

Financial forecast: Under the premise of not considering the time value of funds, the payback period of this project is 3 years and 4 months.

Chapter I Introduction to the Company

1.1 Company Profile

Introduction: Hainan Guanghuayuan Agricultural Development Co., Ltd. was established in 2015 with a registered capital of 10 million yuan, mainly engaged in smart agriculture and agricultural tourism development. The company signed a strategic cooperation agreement with Xinpo Village to develop the "Green Home" leisure farm project featuring agriculture and homestay sharing. Corporate culture: people-oriented, scientific and technological innovation, continuous development and serving the society. Development course: 2015: The company was established in Hainan with a registered capital of 10 million yuan; 2018-present: Signed a strategic cooperation agreement with Xinpo Village to build a "green home" leisure farm.

1.2 Company mission, products and services

Mission: Focus on building a modern agricultural ecological industrial park with "modern agricultural circular economy, ecological sightseeing and rural tourism, low-carbon health and leisure vacation, respecting nature and building harmony".

Products and services: "Green Home" perennial vegetable base project; Sanya Haitang District Vegetable Products Industry-University-Research Development Base; "Green Home" leisure farm.

1.3 Legal nature of enterprises

Hainan Guanghuayuan Agricultural Development Co., Ltd. is a limited liability company, which is responsible to the company by the enterprise legal person and shareholders within the limit of their investment.

1.4 Enterprise brand

Hainan Guanghuayuan Agricultural Development Co., Ltd. is an agricultural and tourism comprehensive development enterprise based on agricultural planting, with comprehensive agricultural development of agriculture and tourism as the main line and the long-term goal of combining primary production, secondary production and tertiary production. As an enterprise brand, "Green Home" leisure farm is introduced to the market.

Chapter II Industry Analysis

2.1 Industry scale

According to early data, in 2020, the number of domestic tourists was 2.879 billion, down 52.06% year-on-year; Domestic tourism revenue was 2.23 trillion yuan, down 61.10% year-on-year. In 2021, the number of tourists and tourism income increased to varying degrees, which were 3.246 billion and 2.92 trillion yuan respectively. At present, under the epidemic situation, the domestic tourism market is also steadily improving.

2.2 Industry prospect

Combined with the concept of shared development put forward by the CPC Central Committee with General Secretary as the core since the 18th National Congress, As well as the current development of "sharing economy", the Hainan Provincial Party Committee and the provincial put forward the concept of developing "leisure farm" based on reality. Therefore, the "Green Home" leisure farm will respond to the call, dig, protect and inherit the farming culture based on the local high-quality tropical rural cultural resources, and make contributions to the construction of leisure agriculture and rural tourism.

2.3 Project SWOT analysis

Through the SWOT analysis of this project, it is determined that "Green Home" Leisure Farm Project will take SO strategy as the main strategy. "Green Home" Leisure Farm Project Development Strategy Matrix:

Internal conditions strategic External conditions	S 1. Advantages of site selection and traffic location 2. The project geographical environment is superior 3. Complete supporting facilities 4. The promoter has rich experience in theory and practice 5. In line with national policy support 6. Broad customer base	W 1. The passenger flow is erratic 2. Lack of name recognition 3. There is pressure of capital return 4. The pressure of competition is great
O 1. The positioning of the city is conducive to attracting investment 2. Tourism is developing rapidly	SO 1. Take full advantage of market opportunities 2. Innovative business model 3. Policy support, expand market share	WO 1. Expand publicity channels 2. Increase capital utilization
T 1. Competition among tourist attractions is fierce 2. New industries threaten themselves 3. Threats from subsequent entrants	ST 1. Build their own enterprise brand, enhance brand competitiveness 2. Expand and accumulate customer resources	WT 1. Build brand influence 2. Improve differentiated competitiveness

Chapter III Market Analysis and Marketing Plan

In the early stage of the project, we conducted a market survey, which was conducted in the form of questionnaires, covering the whole area of Sanya. After 4 days, 600 questionnaires were distributed and 538 questionnaires were recovered.

According to the survey, it has the following characteristics: 1. Middle-aged and young people are the main consumer groups of leisure farms; 2. Suburban tour is the first choice; 3. 53.34% of consumers agree that the purpose of leisure farm tourism is to relax and relieve stress; 4. Consumers hope that the farm can provide moderate price, original ecology, perfect supporting facilities and convenient transportation mode.

