



A STUDY ON GREEN POLLUTION FREE FOOD FARM
IN ZIBO CITY, ZHOUCUN DISTRICT

BY
YUZHOU HAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY



A STUDY ON GREEN POLLUTION FREE FOOD FARM
IN ZIBO CITY, ZHOUCUN DISTRICT

BY
YUZHOU HAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)
SOUTHEAST ASIA UNIVERSITY
ACADEMIC YEAR 2022
COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY

Independent Study Title A Study on Green Pollution Free Food Farm in Zibo
City, Zhoucun District

Author Yuzhou Han

Program Master of Business Administration (International Program)

Advisor(s) Poramet Eamurai, Ph.D.

Graduate School, Southeast Asia University, was approved as partial fulfillment of the requirements for the degree of Master of Business Administration. (International Program)

..... Dean, Graduate School

(Puttithorn Jirayus, Ph.D.)

.....Director, Master of Business Administration

(Assoc.Prof. Napaporn Khantanapha, Ph.D.) (International Program)

Independent Study Committees

..... Chairman, Independent Study Committees

(Assoc.Prof. Thanakorn Thanathanchuchot, Ph.D.)

..... Committee

(Assoc.Prof. Napaporn Khantanapha, Ph.D.)

..... Advisor

(Poramet Eamurai, Ph.D.)

Independent Study Title	A Study on Green Pollution Free Food Farm in Zibo City, Zhoucun District
Number of pages	50 pages
Author	Yuzhou Han
Program	Master of Business Administration (International Program)
Advisor	Poramet Eamurai, Ph.D.
Academic Year	2022

Abstract

This study aim to investigate on Green Pollution Free Food Farm in Zibo City, Zhoucun, by qualitative research via in-depth interview and content analysis, the study found that: 1) Market Segmentation were customer have plenty of time, energy, and financial resources to consider whether to choose leisure planting, target group: those engaged in urban agriculture activities are mainly middle-aged and elderly. 2) Management plan Happy Farm will carry out management system design and human resource planning in accordance with the standards of modern corporate governance structure, and finally form a complete and standardized corporate governance structure as well as a scientific and reasonable, production planning collect entrance fees for sightseeing in the park, sells agricultural products and builds a simple green food and customer accommodation, catering income, operation plan farm recruits members, signs agreements with them, pays a regular vegetable production fee in advance, and achieves regular vegetable distribution according to the labor quota mechanism. At the same time, the land is leased to members for personal cultivation, and the farm is responsible for the care and maintenance. 3) Financial analyst: (ROI) average per year 43.52 %, NPV = 1,740.95 Million Yuan, IRR = 20.21 %, and Pay Back Period on 4 years and 12 days

Key word: green pollution free, food farm

Acknowledgement

Without the help of several educators, this business plan would not have been achievable. I'd like to thank my advisor, Assoc.Prof.Dr. Napaporn Khantanapha, Dr.Supot Rattanapun, for their advice throughout this business plan, who read my multiple modifications and helped me make sense of it all.

I'd like to express my gratitude to my chairman and committee members of the independent study, who provided guidance and support.

Thank you to Southeast Asia University, Graduate School, and International Program for offering me an independent study completion fellowship, which enabled me to attend the International Conference and finish this business administration degree. Finally, I'd like to thank my parents and numerous friends who supported and loved me throughout this long journey.

Yuzhou Han

Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Introduction	1
Section 2 Company Description.....	2
Section 3 Industry Analysis.....	8
Section 4 Marketing Plan	19
Section 5 Management Team and Company Structure	33
Section 6 Operations and Production Plan.....	37
Section 7 Financial Projections.....	42
References.....	43
Biography	51

Section 1

Introduction

1.1 Company Profile

The Green Organic Food Farm business is a comprehensive leisure and ecological garden for self-entertainment and self-cultivation, which is integrated with leisure, entertainment, sightseeing, education and catering. The farm plans to cover an area of more than 10 acres (30 acres at a later stage), of which 5 acres will be leased to the public, dividing the large piece of land into equal areas while each piece of land has a different shape, giving customers a new and unique concept. Customers can plant their favorite fruits, vegetables, flowers and other crops on their own land, so that the public can have their own land and enjoy the joy of harvest in the ripening season. The remaining 15 acres will be used to build an ecological garden dining garden, a pasture (chicken, duck, goose and piggery) and a vegetable planting area. When customers work hard in their own land, when their own green pollution-free fruit to their homes or to the hands of the restaurant garden chef, enjoy the fresh delicious all the hard work will be swept away, leaving only the temptation of delicious and the joy of the harvest, in addition we are also committed to green ecological farm pollution-free vegetable subscription recruitment program, make full use of the good e-commerce platform to implement twice a week vegetable distribution In addition, we are also committed to the green eco-farm pollution-free vegetable subscription program, making full use of the e-commerce platform to implement twice-weekly vegetable distribution, so that each of our customers can eat their own healthy green pollution-free vegetables, which is the purpose of creating the eco-farm. In addition, we design to increase the area in the second phase of land planning.

Currently, governments around the world have taken into account the need for ecological environment while doing urban planning, and the government is strongly supporting agricultural business to ensure the greening of the city, ecological and environmental protection requirements, and consumers can personally experience

the joy of agricultural farming, and the fruits of their own labor are greener, more environmentally friendly, healthier and more secure. In this situation, accelerate the pace of development, the establishment of special urban agricultural planting will be the inevitable trend of urban development everywhere.

With the rapid development of the market economy and the general improvement of people's living standards, urban and rural residents pay more attention to their quality of life, health conditions, and more attention to the vegetables they eat! Many added hormone food to accelerate the development of growing children (premature sexual maturity) so green vegetable planting, ecological gardens and other healthy, green agricultural products demand has increased sharply, green pollution-free food market appeared unlimited business opportunities. From the point of view of life consumption in recent years, more and more people are more concerned about the safety of food more attention to quality of life, many vegetables on the market are pesticides, hormones are more than the indicators, the development of green pollution-free agricultural planting is bound to become a trend. In addition, consumers have longer non-working hours, more opportunities for agricultural leisure planting, the pursuit of agricultural sightseeing tourism "gradually turn to" the pursuit of comfort and quiet "for the main destination of leisure planting, and can personally experience the joy of planting, the fruits of their own labor greener, more environmentally friendly, more healthier and more secure. In this situation, accelerate the pace of development, establish a brand image, the establishment of special green pollution-free food regional development is an inevitable trend.

The Green Harmless Food Farm is an agricultural business that integrates agricultural planting, breeding, green and harmless food sales, and harmless vegetable distribution. The farm is an ecological cycle system, reducing the use of pesticides through the law of mutual biosynthesis between organisms. The production of green and pollution-free food is the main focus.

The farm plans to launch four main services. The first business is plantation business, customers can rent the land of this farm and plant their favorite vegetables, fruits, flowers, etc. on it. In their spare time at work, they can go to their own small

fields to cultivate and harvest when they are ripe. If you are too busy to take care of your own vegetables, we can also take care of them for you for a service fee. The second business is an e-commerce green food delivery platform. The third service is the sale of local eggs and chickens. The fourth business is green catering business with 10 tables per day.

The farm is planned to be built into a small farm of more than 10 acres, and the completed farm with beautiful scenery, complete facilities and full functions will become a small market for urban people to buy vegetables, and will also become a good place for children to get in touch with nature, understand nature and get in touch with idyllic life.

1.2 Current Situation Analysis

With the theme of leisure and natural health, Happy Farm plans to adopt a chain management model, mainly providing multi-faceted services to meet the needs of groups coming for agricultural leisure planting and healthy dining. Self-farming gardening to experience the fun of farming first-hand, by dividing large plots of cultivated land into small pieces and then leasing them, more than 400 pieces of farming land adoption business have been carried out, bringing the public to return to the fields, relax and experience the joy of working, while enjoying the endless fun of harvesting natural green food and enjoying the fruits of labor, meeting the spiritual needs of people who live in the city all year round to return to nature and return to the basics.

Analyzed from the planning and construction of catering business, Happy Ecological Catering Park is an important part of the urban ecological park project development, and together with the subscribing tenants and its surrounding leisure and entertainment business, it constitutes a multi-functional tourism environment of leisure, entertainment, catering and accommodation, which can meet the needs of different age structures and occupational structures.

