



Business plan preparation of  
Natural Matrix-Based Slow-  
Release Fertilizer

**For Office Use:**

Applicant(s)

Full Name(s)	Gender	Nationality
Mohammad Mohktarzagdegan	Male	IRAN
Ehsan Fogahazadeh	Male	IRAN
Hamed Naderi	Male	IRAN
Ahmad Etka aeen	Male	IRAN
Saeed Zahedi	Male	IRAN

**Visa Type: Start Up**

**City and Country of Submitting the Visa Application: Finland**

**1. About the Company**

**Company Full Name: Finfertech**

**Expected Date of Incorporation:**

(no more than 6 months after your planned date of arrival in the UK)

**Proposed Business Location in the UK:**

(Please give us an idea of a preferred business location/town/city. This is important as location benefits to the business will be highlighted in the plan)

**Why do you prefer the above listed locations in the UK?**

(Please provide us with a few genuine reasons to believe that the above stated location favours the company and its operations – e.g. I run an import-export business so it is important that my business is near a sea port)

**Website:**

(If you have one)

**2. Insert Company Logo Below:**

(If you have already designed your Logo or branding please insert it here so it can be used in the business plan)

### **3. Mission & Vision**

#### **Mission Statement:**

Our mission is to enable sustainable agriculture and promote environmental supervision by providing innovative natural matrix-based slow-release fertilizers that increase crop yield, protect soil health, and reduce environmental impact. We are committed to providing high quality products that feed plants, support farmers and contribute to a greener and more sustainable future.

#### **Vision Statement:**

To be a global leader in the development and distribution of natural matrix-based slow-release fertilizers, known for our unwavering commitment to sustainability, innovation and customer success. We envision a world where our fertilizers play a fundamental role in the practices of perform sustainable agriculture, fostering healthier ecosystems and ensuring food security for future generations. Our excellence and environmental responsibility drive us to innovate and continue to collaborate, positively impacting agriculture and the planet."

#### **4. Company Ownership**

Shareholder Name:	Share (in %)	Job Title	Investment	Visa Applicant? (Yes or No)	Nationality	Gender
1) Ehsan Fogahazadeh	10%	CEO &Regulatory Affair manager	–	Yes	IRAN	Male
2) Hamed Naderi	10%	Chief Financial & Marketing Officer	–	Yes	IRAN	Male
3) Ahmad Etkaaeen	10%	Production Manager &operating Officer	–	Yes	IRAN	Male
4) Saeed Zahedi	10%	Quality Control Manager&Sale Director	–	Yes	IRAN	Male
5) Mohammad Mohktar zadegan	60%	Chief Research officer-R&D Manager	*		IRAN	Male

#### **5. Other Funding Sources:**

Funding sources for natural-matrix slow-release fertilizer projects in Finland can include various government programs, research institutions, agricultural organizations, and environmental sustainability initiatives. Here are some potential funding sources to explore:

- 1. Finnish Ministry of Agriculture and Forestry (MMM):** The Ministry of Agriculture and Forestry in Finland may offer grants or subsidies for projects related to sustainable agriculture, including the development and use of slow-release fertilizers.
- 2. European Union Funding:** Finland is a member of the European Union, and EU funding programs often support agricultural and environmental projects.
- 3. Academic Research Grants:** The Academy of Finland is one such organization that offers research funding.
- 4. Finnish Funding Agencies for Technology and Innovation (Business Finland):** Business Finland provides various funding programs for innovation and research projects in Finland. They may have opportunities for our company to working on slow-release fertilizer technology.

5. **Agricultural Organizations:** Organizations such as ProAgria or the MTK (Central Union of Agricultural Producers and Forest Owners) may offer grants or support for agricultural projects, including those related to fertilizer innovation.
6. **Environmental and Sustainability Grants:** Some Finnish organizations focus on environmental and sustainability initiatives. These organizations might be interested in supporting projects that promote eco-friendly fertilizers.
7. **Private Sector and Industry Partnerships:** Consider collaborating with private companies or industry associations involved in agriculture and fertilizer production. They may be willing to invest in or support projects that align with their business goals.
8. **Innovation and Startup Grants:** If our project involves a startup or entrepreneurial aspect, explore startup incubators and accelerators in Finland. They may provide funding, mentorship, and resources for innovative agricultural projects.
9. **Crowdfunding and Investment:** In addition to traditional grants and subsidies, we can explore crowdfunding platforms or seek investment from venture capitalists and impact investors interested in sustainable agriculture.

