

## **Nature's Quest**

Our goal is to restore nature to it's original state. We are a co-op focused on the environment - more specifically, an outdoor clean-up co-op that provides services for locations, such as parks, in Abbotsford. We strive to protect the Earth and clean it up. "Nature's Quest" began with a problem. The problem was walking around and seeing garbage in our neighbourhood. It just did not feel good seeing such a sight, as this is our home. Thus, we came up with the idea of "Nature's Quest". We believe that picking up the trash can make a big difference in our community. By doing this, our home will once again return to it's former glory.

Logo:



## **Year Round Schedule**

As we are an outdoor co-op, we would be heavily weather dependent. In order to be able to financially support ourselves year round, we would adapt to the weather changes. We would keep our main focus - cleaning - throughout the year, but we would adjust to the client's needs as well.

In the Spring and Summer we would clean like normal. But, in the Fall, there are fallen leaves everywhere. So, alongside the cleaning, we would also offer to rake the leaves (as part of the cleaning cost).

Abbotsford winters are often very unexpected, and the amount of snow differs from year to year (this year being a prime example). However, despite being in a milder winter zone compared to other Canadian cities, there has not been a single winter where it has not snowed, to date. If the weather somehow miraculously stays manageable, we would continue to clean like normal. However, if it does snow, we would not get business, as there would be no need and possible way to clean. So, instead of cleaning garbage, we would offer to shovel snow in the winter.

## **Member Benefits**

Why would they choose us?

- Assurity of a definite positive effect on the community
- Vote for important decisions/changes in the co-op
- Discounts for other co-ops in the group
- Points system that applies only to the members

Charge for membership: \$5/year

## **Target Market**

Our primary target market is the parks, and other large, outdoor areas. So, we would talk to the City of Abbotsford about a contract that would allow us to cleanup the land owned by the city - this would allow us to be secure in terms of having an income and someone who would need our service. We would also talk to other privately-owned areas (that are not property of the City of Abbotsford) about a contract. However, we would deal with one-time cleanup areas as well.

## **Marketing**

### Social media

5K walk for the launching of the business (environmental walk)- through the city, parks and trails

- Donations would go towards the start-up costs of the business
- Our goal is to raise \$500

Youth can volunteer: we would contact counselors in schools so they can spread the word

- This would create a bigger interest in the co-op from teenagers looking for volunteer experience

Cleaning after large important events such as parades without cost (as a voluntary service for the community)

- More people would want to get involved
- Increase the number of people that even just *know* the co-op

Join a group of co-ops

- We would join a group of other environmentally active co-ops.
- Members would have benefits in the other co-ops
- We would get insight and guidance for the growth of the business

We would go to elementary schools, and other events like Earth day, and talk about the importance of picking up after oneself and keeping nature the way it was originally

## **Co-op Finances**

Assets	Cost Associated
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Personal investment/savings (from us)	\$5,000
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Expenses	Cost Associated
Employee Salary 5 - 7 employees (excluding volunteers)	\$12/hour
Incorporation	\$350
Name Approval	\$130
Business License	No cost (paperwork)
Company T-shirts	\$26.49/each
Marketing <ul style="list-style-type: none"> <li>- We would have a website and be active on social media</li> <li>- More details can be found on page 3</li> </ul>	\$100/month (maximum) <ul style="list-style-type: none"> <li>- The cost will not be as high as other businesses, especially as we will be concentrating on online marketing</li> </ul>
Vehicle lease <ul style="list-style-type: none"> <li>- The truck would be used for moving the garbage to the landfill and transporting employees</li> </ul>	\$507/month + gas
Vehicle Insurance	\$1,113/year
Workers compensation	\$0.97 per \$100
Professional Liability	
Landfill cost	\$25/150 kg
Equipment:	
Garbage Bags	\$17.97/100 bags
Garbage Picker-uppers	\$20.57/each
Gloves	\$1.9/each
Additional equipment in the Fall and Winter:	
Rakes	\$14.97/each
Shovels	\$15.99/each

**Start-Up Cost :**

The money we will need before we start the business:

Vehicle Lease (for 5 months- as it could take a while for the business to get running):	\$507/month	x 5	\$2535
Incorporation			\$350
Name Approval			\$130
Vehicle Insurance	\$1,113/year		\$1,113

Equipment (maximum 10 employees/volunteers):

Garbage bags	\$17.97/100 bags	x 5	\$89.85
Garbage Picker-uppers	\$20.57/each	x 10	\$205.7
Gloves	\$1.9/each	x 10	\$19
Company T-shirts	\$26.49/each	x 10	\$264.9

**\$4707.55**

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### **Paying for Startup Costs**

As we are students and would not have enough money to financially support the costs associated with opening the co-op, we would get a loan. We would keep the money we can get together as our savings, because we do not know exactly how the beginning of the business would go and might need it for an emergency.

### **Approximate Monthly Income:**

(based on a spring/summer schedule - would be similar to the rest of the year)

### Gross Income

Service cost per hour	\$40
8 hours a day	x 8
6 days a week	x 6
	= \$1920/week
	=
<b>\$5760/month</b>	

### Net Income

Gross Income	\$5760
Vehicle Lease	- \$507
Gas	- \$100
approx.	
Landfill Use Cost	
(Landfill Rate: \$25/150 kg	
We would have approximately 150 kg of garbage every 3 days	
6 work days a week	
6/3 = 2 x \$25	
= \$50/week x 3)	- \$150
Employee Salary	
(2 employees per clean-up (\$12.50/hour salary)	
\$12.50 x 2 = \$25	
8 hours a day x 8	
6 days a week x 6	
3 weeks a month x 3 )	- \$3600
	=
<b>\$1403/month</b>	
	- taxes

As we are a co-op, and our goal is to help the environment, we would make sure to separate all recyclable goods. Another benefit of this is that we could make additional money.

The total money earned would go towards anything that might be needed unexpectedly. It would also go towards our personal income and later, for expanding the business.