1.2.1 PESTEL Analysis

Political: As China is international and domestic political environment has a great impact on the clothing industry. Internationally, benefiting from the earlier

implementation of regional trade agreements such as the Trans-Pacific Partnership Agreement (TPP), the trade costs of developing countries such as India, Vietnam, Bangladesh and Pakistan have been reduced, which has promoted the development of textile industry in these countries. Many garment processing enterprises have invested and opened factories in Vietnam and other countries, which has had a significant impact on China's garment manufacturing industry. The Sino-US trade agreement during Trump's coming into power, after many negotiations, decided to cancel the new tariffs, and the existing tariffs of 300 billion Chinese goods were halved. The tense Sino-US trade situation also eased in a phased manner, which is conducive to the development of China's industry.

In recent years, China has also issued a series of policies and regulations to support the development of the industry.

① Notice on Several Opinions on Accelerating the Structural Adjustment of Industry and Promoting Industrial Upgrading, vigorously advocating China The construction of independent brands encourages Chinese brands to go global. We will focus on supporting and vigorously cultivating enterprises with advantages in brand design, technology research and development, and marketing channel construction.

② The Plan for the Adjustment and Revitalization of the Industry aims to stabilize and expand the export market. Improve the ability of independent innovation. Accelerate the implementation of technological transformation. Accelerate the construction of independent brands. Improve the competitiveness of enterprises.

③ The Guiding Opinions on Accelerating the Construction of Self-owned Brand proposed to transform China from a major power. The opinion points out that to strengthen the comprehensive strength of the clothing and home textile industry, more efforts should be made in the operation mechanism of the brand, market environment, public service platform construction and other aspects.

④ The Intelligent Manufacturing Development Plan (2016-2020) proposes a two-step strategy. By 2025, the intelligent manufacturing support system will be basically established and the intelligent transformation of key industries will be initially realized.

In addition to supporting the development of the industry, the country has also issued laws and regulations and specific implementation rules for the quality control and production standards of clothing. In terms of standards and requirements related to children's clothing, mainly include:

① On May 26, 2015, the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) and the China Standardization Commission (SAC) jointly issued the first mandatory national standard GB31701-2015 Safety Technical Specifications in China. The requirements for fabrics, fillers, accessories, chemical safety, mechanical safety, combustion performance and identification of children's wear products are specified. This standard has been officially implemented since June 1, 2016. The implementation transition period is 2 years. From June 1, 2018, all relevant products must be enforced according to this standard.

The country is also vigorously promoting the transformation and upgrading of the clothing industry and brand building. Premier Li Keqiang mentioned in the government work report that "enterprises should be encouraged to carry out personalized customization, flexible production, cultivate the craftsman spirit of excellence, increase varieties, improve quality and create brands". The key content includes comprehensively improving the quality level. We will improve the quality competition mechanism for the survival of the fittest. We will vigorously promote the spirit of craftsmanship, create more world-renowned "Chinese brands", and promote China's economic development into a quality era.

China's industry is moving towards branding, paying more and more attention to product quality, increasing the use of the Internet and big data, and gradually moving towards intelligent manufacturing. development, improve scientific and technological production strength, and strive to create high-quality brands in China.

Economic

According to the data of the National Bureau of Statistics, the retail sales of clothing products nationwide increased year by year from 2011 to 2017, but the growth rate slowed year by year. In 2017, the retail sales of clothing goods nationwide reached 1036.54 billion yuan, up 1.4% year on year; In 2018, the retail sales of clothing

goods nationwide reached 987.04 billion Yuan, down 4.8% year on year, and the retail sales of clothing goods showed negative growth for the first time. In the first half of 2019, the retail sales of clothing goods reached 474.97 billion Yuan. In recent years, the sales volume of clothing affected by the epidemic has declined year by year.

However, in recent years, China's per capita gross domestic product (GDP) has shown an upward trend year by year. According to the preliminary accounting data of the National Bureau of Statistics, the gross domestic product in 2019 was 990865 billion Yuan, the gross domestic product in 2020 was 101356.7 billion Yuan, and the gross domestic product in 2021 was 114367 billion Yuan. This means that China's comprehensive national strength is increasing day by day, the economic scale is expanding, and the national income level, consumption structure, market scale and innovation conditions will all reach a new level. People's living standards have improved, and their purchasing power for clothing will also increase.

According to the population proportion in 2020 published by the National Bureau of Statistics, children aged 0-14 account for 18% of China's total population. After the release of the second child, the number of children has also increased, driving the increase in the size of the children's clothing industry. At present, the per capita consumption amount of children's clothing in China is far lower than that in developed countries. However, with the improvement of living standards and the increasing number of post-90s people gradually becoming the main force of fertility, the consumption price of children's clothing is expected to further increase. A new round of consumption upgrading will promote the development and prosperity of the children's clothing industry.

Social

With the continuous improvement of Chinese consumption level and the change of consumption concept, brand awareness has also gradually strengthened, especially the young generation after the 1990s and the 2000s who no longer blindly pursue cheap clothes but pay more attention to the expression of personality. In addition to the popularity of foreign brands in China, the awareness of domestic products has increased recently, and Chinese people have become more culturally confident and increasingly accept domestic brands. Various designer brands have also been

developed, and China's design force is constantly improving. The rapid development of Internet technology, electronic payment means, information security, logistics and other related industries has spawned China's e-commerce operation model. Taobao, JD.com and other leading e-commerce trading platforms have created conditions for the rapid drainage of the clothing industry. In social life, education, culture, science and technology, entertainment and other aspects have developed accordingly. With the full liberalization of the two-child policy, people began to pay more attention to life and family and were willing to spend more money for their children. G Garment Company will firmly grasp this period of children's clothing dividend, on the basis of down-to-earth product itself, make good use of the Internet platform, make use of WeChat official account, microblog, WeChat shop, WeChat community and other e-commerce channels, and use short videos to increase brand publicity and promotion, successfully establish brand image and expand market share.

Technological

3D technology, virtual fitting technology, collaborative robots, intelligent wearable devices, new materials, unmanned vending machines, unmanned supermarkets and other new ideas have become reality. The relevant technologies of textile and garment enterprises have been significantly improved, including the use of new technologies and new systems in various aspects such as clothing fabrics, clothing cutting, enterprise operation, supply chain management, etc., which has greatly improved the production efficiency. Science and technology have led progress and greatly improved people's lives. With the development of technology, the use of various machines and equipment has replaced simple and repetitive high-intensity physical activities, freeing people from heavy physical labor, and also promoting people to continuously improve their skills, from physical labor to mental labor. The development of technology and information technology has played an important role in promoting the innovation and progress of the clothing industry. Through the virtual fitting technology, customers can show the upper body effect of the clothes they intend to buy without directly fitting clothes, which is convenient and fast. The application of textile information technology such as supply chain management system (SCM), enterprise resource planning system (ERP), and warehouse

management system (WMS) has greatly improved production efficiency. In actual production and business activities, children's wear enterprises are increasingly using the latest science and technology, which will further improve production efficiency, optimize enterprise management and expand marketing channels

Legal

It is an independent legal person with limited responsibilities and independent rights. This is a relatively common form of enterprise in China, which is very suitable for such profit-making enterprises.

1.2.2. SWOT Analysis

Enterprise SWOT analysis, that is, situational analysis, is closely related to the object of study of the various major internal strengths, weaknesses and external opportunities and threats, etc., through the survey listed, and in accordance with the matrix form, and then using the idea of system analysis, the various factors match each other to analyze, from which a series of corresponding conclusions, and the conclusions are usually with a certain degree of decision-making. Happy Farm SWOT analysis is as follows.

Strengths.

1, the strong support of Zibo city government. Happy farm project is our company actively respond to the municipal party committee and municipal government on the vigorous development of leisure urban agriculture call for investment in the construction. Organic farming is the highlight of the park, but also the characteristics of the whole park.

2、 The scale advantage is very obvious. The area of 50 acres of land in the park can meet the needs of nearly 400 people to adopt the land for planting, and this scale has a certain attraction to the public.

3、 Located in the suburbs of the city, the air is fresh and the land is fertile. Excellent location and convenient transportation. Happy Farm is located in the new city of Zibo, east of West 11th Road, close to the Binbo Expressway and 309 National Highway, 5 km from downtown Zibo, Zhoucun District, 8 km, Zhangdian District and Zhoucun District owners can directly enter the Happy Farm urban ecological park, the

traffic is more convenient.

4、 The Park has a large space, the construction of facilities and planning to play a larger space, plans to build a green catering ecological park, to solve the problem of tenant meals.

5、 The public is full of yearning to experience the idyllic life and recreation in the wilderness.

