

BUSINESS PLAN 2026-2029

GreenCart Organics — Business Plan

Organic groceries delivered from local farms

PREPARED BY

Founding Team

VERSION

1.0 · Confidential

DATE

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Executive Summary

GreenCart Organics is an online grocery service that sources certified organic produce directly from farmer groups within 150 km of the city and delivers it within 24 hours of harvest. By cutting out intermediaries, we offer fresher food at fair prices while paying farmers more.

The opportunity

Urban families increasingly want healthy, traceable food but find organic options expensive and hard to trust. A short, transparent supply chain solves both problems.

Key figure	Year 1	Year 3
Customers	2,000	18,000
Revenue	₹1.2 Cr	₹9.5 Cr
Team size	12	45

All projections in this plan are illustrative sample figures.

Company Overview

Mission

To make fresh, honest food the easy everyday choice for city families while building a fair livelihood for small farmers.

Products and Services

- Weekly vegetable and fruit baskets
- Staples: grains, pulses, cold-pressed oils
- Dairy and eggs from partner farms
- Corporate and housing-society bulk orders

Legal Structure and Location

The company is registered as a private limited company. Operations are based in a shared office space with a small warehouse for inventory, keeping fixed costs low during the early stage.

Market Analysis

Industry Overview

Demand for organic food has grown steadily over the last decade, driven by rising health awareness and higher disposable incomes in metro cities. However, the market remains fragmented, with many small brands and limited cold-chain infrastructure.

Target Customers

Segment	Description	Priority
Young families	Health-conscious parents in metro cities	High
Working professionals	Value convenience and subscriptions	High
Housing societies	Bulk weekly orders	Medium

Competition

Competitor type	Strength	Our advantage
Large grocery apps	Scale and speed	Fresher, traceable produce
Local organic stores	Trust and familiarity	Wider range, home delivery
Farmers markets	Direct relationship	Convenience, every day

SWOT Analysis

Strengths • Direct farmer network • Loyal early customers	Weaknesses • Limited capital • Small brand
Opportunities • Rising health awareness • Society partnerships	Threats • Price wars • Weather risk

Marketing and Sales Strategy

Our marketing focuses on trust and habit. We will use farm-visit content, transparent pricing and community partnerships to build a loyal subscriber base.

- Instagram and WhatsApp communities
- Housing-society pop-up stalls
- Referral credits for every new subscriber
- Partnerships with gyms and clinics

Operations Plan

Day-to-day operations are designed to be lean and measurable. Every core process has an owner, a written checklist and a weekly metric reviewed by the leadership team.

Milestone	Target date	Owner
Product launch	Q2 2026	Product
First 1,000 customers	Q4 2026	Growth
Second city	Q2 2027	Operations
Break-even	Q4 2027	Finance

Management Team

Name	Role	Background
Kabir Rao	Chief Executive	10 years in consumer businesses
Meera Iyer	Chief Technology	Built platforms for fast-growing startups
Arjun Nair	Operations	Supply chain and logistics specialist

Financial Plan

The projections below assume steady customer growth, stable pricing and gradual improvement in gross margin as volumes increase. They are sample figures intended to show the structure of a financial plan.

(₹ lakh)	FY 2026–27	FY 2027–28	FY 2028–29
Revenue	120	420	950
Cost of sales	72	231	475
Gross profit	48	189	475
Operating expenses	95	160	290
Net profit / (loss)	(47)	29	185

Funding Requirement

We are seeking ₹2.5 crore in seed funding to expand to two new cities, build a cold-chain hub and grow the team over the next 24 months.

- Product development — 40%
- Marketing and customer acquisition — 30%
- Operations and hiring — 20%
- Working capital reserve — 10%

Risks and Mitigation

Risk	Impact	Mitigation
Slower adoption	High	Pilot programmes and referral incentives
Rising costs	Medium	Long-term supplier contracts
New competitors	Medium	Focus on service quality and brand

Appendix

Appendix A: Supporting Detail

Use this appendix for detailed market research, customer survey results, product specifications, quotations from suppliers or any other supporting material that would interrupt the flow of the main plan.

Item	Detail	Notes
Item 1	Supporting information	—

Item	Detail	Notes
Item 2	Supporting information	—
Item 3	Supporting information	—
Item 4	Supporting information	—
Item 5	Supporting information	—
Item 6	Supporting information	—
Item 7	Supporting information	—
Item 8	Supporting information	—

Appendix B: Supporting Detail

Use this appendix for detailed market research, customer survey results, product specifications, quotations from suppliers or any other supporting material that would interrupt the flow of the main plan.

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Item 1	Supporting information	—
Item 2	Supporting information	—
Item 3	Supporting information	—
Item 4	Supporting information	—
Item 5	Supporting information	—
Item 6	Supporting information	—
Item 7	Supporting information	—
Item 8	Supporting information	—