Orientation of tourist market: taking domestic tourist market as the main body and overseas inbound tourist market as the support. 1. Breakdown by geographical area: (1) Key market, (2) Opportunity market. 2. Subdivision by tourist group: for family parents and children, for couples and couples, and for middle-aged and elderly people. 3. Subdivision by tourism function: rural holiday customer market, leisure and health care customer market, cultural experience customer market, etc. 4. Subdivision by travel mode: self-driving travel market, weekend family travel market, travel team market, etc.

3.1 Competitor analysis

"Green Home" Leisure Farm Project is located in Sanya, a key tourist city in China, with many tourist attractions in the city and fierce competition in the industry. There are many natural scenery in Sanya, including 7 4A-level tourist attractions and 1 5A-level tourist scenic spot. There are 22 star-rated hotels and 54 travel agencies.

3.2 Overall sales plan

The marketing strategy of "Green Home" leisure farm project is 4P marketing theory. The so-called 4P marketing theory is to carry out a series of activities based on products, prices, channels and promotions after the target consumer groups, consumer goods and service items of the farm are determined.

3.3 Pricing strategy

The areas of "Green Home" leisure farm are classified into tourist leisure service area, fruit and vegetable planting and picking experience area and animal husbandry and poultry aquaculture demonstration area. Different areas have different functions and service items, so that tourists do not have aesthetic fatigue and have a refreshing feeling.

3.4 Product strategy

Products, including agricultural products that satisfy customers and experience rural services, are all products provided by the "Green Home" leisure farm project in operation. It can be divided into the following types: 1. Product customization; 2. Farming experience; 3. Extension base type; 4. Return on investment; 5. Leisure tourism type; 6. Customized assistance; 7. Cultural creativity.

3.5 Promotion strategy

The main purpose of promotion is to make customers more recognized for the project, and improve their awareness, so that customers can better accept the project products. In addition to the traditional means including promoters, online publicity, advertising and so on. Promotion means mainly include the following: 1. Adopt regional advertising and other ways to increase publicity. 2. Hold special theme activities. 3. Plan the surrounding tourist routes.

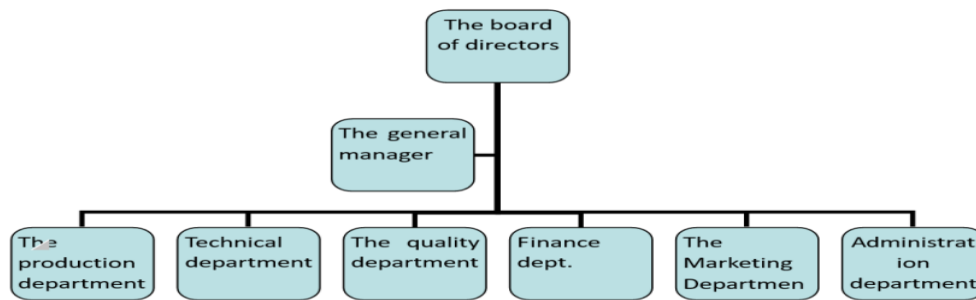
3.6 Distribution channel

The "Green Home" leisure farm project is a policy-supported project. The project will jointly build sales channels with Sanya Agricultural Investment, Sanya Housing and Construction Bureau, Sanya Property Association, Sanya Rural Agriculture Bureau and other government units, and combine the needs of Sanya Vegetable Basket Project. The sales channels mainly include network channels and ground promotion channels.

Chapter IV Management Team and Company Structure

4.1 Corporate structure

This project establishes an enterprise according to the modern enterprise system, and implements the general manager responsibility system under the leadership of the board of directors. The general manager is the highest administrative person in charge of the company, responsible for daily affairs and the appointment of department managers. The organizational setup is as follows:



4.2 Board members

The company shall have a board of directors, which shall be elected by the shareholders' meeting. The board of directors shall have one chairman and one vice-chairman, who shall be elected by the board of directors. The term of office of directors is three years, and upon expiration of the term of office, they may be re-elected. Before the expiration of a director's term of office, the shareholders' meeting shall not dismiss him without reason.