6, the park has a leisure planting outside, but also can taste the taste of delicious, nutritious, green and healthy organic vegetables.

7, has a large market space and target customer groups. Happy Farm's market positioning is self-cultivation gardening, and the park is large, the total construction planning area of 50 acres. With the national economy to maintain high growth, national income is increasing, China has a considerable part of the people have first rich, there is a slightly older part of the whole day nothing to do, these people have higher requirements for healthy meals and leisure, so the Happy Farm project target customer source is more abundant.

8, catering to the consumption psychology of modern urbanites. From the analysis of the rhythm of modern life, living in the city people's daily work, the pace of life is tense, eager to use holidays to seek fun in the natural environment, to relax. Happy Farm convenient and smooth transportation system, the manor of elaborate design and novel and creative amusement facilities, to capture the modern consumer psychology, to create a natural rest space for consumers.

Weaknesses

1, the cultural connotation of urban agriculture is not enough mining, packaging, especially the characteristics of urban organic agricultural culture is not well shown.

2、 The Park's operation and management personnel are inexperienced and less involved.

3, the park's agricultural planting business are more imitation, and the characteristic business are not too prominent. Imitation means that the homogenization of products is getting higher and higher, and the vicious competition is getting stronger and stronger.

4、 The strength of marketing planning is not enough. The theme of marketing planning is not clear, the characteristics are not distinct, and the content is single.

5, has not built a more complete management and operation mechanism.

Opportunities.

1, the construction of the new city of Zibo is closer to the park, the construction of the new area not only plays a driving role, the key can form a fixed consumer base, at this time, the farm and the manor will face huge business opportunities.

2, with the growth of the country's economy and the improvement of the living standards of the general public, people's consumption concept has changed a lot. From the holiday economy to the leisure industry, and then to urban agricultural planting. Leisure concept and the transformation of the way are to the park's entertainment, leisure, catering business bring huge business opportunities.

Threats.

The development of urban agriculture is taking up an increasing share in the development of the national economy, and urban agricultural developers are paying more and more attention to the development of urban agricultural plantation products. Competitors are becoming more and more powerful. Competitors will pose a huge threat to us.

Through the SWOT analysis of Happy Farm, we recognize the strengths and weaknesses, opportunities and threats facing Zibo urban agriculture. This requires playing and using advantages, overcoming disadvantages, mining and pouncing on opportunities, and resolving threatening factors in order to seek a series of alternative strategies for future development.

1、 To further respond to the call of the municipal government and make full use of its superior geographical location and construction scale, surrounding environment and other advantages to seize the development of the project.

2、 To proactively practice, explore, research, study, and establish a set of scientific and advanced management system as soon as possible; collect information extensively, strive for independent research and development, produce distinctive and unique products to meet the needs of the majority of consumers, and increase efforts to carry out marketing work.

3、 Further increase the development of new products, to achieve "no one has what I have, no one has what I have, and no one has what I have, and no one has what I new", fully do a good job of customer service, as soon as possible to cultivate their own specific consumer groups.

4, vigorously build their own special business, the formation of their own unique and effective competitive advantage, and strive to bring people an ideal natural leisure and entertainment park.

To sum up, the happy farm project after a period of development, will gradually mature. We look forward to a greater development of the happy farm, and firmly believe that the happy farm project will become the best place for customer leisure and entertainment.

1.3 Feasibility Analysis

With the theme of leisure and nature, the Happy Farm adopts a chain management model and provides multi-faceted services to meet the needs of groups who come for agricultural leisure planting and healthy dining. The farming gardening experience the fun of farming, by dividing the large piece of farming land into small pieces and then leasing, more than 300 pieces of farming land adoption business have been carried out, bringing the public to return to the fields, relax, experience the joy of working, while enjoying the harvesting of natural green food, enjoy the endless fun of the fruits of labor, to meet the spiritual needs of people who live in the city all year round to return to nature and return to the basics, which is also the project This is the key to the profitability of this project.

From the analysis of planning and construction of catering business, Happy Ecological Catering Park is an important part of the development of urban ecological park project, which together with subscribing tenants and its surrounding leisure and entertainment business constitute a multi-functional tourism environment of leisure, entertainment, catering and accommodation, and can meet the needs of different age structures and occupational structures.

Happy Farm project is one of the most core and profitable business in Zibo Urban Ecological Park. In view of the geographical conditions in the north, the relative

lack of urban agriculture planting eco-manor, happy farm of modern urban agriculture construction to cater to the needs of people advocating green, healthy, leisure, the completed eco-manor beautiful scenery, complete facilities, fully functional, will become one of the best places for urban people to plant leisure.

Zibo happy farm is located in Zibo Zhangdian 309 national highway to the north, Binbo highway to the east, close to the west 11 road, about 20 minutes drive from the city center, the park covers an area of more than 50 acres, is the theme of farmland adoption (self-farming gardening), catering, leisure in one of the comprehensive catering and leisure park, the park small bridges and water, birds and flowers, the lake and mountains, can be described as the paradise of the city. The park is used for land adoption (vegetable garden rental) area of more than 40 acres, there will be a total of more than 400 farm owners engaged in farming experience activities in the park every week, which is an important source of customers for catering business. At the same time, the happy farm will also organize regular picking festival, summer party and other activities, the happy farm to build Zibo chief farming leisure garden.

The project is mainly based on suburban farming leisure planting, green catering, and on this basis to carry out self-cultivation gardening leisure, free picking, greening engineering, teaching and research base and other additional industries.

1.4 Research Objectives

To study a Green Pollution Free Food Farm in China detail as follow:

In recent years, Zhangdian District, Zibo City, the proportion of gross agricultural product has been hovering at about 0.5%. The company's main goal is to develop urban tourism agriculture and promote the transformation of traditional agriculture. The main topic is the development of urban tourism agriculture, to promote the transformation of traditional agriculture. The main goal is, with about 2 years, to complete the investment of 60 million Yuan, the development of urban tourism agriculture 40,000 acres. The main idea is to take "ecology, health, leisure" as the theme, highlight the "three belts, four mountains, ten parks" project carrier construction, focus on building urban tourism agriculture demonstration area, the

formation of "point, line, surface" organic combination of the development pattern. The so-called "surface" is around the key areas of Black Iron Mountain, Yuhuang Mountain, Fried Rice Mountain, Tangjiashan, etc., vigorously implement ecological restoration and afforestation, construction of forest parks, to create four suburban leisure tourism area. The so-called "line" is the government investment-oriented, large-scale implementation of greening along the road, along the river, focusing on the ecological and economic forestry along the Xiaowu River, the economic forestry along the Binbo Expressway, Zhang Zhou Road, flower and seedling belt and other key business, the construction of three green ecological corridors. The so-called "point" is to market operation-oriented, integration of ecological tourism resources, the implementation of rural ecological attractions to create a landscape, urban construction, the development of various forms of leisure and tourism parks, and strive to build 10 agricultural tourism parks within two years.

1、Jitian Garden - agricultural ecological Sightseeing Park

Zibo Ji Tian Yuan is located in Zibo Zhangdian 309 National Road south, east of Century Road, close to Century Road, only 8 minutes' drive from the city center, the park covers an area of more than 400 acres, is the theme of dining, fishing, fitness, gardening, free picking, farmland adoption (self-farming gardening) in one comprehensive dining and leisure park, the park, small bridges and flowing water, birdsong and flowers, lake and mountains, can be described as a paradise in the city.

Ji Tian Garden project is Fujia town Xiaotian village actively respond to the district party committee and district government on the vigorous development of leisure and tourism agriculture, by Zibo City, the first standardized farmers' professional cooperative - Ji Tian Agricultural Development Professional Cooperative invested in the construction. The project covers a total area of more than 700 acres, divided into two parts, including the eastern park area of more than 400 acres, has been officially opened on August 1, 2009, is currently the largest agricultural tourism park in the southern city, the average daily traffic of more than 600 people, to meet the needs of the general public to return to nature, leisure and entertainment. According to static estimation, by 2012, the overall income of the project can reach 5 million yuan after tax profit.

The business mainly focuses on suburban farming and leisure, three-dimensional ecological cycle breeding, high-grade green seedlings cultivation, and on this basis to carry out additional industries such as self-cultivation gardening and leisure, free picking, greening engineering, teaching and research base. The project has been under extensive construction since March 2009, and has completed investment of more than 22 million yuan by the end of October 09.