#### **There are the best Europe Stock funds**

- Janus Henderson European Focus Fund.
- Invesco EQV European Small Company Fd.
- Brown Advisory - WMC Strat Eurp Eq Fd.
- DFA Continental Small Company Portfolio.
- BlackRock Eurofund.
- Columbia Acorn European Fund.
- JPMorgan Europe Dynamic Fund.

## **6. Products or Services Description**

Offering 1: Product Service  Both

**Name:** Natural matrix-based slow-release fertilizer

**Price:** 0.3 ERU / kg

**Cost of Sales (excluding workforce & misc. expenses):**

**Contribution to Total Sales (e.g. contributes 40% in total sales):**

**Description:**

Our product as a Natural matrix-based slow-release fertilizer, consists of fertilizer compounds coated with natural materials as matrices to control the release of nutrients to plants over an extended period of time. These matrices or carriers are often biodegradable materials that gradually break down in the soil, releasing nutrients in a controlled manner. This approach combines the benefits of slow-release fertilizers with the use of environmentally friendly and sustainable materials. Our company offers a sustainable and efficient solution to nutrient management, addressing the challenges of traditional fertilization methods with the aim of providing a solution that benefits both plants and the planet.

**7. Competitive Comparison**

According to the competitor analysis, the following will be significant as current competitors . Major vendors in the Global Slow- Release Fertilizers Market include:

- Yara International ASA (Norway),
- Haifa Chemicals,
- Helena Chemical,
- The Mosaic Company (US),
- AGLUKON, ScottsMiracle-Gro (US),
- Pursell Agri-Tech,
- Koch Industries,
- JNC Corporation,
- Kingenta, ICL Group,

-Nutrien Ltd

According to some of these competitors the comparison criteria are as following:

Company	Our company	Yara International ASA(Norway)	Haifa Chemicals (Israel)	Mosaic Company (USA)	Nutrien Ltd (CANADA)
Product Name		YaraBela	Multicote	Susterra	ESN Smart Nitrogen
<b>Nutrient Content</b>	Ammonium Nitrate	Ammonium Nitrate	Nitrate Phosphorus Potassium	Nitrate Phosphate Sulfur	Urea
<b>Release Mechanism</b>	Natural Matrix coated	polymer coating	polymer coating	Dry granular	Flexible Polymer Coating
<b>longevity</b>	3-6 month	Rapid release of Nitrate &slow release of Ammonium	4-16 month	Early season growth &slow release	50-80 days
<b>Compatibility</b>	+	+	+	+	+
<b>Sustainability</b>	+	+	+	+	+
<b>Price</b>	\$0.31/kg	\$2.14/kg	Depend to longevity Max,\$14/kg	\$4.95 /kg	\$0.98/kg
<b>Application Convenience</b>	+	+	+	+	+
Customer Segmentation	Large scale Small scale	Large scale Small scale	Large scale Small scale	Large scale Small scale	Large scale Small scale
Distribution Channels	Store Online partnership	Store Online partnership	Store Online partnership	Store Online partnership	Store Online partnership
<b>Field Trials and Research</b>	+	+	+	+	+

## **8. Sales Literature**

- Collaborate with agricultural extension services and universities for research validation.
- Develop an online presence with an informative website and engaging social media channels.

- Participate in agricultural expos and trade fairs to showcase our products.
- Offer product demonstrations and workshops to educate customers on proper application.

**Production and Distribution:** Source high-quality natural materials for the matrix and collaborate with experts in encapsulation technology. Set up a production facility with stringent quality control measures. Establish distribution channels through partnerships with agricultural supply stores and online retailers.

## **9. Target Market**

**Major Target Market:**

**1. Agricultural Sector:** Farmers and agricultural producers are a primary target market for slow-release fertilizers. These products can help increase crop yields, improve soil health, and reduce the need for frequent fertilization.

**2. Commercial Agriculture:** Large-scale agricultural operations, including agribusinesses and industrial farming, may use slow-release fertilizers to optimize nutrient management and improve overall crop quality and yield.

**3. Government and Conservation Organizations:** Agencies responsible for land management, conservation, and restoration projects may be interested in slow-release fertilizers for ecological restoration efforts.

**4. Revegetation and Erosion Control:** Organizations involved in land rehabilitation, reforestation, and erosion control may use slow-release fertilizers to restore natural habitats and prevent soil erosion.



**5.Horticulture and Floriculture:** Nurseries, landscapers, and greenhouse operators who grow flowers, ornamental plants, and trees can benefit from slow-release fertilizers to ensure long-lasting and healthy growth.