The Board of Directors of the Company is responsible for the overall development planning, the formulation of major policies and the appointment of the General Manager of the Company. The members of the board of directors include: chairman, vice chairman and directors.

4.3 Advisory Committee

The advisory committee of the company is composed of agricultural experts and IT experts, and makes suggestions for the development of the company. The advisory committee of the company shall hold regular meetings at least once a year.

4.4 Other professionals

In addition to the existing organizational structure, in view of the company's development, general manager office employs full-time positions such as director, deputy director, chef, kitchen helper, waiter and cleaning staff.

Chapter V Operation Plan, Production Design and Development Plan

5.1 Operating plan

Properly handle the relationship among government, enterprises and farmers, determine a reasonable construction and operation management mode, and form a joint force for healthy development. The government is mainly responsible for policy guidance and planning guidance to create a favorable external environment; Enterprises, village collective organizations.

5.2 Location of business

The construction site is located in Linxin Village, Sanya City, Hainan Province, near Provincial Highway 304.

5.3 Production planning

Let consumers share the right to use agricultural land, residential houses and the ownership of their agricultural products, and have a variety of private customized service forms including land lease, custody and seed generation, product adoption, homestay vacation, etc. without leaving home, so as to ensure the interests of farmers.

5.4 Development plan

To build it into a high-quality health resort in Southwest China as the core goal, Pension center is the main function, Driven by high-efficiency agriculture, health care and old-age care are the highlights, and diversified compound health care and holiday parks integrating folk culture, Chinese medicine culture, ecological culture, agricultural culture, leisure culture and corporate culture make health care and holiday tourism become one of the golden business cards and image industries developed in a mixed area, and become a modern sports service industry that people are more satisfied with.

Chapter VI Financial Forecast

6.1 Total fund raising and investment budget

The start-up capital in the early stage of the project is estimated to be 1 million yuan, and the enterprise Total investment: 1 million yuan.

6.2 Investment budget

Total investment: 1 million yuan

6.3 Financial accounting analysis

6.3.1 Balance sheet of the company at its initial stage of establishment

Table 1-2 Initial Balance Sheet (Brief statement) Unit: Ten thousand yuan

assets	Amount	Liabilities and owners' equity	Amount
Current assets	100	Liabilities	0.00
Fixed assets	0.00	Long-term borrowing	0.00
Intangible assets	0.00	owners' equity	100.00
A combined	100.00	total	100.00

Note: (1) The depreciation period of fixed assets is 8 years, and the estimated net output value at scrap is 10%. The depreciation method is the life average method; (2) Most houses and warehouses are rented, which have been included in operating costs and management expenses.

6.3.2 Five-year projected balance sheet of the company

Table 1-3 Balance Sheet

Unit: Ten thousand yuan

project	2022	2023	2024	2025	2026
assets:					
Current assets	15	32	84	140	186
Fixed assets	80	80	80	80	80
Minus: Accumulated depreciation	9	18	27	36	45
Net fixed assets	71	62	53	44	35
Intangible assets	0	0	0	0	0
Assets total	86	94	137	184	221
liabilities:					
Long-term borrowing	0	0	0	0	0
Total liabilities	0	0	0	0	0
Owner's equity:					
Paid-in capital	100	100	100	100	100
Undistributed profit	-14	-6	37	84	121
Total owners' equity	86	94	137	184	221
Total liabilities and owners' equity	86	94	137	184	221

6.3.3 The company's projected five-year income statement

Table 1-5 Income statement

Unit: Ten thousand Yuan

project	2022	2023	2024	2025	2026
1. Operating income	86	129	193	270	350
Minus: Operating cost	0	0	0	0	0
Business taxes and surcharges	8	11	15	20	25
Operating expenses	42	45	50	55	60
Management fees	50	65	85	111	144
Finance charges	0	0	0	0	0
2. operating profit	-14	8	43	84	121
Plus: non-operating income	0	0	0	0	0
Less: non-operating expenses	0	0	0	0	0
3. Total profit	-14	8	43	84	121
Less: Income tax expense	0	0	9.25	21	30.25
4. Net Profit	-14	8	33.75	63	90.75

6.4 Financial forecast

Without considering the time value of funds, the payback period of this project is $25.25 \div (72 \div 12) = 3$ years and 4 months.

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