The eastern park has planned a variety of modern agricultural forms such as gardening, amusement, catering, special breeding, fishing and experience. The garden rockery has been turned into a treasure, using more than 40,000 square meters of various kinds of garbage cleared out of the park to build two charmingly shaped landscape rockeries with thick green trees, green grass and scattered Tarzan rocks. The ecological cycle has been formed by the characteristic breeding, with more than 7,000 green seedlings of nearly 50 varieties planted, and the initial picking area consisting of apples, peaches, apricots, pears, hawthorn, figs, walnuts and cherries has been completed; a functional woodchuck brooding room and ecological green breeding management system have been established, and three batches of 20,000 chickens have been bred to enter the rearing stage, with 10,000 chickens having market conditions. The water cycle is dynamic and beautiful, and the water system of the park cleverly integrates the four functions of drainage, water storage, irrigation and landscape, etc. There are three water surfaces with a total area of 6,500 square meters, and 7,000 meters of supporting drains are excavated and dredged, with the water surface rippling and shining, and the ditches flowing and running through the corners of the park. The 5+2 land adoption project was carried out by dividing large plots of farming land into smaller ones and leasing them. More than 300 self-planting units were adopted, bringing the public back to the fields, relaxing their bodies and minds and experiencing the joy of working, while enjoying the endless fun of harvesting natural green food and enjoying the fruits of labor, meeting the needs of people who live in the city all year round to return to nature and return to the basics. The spiritual needs of the city. Oxygen bar restaurants are hidden in 200 mu of woodland, either by the shade of ancient trees or by the tinkling stream, and dozens of farming restaurants are doing a brisk business, together with a badminton court, a

stone garden and a practice garden, where visitors can first stroll and play, then work barefoot and with pants, and at noon they can have a plate of dry-fried chicken, sip a cup of farmhouse wine, talk about anecdotes and enjoy the relaxation of nature.

The western park is positioned as an ecological agricultural plantation. 200 mu of special plantations are planted with peach trees, apples, grapes, apricot trees, red-leafed heather and other colorful seedlings, and more than 100 mu of flower and seedling bases are dedicated to free-range breeding of pure-bred black hens, combining the production of seedlings and special breeding organically, and producing special eggs registered with the "Jitian Garden" brand. The eggs produced are registered under the brand name "Ji Tian Yuan" and are ecological green products, mainly supplied to famous supermarkets such as Zibo Commercial Building, and are well received by consumers.

First, the construction of a 120-acre self-cultivation gardening recreation area, currently 380 urban residents have adopted the cultivation, effectively enhancing the value of the land there. The land has historically been a famous dry and flooded land, local farmers said it is three seasons of drought and one season of flooding, long-term abandonment, the annual income per mu does not exceed 200 Yuan, after the land adoption project, is an annual income of 10,000 Yuan per mu of land, at the same time, there is a good place for urban residents to provide a fitness, leisure, entertainment. After the launch of the project, the provincial and urban television stations and Zibo Daily, Evening News, Morning Post and other media have reported on this, forming a better social effect and economic benefits.

Secondly, the construction of a fully functional brooding room of 1000 square meters (fully equipped with electricity, water, gas and heating) has been completed, and 10,000 woodchucks, hemp chickens, black chickens and reed chickens have been hatched, using more than 200 acres of existing forest land in the park for natural feeding free-range. No artificial agents are added in the process of free-range rearing, and herbal medicines such as dasheen leaves, paniculas and garlic tablets are used for epidemic prevention, and feeding is mainly based on natural feeds such as alfalfa, corn and wild vegetables. Gradually formed Ji Tian Yuan brand ecological free-range chicken, eggs and other special products.

Third, the area of 4,000 square meters, 1,200 square meters, 1,300 square meters of three cisterns, while excavating, dredging supporting drainage and irrigation canals nearly 7,000 meters, in one fell swoop to solve the six natural villages in the region has been plagued by "three seasons of drought and a season of flooding" situation, in the case of this year's rainfall is much more than in previous years In this year's rainfall is much more than in previous years, there is no rain and flooding disaster, Ji Tian Yuan and the trend of using the system to carry out leisure fishing and other business.

Fourth, to achieve the abandoned land reclamation of nearly 80 acres. Ji Tian Yuan East Park for long-term abandonment reasons, gradually become a construction waste dump outside, since March 2009, the cooperative to clean up the above construction waste, to achieve land reclamation of nearly 80 acres, and at the same time turn waste into treasure, the various colors of garbage regular pile, covered with a layer of soil, not only beautify the environment, but also to make full use of the place for greening seedlings planting.

Five is planted nearly 50 varieties of greening seedlings more than 70,000, new into more than 30 pieces of Taishan stone, etc.. Apple, peach, apricot, pear, hawthorn, five-flowered fruit, walnut, cherry picking area was initially completed; more than 100,000 seedlings of valuable flowers suitable for northern cultivation have been planted; at the same time, more than 3.1 million yuan was invested to build a supporting sprinkler irrigation system, which can meet the entire park irrigation use and effectively save water resources.

Sixth, the sports hall with an area of 2,000 square meters was put into use, and a number of good performance horses were purchased from Inner Mongolia, which can carry out equestrian performances and can be ridden by tourists, and can meet the fitness and entertainment needs of the surrounding and urban residents.

Seven is the official opening of Jitian Hotel, which can receive 260 people daily, highlighting the green diet concept from the land to the table, enabling the majority of tourists to fully enjoy the natural flavors of cuisine.

Eight, the initial establishment of the park recycling economic chain, the formation of special breeding, horticulture and organic vegetables, biogas ponds,

green storage ponds and other cyclic sustainable development structure.

Nine is to establish a marketing channel for special agricultural products, the initial formation of Ji Tian Yuan characteristic brand. At present, Ji Tian Yuan has established a stable purchase and sale cooperation channel with Zibo Commercial Building, the green and organic agricultural products produced in the park into Zibo Commercial Building sales, to seize the high-end consumer market.

Ten is to start construction of an area of 6,000 square meters of special agricultural display center. At present, the main building has been completed about 2,000 square meters, the main building is expected to be completed by the end of December. It will be put into operation in March next year.

Eleven is to reach a preliminary cooperation intention with China Agricultural University, based on the strong research and development power of China Agricultural University, to establish a special agricultural and sideline products suitable for local planting.

At the present stage, Yoshida Garden closely put the characteristics of my autumn and winter suitable for greening, is working closely on the greening of the park, ordered suitable for the northern winter growth and maintain green all kinds of greening seedlings nearly 15,000, concentrated on the park greening work.

In 2010, the cooperative's key work objectives are as follows.

1. Continue to increase investment and improve the infrastructure construction of the park. Strive for the early completion and operation of the special agricultural display center, and carry out investment activities for relevant business.

- 2、 Strengthen the cooperation with China Agricultural University, build a series of high-standard ecological planting greenhouses, and gradually carry out sightseeing and leisure industries such as planting and display of special agricultural products, and form a preliminary scale.

- 3、 Implement the greening project of the park. The focus is on the winter greening seedlings suitable for northern application, and gradually form the operation requirements of the northern park in the off-season in winter.

- 4、 According to the park landscape needs, relying on the unique underground water resources of Yuji Field Park in the central city of Zibo, the establishment of the

park water network landscape system, the formation of a unique ecological landscape park.

5、 Vigorously carry out the construction of park culture. Form a cultural atmosphere of urban agriculture with the characteristics of Ji Tian Yuan, in order to meet the growing spiritual and cultural needs of the general public.

6、 Continue to expand and improve the land adoption project to provide the general public with a good place to relax and a way to relax.

7、 With the gradual improvement of the park's infrastructure, we will build a business platform in line with each project and carry out the external investment of each business project.

At present, the difficulties faced in the practical project of Ji Tian Yuan are mainly reflected in the constraints of the project in terms of land transfer indicators. Ji Tian Yuan is located in an area of mostly farmland, non-construction land. The eastern park of Ji Tian Agricultural Development Professional Cooperative Leisure Agriculture Project covers an area of more than 400 mu, most of which is protected farmland, but in the construction of the project, especially in the park function setting and perfection of the necessary land hardening, necessary building construction, by the impact and constraints of these farmland, but also the key constraints on the success or failure of the project. According to the overall positioning of the project and the project implementation needs, there is an urgent need to increase the construction land index for the construction of the corresponding service supporting facilities in the eastern park. Therefore, I urge the government and relevant departments to study the introduction of policies and measures to support the development of ecological tourism and leisure agriculture, and at the same time, to give appropriate tilt in the project land, and give the project the necessary supporting facilities and construction of land indicators to ensure the early completion of the project and achieve sound operation and development, to meet the growing spiritual and cultural needs of the general public.