**6.Gardening and Agricultural Supply Stores:** Retailers that cater to gardeners and farmers can carry and promote natural slow-release fertilizers to reach a broad customer base.

**7. Research and Academic Institutions:** Research institutions and agricultural universities focused on sustainable farming practices and ecological restoration could be interested in using Natural-Matrix based slow release fertilizers for experimentation and validation.

**8.Export Markets:** Depending on the company's location, there may be opportunities to export natural slow-release fertilizers to international markets where agriculture and horticulture are significant industries.

**Minor Target Market:**

**1.Small greenhouse and hydroponic Growers:** Growers who use controlled environments like greenhouses and hydroponic systems can benefit from precise nutrient control, making slow-release fertilizers a suitable option.

**2.Home Gardeners:** Homeowners and gardening enthusiasts who want to maintain their lawns, gardens, and potted plants can be a significant consumer market for natural slow-release fertilizers, especially those who prioritize eco-friendly and sustainable gardening practices.

**3. Beekeepers:** Beekeepers who plant flowers and other forage plants to support their bee colonies may benefit from slow-release fertilizers to ensure a continuous supply of nectar-rich blooms.

**4. Nurture Centres for Children:** Educational centres and schools that have gardening programs for children can use slow-release fertilizers to teach kids about plant growth and care.

## 10. Management Team

(Please let us know a brief overview to the senior management team that will be in charge of managing the UK establishment. Attach their CV's or provide their LinkedIn profile links below)

## 11. Start-up Funding

Certainly Utilizing investment funds for a natural matrix-based slow-release fertilizer company effectively requires a well-thought-out plan that aligns with business goals and growth strategy. We can allocate and utilize these investment by following options:

1-Allocation funds for marketing and advertising campaigns to increase brand awareness and reach a broader customer base. In order to the regional and global advertising model ,we will require an integrated and centralized action plan along with the regional actions of the partners by using all information tools, especially web-based tools.

2-Investment in sales teams and distribution channels to expand your market reach and improve customer engagement. In the field of distribution, the main focus of the company is the use of active online and traditional distribution channels, employment of active partnerships and knowledge sharing in production with activists with experience in producing similar products.

3-Development marketing materials and educational content to highlight the benefits of our natural matrix-based slow-release fertilizers.

4- Expanding our distribution network by establishing partnerships with distributors, retailers, and agricultural cooperatives.

5- International expansion for our product in global markets.

6- Establishment key performance indicators (KPIs) to measure the effectiveness of your investment strategies and regularly review progress.

## **12. Personnel Hiring Plan**

How many employees you estimate to hire over the next five years? Please give the yearly breakdown below, as well as their expected job roles:

### **Year 1:**

2 sales representatives

### **Year 2:**

Add 1 more sales representative

### **Year 3:**

Add 2 more sales representatives

### **Year 4:**

Add 2 more sales representatives

### **Year 5:**

Add 3 more sales representatives

### **13. Revenue Targets**

What are your sales targets for the next five years?

#### **Year 1:**

Total Sales Revenue: \$500,000

Market Share: 2% of the local slow-release fertilizer market

Growth Rate: Maintain current market share

Sales Channels: Establish partnerships with 5 local retailers

Customer Segmentation: Target local farmers and landscapers

#### **Year 2:**

Total Sales Revenue: \$600,000

Market Share: Increase to 3% of the local slow-release fertilizer market

Growth Rate: 20% growth in sales revenue

Sales Channels: Expand distribution to 10 local retailers

Customer Segmentation: Explore adjacent markets (e.g., neighboring counties)

#### **Year 3:**

Total Sales Revenue: \$750,000

Market Share: Increase to 4% of the local slow-release fertilizer market

Growth Rate: 25% growth in sales revenue

Sales Channels: Explore online sales platform

Customer Segmentation: Target organic farms and nurseries

#### **Year 4:**

Total Sales Revenue: \$900,000

Market Share: Increase to 5% of the local slow-release fertilizer market

Growth Rate: 20% growth in sales revenue

Sales Channels: Optimize online sales platform, reach out to regional distributors

Customer Segmentation: Expand to nearby countries

#### **Year 5:**

Total Sales Revenue: \$1,080,000

Market Share: Increase to 6% of the local slow-release fertilizer market

Growth Rate: 20% growth in sales revenue

Sales Channels: Partner with regional distributors and garden centers

Customer Segmentation: Establish partnerships with landscape companies