2、 Yudai Lake - Ecological Entertainment Park

In the eastern part of Hutian Town, Zhangdian District, under the Yuhuang

Mountain is located Yudai Lake scenic area, every holiday, double holiday, people in groups of three or five, in pairs, with relatives and friends, have to this. This is the first agricultural ecological sightseeing park in Zhangdian, a three-star attraction. It is the "National Agricultural Tourism Demonstration Point" and "Shandong Province Agricultural Tourism Demonstration Point", which integrates the functions of leisure vacation, agricultural ecological tourism, amusement and catering services.

Yudai Lake Agricultural Tourism Park is planned to be a modern comprehensive intelligent park with agricultural tourism, tourist picking and production experience based on the original agricultural tourism peach garden and begonia garden, covering an area of 400 mu, with 2,000 square meters of glass greenhouses and a flower market covering an area of 10,000 square meters; two 4,000 square meters of continuous greenhouses; 20 daylight greenhouses with an area of 20,000 The agricultural tourism park will introduce advanced soilless cultivation, hydroponics, water-saving irrigation and other high-tech agricultural technologies. The agricultural sightseeing garden will exhibit new, strange and special vegetables and rich Zibo folk culture, so that visitors can enrich their agricultural knowledge in sightseeing. At the same time, visitors pick natural pollution-free green vegetables in the tour park and feel the joy of harvest. The park can also provide visitors with land, seedlings, organic fertilizer and other production materials, so that visitors can work with their own hands to enjoy the joy of field work and the beauty of nature. In the future, the park will establish a seedling center, a testing center, a vegetable master research center of Shandong Agricultural University, and an agricultural science and technology training center to build the "Yudai Lake" vegetable brand.

3、 Huayu Rose Manor--European style garden

European-style villas with blue tiles and white walls, clusters of roses, bread, wine and coffee bags with strong fragrance, and soft and long saxophone typical European style, this is a realm and a yearning. With the support of the China Foundation for Combating Desertification, Shandong Huayu Investment Co., Ltd. is going to turn this yearning into reality in the village of Mazhuang, Nanding Town, bringing people a relaxed, leisurely and elegant life style, relying on the Beijing Water and Wood Zhongtian Institute of Plant Science and the China Rose Technology

Research and Development Center.

The European-style Huayu Rose Manor under construction is planned to invest 50 million yuan, with a planning area of 600 mu connected to the Jitian Agricultural Tourism Park in the west, similar to the peony gardens in Heze and Luoyang, but higher than their park planning, forming an industrial chain with cultivation, production, processing, tourism and education as one. The introduced rose varieties are flower-viewing in three seasons and branch-viewing in one season. The roses can also refine rose oil and make fresh-cut flowers.

4、 Dongsun Manor - natural ecological garden

Dongsun Manor is an original ecological atmosphere, more than 20 walnut trees growing for more than 60 years with dense foliage, thick trunks build a quiet and mysterious world, as if in a paradise, but also full of the mystery of the original jungle. Whenever the sunset sun shines through the dense walnut leaves, it reflects a splendid and beautiful world.

The Dongsun Eco-Agricultural Tourist Park was planned on the basis of the original Dongsun Manor in Fang Town, which was originally built with a restaurant, fishing pond, swimming pool and other facilities. The new plan takes the old walnut garden as the background and ecological agricultural tourism as the theme, expanding west to north and expanding the area to 428 mu. The garden is planned to build 10 functional parks: 40 mu of hundred fruit garden, mainly planted with persimmon, hawthorn, apple, pomegranate, peach and other common fruit trees for visitors to enjoy flowers and fruits. 28 mu of hundred garden, mainly planted with roses, camellia, moon season, etc., and then the introduction of some southern precious flowers, both to enjoy flowers and breeding, to become a flower breeding base. 30 mu of cool garden, with hammocks, stone tables and stools, excavated 1 mu of lotus pond, for 26 mu of Exhibition Park, with conference center, fitness and entertainment center. 8 mu of amusement park, with large entertainment facilities, is a children's paradise. 2 mu of Archery Park, strange and mysterious, can walk the horse and bow, explore a generation of pride of God. 3 mu of fishing park, sparkling, the sense of hospitable thus dangling willing to hook. 30 mu of vegetable garden, the formation of high-grade vegetable greenhouse planting 70 mu of picking garden, self-picking,

interactive participation. 10 mu of bamboo garden, fine leaves, clusters of dense, showing the style of Jiangnan Bamboo Township. 120 mu of experience garden, set up a variety of vegetable test fields and livestock breeding base, for visitors to adopt experience.

5、 Black Iron Mountain - an ecological garden where culture and nature grow together

On Hetie Mountain, a monument recording the glorious history of the "Hetie Mountain Armed Uprising" towers over the clouds. 60 years ago, on Hetie Mountain, the first revolutionary anti-Japanese army led by the Communist Party was established in the Luzhong area, creating a revolutionary base. Because of the iron bones of the resistance to the Japanese invaders, Hetie Mountain is famous and known throughout the world.

This year, Zhangdian District implemented an ecological restoration and greening project in the Hetie Mountain area to build an ecological park where culture and nature grow together. The project area is planned to cover a total area of 22.3 mu, with more than 450,000 trees planted and 10 km of roads renovated, with an estimated investment of 32.8 million yuan. Project planning around the theme of ecology, nature, humanities, health, in accordance with the ecological priority, comprehensive management, economic savings, the combination of near-term and long-term, artificial landscape and natural landscape combination of principles, with flowers and trees flourishing as the main natural landscape, to Shang Shan filial culture and folk culture and traditional folk crafts as the main human landscape, the construction of ecological technology, recreation, recreation and sports as the characteristics of the suburban landscape area The planning layout is divided into six zones: the core landscape area at the top of the mountain, the western forest and fruit demonstration area, the central forest and fruit ornamental area, the mountain and forest interest hunting area, the natural mountain and forest area, and the eastern sports and fitness area. On the basis of the existing vegetation, plant species are further enriched, with evergreen trees such as pine and cypress as the keynote, and famous and excellent fruit tree species such as raspberry, mulberry berry, oil apricot, and wenguan fruit are introduced, so that people can pick and taste the desired fruits

by hand while playing and relaxing. With colorful foliage trees and flowering shrubs, it forms a mountain forest plant landscape with flowers in spring and summer, fruits in autumn, and bonsai on the slopes in winter, and builds a complete forest ecological system and forestry industry system.

Section 2

Marketing Plan

2.1 Segmentation, targeting and positioning.

The current situation of Happy Farm and the consumer effect it has provide some value for the sustainable development of Happy Farm. The future development should introduce the marketing concept into the business activities of Happy Farm: oriented by the needs of urban agriculture consumers, based on the correct market positioning, giving full play to the existing resource advantages, actively using the product strategy to provide high quality and differentiated organic agricultural products The company also uses marketing tools such as product mix, pricing and promotion to satisfy the needs of urban agriculture consumers and to form a stable customer base.

2.1 Market Segmentation

Market Segmentation were customer have plenty of time, energy, and financial resources to consider whether to choose leisure planting, and customer have enough time and have certain consumption ability detail of Market Segmentation as follow :

1.1 Market characteristics 1) holidays are a peak period of sales that each business must compete, a variety of promotional tools, discounts, consumers in this period, facing a variety of a variety of choices. Therefore, the planning activities in this period must be novel and original in order to attract the attention of consumers.

1.2 Market characteristics 2) the middle-aged and elderly people are more concentrated in the residential living area, especially in the new living area in recent years, there is basically no place for people to plant, and even the first floor does not have a small yard, which cannot meet part of the middle-aged and elderly people who like agricultural planting. Therefore, we can arrange personnel to go to each living area for advertising, mainly by distributing leaflets and explaining

1.3 Crowd characteristics 1): have plenty of time, energy, and financial resources to consider whether to choose leisure planting.

1.4 Crowd characteristics 2: have enough time and have certain consumption

ability.

1.3 Residential living area activity planning.

2.2 Target group

Target group: those engaged in urban agriculture activities are mainly middle-aged and elderly, i.e. 35 to 45 years old age group and more elderly people; young people are not interested in this or are busy with other matters and tourist people detail as follow.

2.1 Target group 1: those engaged in urban agriculture activities are mainly middle-aged and elderly, i.e. 35 to 45 years old age group and more elderly people; young people are not interested in this or are busy with other matters.

2.2 Target group 2: middle-aged and elderly people who are relaxing in the small area. The previous period to determine the focus of the work of the happy farm and the focus of publicity, as a guide for action, to ensure strict implementation. Because, whether a planning program can be successfully implemented and achieve the expected goals is dependent on the implementation of details to complete. Therefore, we have made a detailed plan for each task, with a clear division of labor and responsibility, striving to make every detail the most perfect in order to make this program viable.

2.3 Positioning

Positioning were sunshine club for urban middle-aged and elderly people to grow leisurely and green, environmental protection, healthy catering base target group: employees of government, enterprises and institutions.

2.4 Marketing strategy

Marketing strategy combined with Happy Farm's unique cultural positioning, we use a combination of product mix, price, and channel and promotion strategies to serve the target market from different sources and with different tourism consumption needs with different marketing mixes to achieve the purpose of expanding and stabilizing, marketing strategy base location-based differential pricing and customer-based differential pricing. Due to differences in income levels, consumption habits and occupational status, customers' expectations of prices vary,

and the same product can be priced differently for different purchasers.

1. **Product strategy** according to the marketing view, any product is a whole product, containing three levels of core products, formal products and extension products. The holistic view of the product requires marketing companies to pay more attention to the actual needs and interests of consumers, providing them with better services rather than just the formal product itself. As the American marketing scientist Theodore Levitt said: the key to future competition is not what products a company produces, but the value of the extended products provided by its products (such as services, consulting, etc.). Only by studying product strategies from the overall concept of products can enterprises be invincible in the fierce market competition. Urban agriculture is no exception. Happy Farm's product management should be based on the establishment of the overall concept of the product, improve the overall quality of the product, recognize the nature and characteristics of its agricultural products, so as to develop a correct and effective product marketing strategy. Happy farm in essence is a product. On the surface, this product consists of planting, entertainment, recreational facilities, flowers and vegetation, gardening works and other specific forms of products and additional products such as the services attached to it. But in reality, the real benefit that the park offers to customers is an "experience", and this "experience" is the core part of its product. Customers want to experience the form and connotation of agricultural culture through personal planting in Happy Farm, which is the fundamental purpose of customers coming to Happy Farm. The essence of the park's marketing is to continuously combine the cultural positioning of Happy Farm to provide customers with differentiated products, creating a unique "experience" that customers will not forget. This differentiated product strategy should focus on the following features: 1. Unique agricultural nature. We should try our best to maintain the growth habits and planting methods of agricultural production, introduce gardening and architectural styles from all over the world, and expand its cultural connotation and related cultural business, so that the park form and its cultural connotation can be integrated and reflect each other. 2. Highly integrated. With a high-grade vision, focus on the development and utilization of the agricultural diversity of a specific park, and flexibly carry out the processing

combination of products in order to form a multi-functional and multi-level agricultural product portfolio, and integrate the unique planting landscape with a specific humanistic landscape.³ Greening of life. With the theme of green and health, ecological planting is carried out to strengthen the function of the natural world, agricultural kingdom and leisure agriculture of Happy Farm and advocate a healthy and nature-friendly lifestyle.⁴ Popularity of science. Make full use of its resource advantages, innovative marketing methods, and expand its science education function on the basis of following the cultural positioning of Happy Farm, making it a base for youth activities and a classroom for the majority of customers to acquire agricultural science knowledge, so that they can experience agricultural planting while growing their knowledge and broadening their horizons.

2. **Price Strategy** Today it is necessary for happy farms to think about product pricing strategies, which can be based on the location of the happy farm, time, the implementation of differential pricing.

1 customer-based differential pricing. Due to differences in income levels, consumption habits and occupational status, customers' expectations of prices vary, and the same product can be priced differently for different purchasers. For this reason, happy farms can be different from the customer object and quantity, respectively, pricing: (i.e., group customers) can be implemented a certain number of discounts to achieve the goal of bulk sales to expand customer base; for local residents as a potential market, can be implemented in the medium and long term, long-term and other forms of preferential prices to achieve the purpose of stable customer base.

2, location-based differential pricing. As the happy farm covers a wide area (there are more than 50 acres), rich in content, can be divided into large and small different panels according to different tour content and focus, according to the square respectively pricing. Such differential pricing is also suitable for Happy Farm's marketing activities, which is conducive to Happy Farm's winning consumer satisfaction, as well as the rational use and maximum effectiveness of Happy Farm's agricultural resources. Combined with Happy Farm's unique cultural positioning, we use a combination of product mix, price, channel and promotion strategies to serve

the target market from different sources and with different tourism consumption needs with different marketing mixes to achieve the purpose of expanding and stabilizing customer base.

3). Place strategy, Happy farms are sells its goods and services channels where the agribusiness. These are channels where the agribusiness sells its goods and services of happy farm. They can be; marketplaces, online stores, a chain of retail stores like supermarkets, personal business shops or any other customer point of sale contact. The agribusiness distributes its goods to these places for sale. Agriculture has a dual consumption function: the basic material consumption function and the rich and colorful cultural consumption function. Until the material consumption needs of consumers are satisfied, people's cultural consumption needs always give way to material consumption needs and are in a state of containment. But once people have enough to eat and are satisfied, the long-suppressed demand for agricultural culture consumption will be strongly expressed. Experiential agriculture will become the mainstream of urban life in the future. The channel of Happy Farm as:

- 1) Collect entrance fees for sightseeing in the park.
- 2) The Park sells agricultural products and builds a simple green food exhibition and sales area, where people can purchase green, pollution-free fruits and vegetables from the park.
- 3) Selling in cities and communities.
- 4) Labor share, distribution share income. Green food share distribution, the implementation of the membership system, training specific customers, according to different families, different age levels need to distribute green food, collect delivery fees, green food purchase fees.
- 5) Customer accommodation, catering income. The farm provides accommodation, catering, entertainment and other services for visitors who come to sightseeing and leisure, from which fees are collected.

4.) Promotion Strategy : Happy farms must establish a sense of marketing strategy, so that the modern marketing concept is deeply rooted in the hearts and minds of every employee's conscious action. At the same time, we should pay attention to the marketing concept and marketing tools innovation, innovation is

the source of power of an enterprise's development, is the vitality of the enterprise product image. Only always close to the changing needs of consumers, track the changes in the internal and external environment of the market, enterprising, constantly update the marketing concept and innovative products, services and other marketing tools, happy farms to keep the brand long-lasting, perpetuate the market vitality of happy farms, to achieve sustainable development of happy farms.

Advertising is strong the publicity , highlighting the brand characteristics, this group of people will become the main consumer of green catering in Happy Farm, and then expand the influence of Happy Farm by publicity planning

1、 Publicity media.

(1) mainstream media: "Zibo Daily", "Zibo Evening News", "Luzhong Morning Post

(2) auxiliary media: bus mobile advertising

2、 Publicity methods.

(1)Article: 30% of the publicity, mainly branding.

(2) Print advertising: 20% of the publicity, mainly for the peak season of agricultural planting or major events.

(3) Printed materials (leaflets, posters): 30% of the publicity, with major events.

(4) Outdoor and light box advertising: 20% of the publicity, mainly branding.

3、 Publicity strategy.

(1) Publicity focus period: winter holidays, spring.

(2) Publicity: systematic, continuous, from branding, project introduction, customer psychology, agricultural education in several aspects.

(3) A project and a product, have its four life cycles of entry, growth, peak and decline. In different periods, the focus of advertising varies. In the product's entry period, the main focus is to inform people of the product and brand; in the growth period advertising is to cultivate brand loyal customers. Currently, the Happy Farm brand is still in the introduction period of the market, but the external market has begun to grow, so the main focus of advertising in this period is to increase the

promotion of features and what kind of harvest this agricultural planting project brings. This is the current focus of publicity.

(4) Publicity slogan: Happy farm, happy you and me!

(5) Choice of media methods: mainly print media, with other means of publicity (such as outdoor advertising, light boxes, propaganda posters, etc.).

5). Brand strategy

Current status of brands Brand era, when consumers buy consumer goods, the first thing to consider is the brand awareness, as well as the specific performance of its products in the market. Happy Farm belongs to the newly established urban agricultural ecological park, no visibility, need a lot of advertising to seize the focus and reflect the characteristics. Therefore, in order to make a big impact on the market, its brand in the minds of consumers to leave a deep impression, the formation of a good brand reputation, recognition, and influence the purchase behavior of customers, must be in advertising and marketing planning and promotion efforts to enhance and shape the brand culture, so that the brand of happy farm, agricultural culture deep in the hearts of people.

Brand positioning segmented markets and a unique selling proposition (USP) are the hallmarks of today's consumer marketing strategies. After carefully examining the project of Happy Farm and segmenting consumer groups, the brand of Happy Farm was repositioned as :

1、 Sunshine club for urban middle-aged and elderly people to grow leisurely
Target group: urban leisure of the middle-aged and elderly people. Consumption habits: strong spending power, a lot of leisure time for agricultural planting and horticultural display, just the opportunity to release, therefore, Happy Farm is its ideal leisure garden, to seize this consumer group, to expand market share, has strategic significance.

2、 Green, environmental protection, healthy catering base Target group: employees of government, enterprises and institutions. Consumption habits: have high consumption ability, easily accept new things, and have a strong interest in green and healthy catering business.

Section 3

Management and Operation Plan

3.1 Management Plan

Happy Farm will carry out management system design and human resource planning in accordance with the standards of modern corporate governance structure, and finally form a complete and standardized corporate governance structure as well as a scientific and reasonable, streamlined and effective organizational management system. We will maintain a good cooperative relationship with venture capitalists. We also eagerly hope that, while providing capital, venture capitalists can guide us in scientific management of the enterprise. Specifically, we will discuss with the investor in detail the development plan of the enterprise, arrange subsequent financing, arrange corporate management, organize marketing activities, etc. The investor can send people to participate in the company's board of directors and management to supervise and guide the company's business activities.

Main personnel arrangement and function introduction.

General Manager Functions.

1、 To coordinate the preparation of the annual business plan, investment plan and put forward the company's medium and long-term development plan.

2、 According to the annual work plan, make the next stage of work deployment, to quantify, refine, classify and itemize, according to the person, and grasp the layout, arrangement, inspection and implementation on time.

3、 According to the actual progress status of work, constantly improve the mechanism of internal management and operation, strengthen the stage work inspection and examination and mid-year and year-end assessment of personnel in each position, strengthen political and ideological work, and enhance business ability.

Human Resources Director Functions.

1、 Draw up the company's human resource plan according to the actual situation and development plan of the company, and organize the implementation after approval. Organize the development of the company's employment system,

personnel management system, labor and wage system, personnel file management system, employee manual, training syllabus and other rules and regulations, implementation details and work procedures of the Human Resources Department, and organize the implementation after approval.

2、 Organize and handle employee performance appraisal and be responsible for reviewing the results of all appraisals and training.

3、 Responsible for collecting information on potential and required talents inside and outside the company and organizing the recruitment work.

4、 Understand the work of the Human Resources Department and related data, collect and analyze the company's personnel and labor information.

5、 Approve the salary schedule of the company's employees, report to the general manager for approval and then forward to the accounting department for implementation.

6、 Develop the professional training plan of the Human Resources Department and assist the Training Department in implementation and assessment.

Treasurer Functions:

1、 Responsible for the overall financial accounting work of the company.

2、 Responsible for the development and completion of the company's financial and accounting systems, regulations and methods.

3、 Explaining and answering the regulations and systems related to financial accounting of the company.

4、 Analyze and check the implementation of the company's financial income and expenditure and budget.

5. To prepare the sales company's bookkeeping vouchers and register the accounting books.

6. Prepare the company's accounting statements and submit them to the vice president in charge and the general manager before the 10th of each month.

7. To prepare and account for the monthly payroll and bonus payment schedule.

8. Regularly check whether the sales company's cash on hand and bank

deposits match the actual accounts.

Marketing Director Functions:

- 1) Responsible for the overall coordination and support of cross-departmental operation work.
- 2) Responsible for organizing annual market forecast and quarterly adjustment work.
- 3) Responsible for the management of product tariffs.
- 4) Responsible for the collection and summary of market and customer information, and do the monthly analysis of business activities, and provide high-level consultation work for the bureau leaders and other department leaders on the current status and development direction of the company's business operations.
- 5) Responsible for the overall marketing strategy, program development and guidance for implementation.
- 6) Responsible for the business guidance work of public and commercial customer rooms and value-added business rooms and call sub-centers.
- 7) Responsible for the development, promotion and tracking and evaluation of new business
- 8) Responsible for the planning, design and implementation of business advertising and publicity
- 9) Responsible for the performance assessment and rewards and punishments of this department.

Operation Director Functions.

- 1、 The right to plan, suggest, veto and dispatch the production and operation of the company.
- 2, the right to assess the completion of tasks of the subordinate functional departments.
- 3、 The right to guide and assess the work of the managers of the subordinate functional departments.
- 4、 Have the right to suggest to the general manager's decision.

3.2 Production Planning

Specific agricultural planting and its human landscape are always linked to specific cultural connotations, and it is these specific cultures that impress consumers. They are the intrinsic cultural impulses that promote customers to carry out these characteristics of organic agricultural planting, and then the cultural impulses turn into leisure planting. Happy farming is precisely the intrinsic factor that truly distinguishes agricultural planting from other urban ecological parks. Therefore, the positioning of the happy farm should be considered from the perspective of cultural marketing positioning.¹ From the perspective of cultural exclusivity. Any cultural relic, natural or man-made landscape is a combination of multi-level culture, but there must be a culture that is unique to the project. And only then will there be a cultural highlight that can really attract customers. Organic agricultural planting and health, green catering is closely linked, organic agricultural planting has the uniqueness of the Happy Farm by the organic agricultural features embodied in the agricultural ecological landscape, such as knowledge, fun, creativity, participation, etc. is unique to the Happy Farm, is not replaced by any other tourist attractions, which is the cultural value of the Happy Farm, is the cultural fundamentals of the Happy Farm, thus forming 2, from the cultural identity of the public. Happy farm managers and developers, should carefully study the psychological needs of potential customers, trying to figure out what customers are concerned about in the end. From the perspective of marketing communications, the positioning of happy farms must be in line with the cognitive facts of the potential customer base, so as to attract and impress customers. What customers care about and are curious about is the organic farming, the healthy food and drink related to organic vegetables, and the natural and humanistic connotations of the living agricultural landscape and its embodiment. In the eyes of the public, these are the essence of the Happy Farm, they go to the Happy Farm is to read between the inches of heaven and earth agricultural features, to personally feel the wonders of creation and human ingenuity. Therefore, the Happy Farm is positioned as an organic agricultural planting and natural scenery of the great garden is the degree of cultural awareness of the public to determine. 3, from the cultural function. Happy Farm's cultural positioning is conducive to the correct

identification of customer needs and segmentation of the target market, so as to define the focus of Happy Farm publicity and content construction. Happy farm is the organic combination of people and nature of the material carrier, return to simplicity, return to nature, the pursuit of childlike, relaxation and leisure, first-hand experience of agricultural planting, is the potential customers of happy farm cultural agricultural motivation, but also to inspire customers to happy farm into its recreation engine, but also to promote customers to enjoy the key factors of agricultural planting, it gives customers a strong cultural agricultural experience from beginning to end. Therefore, all marketing strategies of Happy Farm should emphasize this cultural factor. Organic farming is what attracts customers to Happy Farm and should be the focus of Happy Farm marketing. In order to keep customers' interest in Happy Farms and to form a high psychological satisfaction, Happy Farms must highlight its cultural agricultural planting as the core, while also presenting the rich cultural connotation carried by Happy Farms to customers, fully showing the cultural value of Happy Farms, so that customers can appreciate the agricultural culture and at the same time increase knowledge and cultural experience in geography, history, biology and folk customs. Experience.

In addition to the general planting area, we plan to set aside a part of the urban white-collar area for vegetable stealing, which is planned to cover an area of 10 acres. Customers can plant their favorite crops in their own farmland. And we can choose from dozens of vegetable varieties including radish, green onion, pepper, cucumber, rape, hollow cabbage and so on.

Set aside a vegetable stealing area similar to the "planting mode" in the game, customers "raise" their own vegetables in their own farmland, you can water, fertilize, weed, etc. Customers who do not have time to take care of the land can also entrust the care of the administrator, when the time comes to harvest When the time comes to harvest, the janitor will notify them to hurry to harvest. If the owner doesn't pick the crop in time when it is ripe, someone else will steal it all. At the same time, you can also go to another family's farm to "steal" their land has matured crops. We built a family kitchen in the theft area, when customers harvest their own field crops, excited to invite friends to come to the field as guests, taste the most fresh and

delicious. When the customer's family comes to the farm, they can tell their children about the process of growing each crop while planting, allowing them to get to know more crops, relaxing and enriching their lives while growing their knowledge.

We really move the QQ farm to reality, in reality to meet the fun of consumer games, and can enjoy all the beauty given by nature.

China is a developing country, the people are not yet very rich, if the urban agricultural planting project price is too high, will inevitably greatly inhibit people's consumer demand, will accelerate the shortening of the market life cycle of the product, due to the differences in region, time, quality and other factors, will inevitably form a certain price difference, which is the objective basis of agricultural planting is possible to implement differential pricing. And the current organic farming is facing the problem of lack of customers, to a certain extent, and the price of planting business related. Marketing strategy is related to the survival of enterprises, any enterprise must be based on the market environment and the needs of their own development, the development of practical marketing development strategies and tactics, happy farms are no exception.

Adopt cooperative mode, entrust others to operate, choose a modern urban farm operation experience, have the strength of the partner, entrust its operation, our first year share 50% of the profit, the partner share 50% of the profit. We will share 50% of the profit in the first year and 50% of the profit in the first year. We will increase the profit by 5% every year until we have 70% (after 4 years) and the partner has 30%. In this way, we are the entrusted party and do not need to manage the business on our own, while the partner is the entrusted party and its management directly determines whether it can get a share or not. The better the management of the partner, the more profit, the more share, so as to play an incentive role. If the partner does not manage well, we can take back the management right, cancel the entrusted relationship and find another partner.

3.3 Operation Plan

The farm recruits members, signs agreements with them, pays a regular vegetable production fee in advance, and achieves regular vegetable distribution according to

the labor quota mechanism. At the same time, the land is leased to members for personal cultivation, and the farm is responsible for the care and maintenance.

Also flexible use of network marketing, through the Internet application platform, consumers can.

- 1) Rent land online and buy agricultural products in groups.
- 2) Online selection of farmer partners, specify planting methods
- 3) online land management, remote arrangements for farmers to turn the land, fertilization, sowing, watering, insect removal, weeding, disease treatment, picking and other work
- 4) Exchange experience and food with other consumers
- 5) Place orders for online delivery
- 6) View timely photos and real-time videos of the land and trace the production and circulation history of the delivered food, etc.

In addition to the community supported agriculture model, farms can adopt a joint cooperative-community supported agriculture model. Vegetable cooperatives establish their own vegetable supply points in the community and deliver vegetables to the community on time. Community residents do not have to go to the market to buy vegetables, and at the same time they can get high quality vegetables. The biggest advantage of this is the elimination of intermediate links and lower costs.

Section 4

Financial Forecast

4.1 Financial Statements

Profit and Loss Account

Table 1 profit and lost Happy Farm

Project	Serial	Number of	Accumulated for the
I. Operating income	1		600.00
Less: Operating costs	2		125.00
Operating expenses	3		95.00
Business tax and surcharge	4		30.00
II. Operating profit	5		445.00
Less: Administrative	6		200.00
Finance costs	7		100.00
Exchange loss	8		
III (iv) Operating profit	10		145.00
Add: Investment income	11		
Non-operating income	12		
Less: Non-operating expenses	13		
Four (5), total profit	14		145.00

4.2 Cash flow Forecast:

Table 2 Cash flow Forecast in five years in detail.

PR J \ Y r	Initial	2023	2024	2025	2026	2027
Fixed Assets Investment	440			100.00	100.00	300.00
Liquidity	260					
Sales revenue		210.00	600.00	840.00	1200.00	2900.00
-Variable cost		150.00	300.00	420.00	580.00	1050.00
-Taxes and surcharges on main business		15.00	30.00	42.00	58.00	105.00
-Fixed Costs		114.00	125	160.00	210.00	580.00
Profit before tax	0.00	-69.00	145	218.00	352.00	1165.00
-Tax		0.00	0.00	0.00	52.80	174.75
Profit after tax	0.00	-69.00	145.00	218.00	299.20	990.25
+ Depreciation		5	5	5	5	5
+ Amortization of intangible assets		1.5	1.5	1.5	1.5	1.5
Net Cash Flow	-800.	62.50	151.50	224.50	305.7	996.75

Note: Assume that the construction period (initial) is six months and the production year is a full fiscal year

Table 3 Net cash flow projection five years of Happy Farm

(million Yuan)	2023	2024	2025	2026	2027
Net Cash Flow PV discount rate 12%	62.50	151.50	224.50	305.7	996.75
Cumulative net cash flow (PV)	62.50	214.0	438.0	744.2	1,740.95

From table 3 Net cash flow projection five years of Happy Farm

The initial investment 800 Million Yuan

- 4.1 Return on Investment (ROI average per year
 $ROI = 1,740.95/5 = 348.19$ Million Yuan per year
 $ROI = 348/800 \times 100 = 43.52\%$
- 4.2 Net Present Value = NPV
 $NPV = 1,740.95 - 800 = 904.95$ Million Yuan
- 4.3 Internal Rate Return = IRR
 At NPV = 0
 $IRR = 20.21\%$
- 4.4 Break Even Point or Pay Back Period
 Pay Back Period on 4 years and 12 days.

4.5 Results of the interviews:

The development and construction of the project is feasible and is a low-risk, high-return project with certain influence. After the park is put into operation in phases, a benign capital ring chain can be formed by way of gaining and investing at the same time. The project implementation unit constantly strengthens publicity to improve the park's visibility, while actively striving to include district-level tourism planning, strengthen cooperation with neighboring scenic spots, and jointly develop and grow the market. Make it a platform for promoting the development of regional ecological tourism and modern agriculture.

As long as we do it with heart, in good faith, and through the word of mouth of the general public, we believe we will surely gain the favor and success of the people.

Part 5

Conclusions and Recommendations

5.1 Conclusion:

Comprehensive analysis and demonstration of the above-mentioned situation, that the project conditions are mature, practical and long-term significance, with high scientific, advanced, feasibility, economic benefits can be considerable. The project is in line with the relevant national industrial policy and agriculture, will be supported by the relevant national policies, for China to solve the "three rural" problem, the implementation of foreign exchange-generating agriculture to explore a new way. The economic and social benefits will be significant after the project is completed. Therefore, the construction of the project is necessary and feasible.

5.2 Recommendations:

When the entrepreneurial plan is transformed into actual operation, we will find that we lack entrepreneurial ability. So we decided to: on the one hand, enlist to work part-time or internship in enterprises to accumulate relevant management and marketing experience; on the other hand, actively participate in entrepreneurial training to accumulate entrepreneurial knowledge and receive professional guidance to improve the success rate of our business.

REFERENCES

- Han Xue (2021). Research on marketing strategy of enterprises based on differentiated competition. *China Business Journal*.
- Li Bingqiang (2021). The importance of good customer relationship management in corporate marketing. *China's small and medium-sized enterprises*.
- Zhang Fengyu (2020). Business plan for the sales project of Qingqianliu tea . Zhengzhou University, 2020.
- Xie S. J. (2020) Business plan for Company C's parts center project .South China University of Technology.
- SENG XF (2019). Business plan of power quality project of ST . South China University of Technology.
- Shen Guangsheng(2021). Transformation and innovation of marketing strategies of small and medium-sized enterprises in the new media era . *Journal of Guangdong Institute of Petrochemical Technology*.
- Peng Hong, Liu Xinyan, Jiang Xuan, Wang Lu (2021). Exploration and practice of cross-fertilization between marketing and e-commerce majors. *Higher Education Review*.
- Wenhua Wang, KexiChen (2019). Financial analysis: *People's University of China Press*.

Biography

name-surname	Yuzhou Han
Date of birth	
Place of birth	
Workplace	
Position	-
Education	MBA Southeast Asia University



CERTIFICATE

Multidisciplinary Challenges in Business, Education, Innovation and Advanced Social Intelligence Forward Era 6.0 in 3rd IC-RMUTK INTERNATIONAL CONFERENCE 2023 held on 30 April – 1 May 2023 at Rajamangala University of Technology, Bangkok, Thailand.

THIS IS TO CERTIFY THAT

Yuzhou Fan

PRESENTED PAPER ID : S6441B20006

TITLE OF PRESENTATION : **A STUDY ON GREEN POLLUTION FREE FOOD FARM IN ZIBO CITY, ZHOUCUN DISTRICT**

ASSOC.PROF.ARUS KONGRUNGCHOK, Ph.D.

Dean, International College RMUTK

SUPOT RATTANAPUN, Ph.D.

Vice Dean for Academic Affairs,
International College, RMUTK