



BUSINESS PLAN "LOLA"
FOR THE CULTIVATION AND SALE OF TULIPS
(Variety - Prince)

1. INTRODUCTION

Tulip cultivation is a promising and profitable agricultural business, particularly in Uzbekistan, where climatic conditions allow for effective greenhouse production. This business plan outlines the financial feasibility, technological requirements, and potential profitability of tulip farming on three different scales: small, medium, and large-scale production.

2. PROJECT OVERVIEW

Project Goal: To establish a profitable tulip cultivation enterprise using greenhouse technology, ensuring high-quality flowers for local and export markets.

Production Scale:

- **Small-scale:** 500 m² greenhouse, estimated production of 100,000 tulips per cycle.
- **Medium-scale:** 1,000 m² greenhouse, estimated production of 250,000 tulips per cycle.
- **Large-scale:** 2,000 m² greenhouse, estimated production of 500,000 tulips per cycle.

Competitive Advantages:

- Favorable climatic conditions in Uzbekistan.
 - Growing demand in local and international flower markets.
 - Year-round production using modern greenhouse systems.
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3. MARKET ANALYSIS

3.1 Global and Local Market Trends

- The global flower industry is valued at over \$40 billion annually, with tulips being one of the top-selling flowers.
- In Uzbekistan, the demand for fresh flowers is increasing due to urbanization and rising purchasing power.
- Potential export markets: Russia, Kazakhstan, UAE, and Europe.

3.2 Target Customers

- Flower wholesalers and retailers.
 - Wedding and event planning companies.
 - Supermarkets and garden centers.
 - Export buyers and distributors.
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4. TECHNOLOGICAL PROCESS

4.1 Greenhouse Construction

- **Polycarbonate greenhouses** with automated irrigation and temperature control.

- Energy-efficient heating systems to reduce winter production costs.
- Ventilation and humidity control for optimal growth.

4.2 Tulip Cultivation Stages

1. **Bulb Selection:** High-quality Dutch or local tulip bulbs.
2. **Soil Preparation:** Optimal pH and nutrient balance.
3. **Planting:** Precise spacing for optimal yield.
4. **Growth Monitoring:** Regular irrigation, temperature control, and disease prevention.
5. **Harvesting:** Cutting flowers at the right blooming stage for longevity.
6. **Packaging and Distribution:** Quality control, sorting, and logistics planning.

5. FINANCIAL ANALYSIS

5.1 Investment and Operating Costs

Capital Expenditure (CAPEX) in UZS

| Expense Item | Small Scale (UZS) | Medium Scale (UZS) | Large Scale (UZS) |
|---------------------------|--------------------|----------------------|----------------------|
| Greenhouse Construction | 300,000,000 | 600,000,000 | 1,200,000,000 |
| Irrigation System | 50,000,000 | 100,000,000 | 200,000,000 |
| Bulb Purchase (per cycle) | 80,000,000 | 200,000,000 | 400,000,000 |
| Packaging Equipment | 20,000,000 | 50,000,000 | 100,000,000 |
| Miscellaneous Costs | 50,000,000 | 100,000,000 | 200,000,000 |
| Total CAPEX | 500,000,000 | 1,050,000,000 | 2,100,000,000 |

Operating Expenditure (OPEX) in UZS (per cycle)

| Expense Item | Small Scale (UZS) | Medium Scale (UZS) | Large Scale (UZS) |
|----------------------------|--------------------|--------------------|--------------------|
| Labor Costs | 40,000,000 | 80,000,000 | 160,000,000 |
| Utilities (Water, Energy) | 30,000,000 | 60,000,000 | 120,000,000 |
| Fertilizers and Pesticides | 20,000,000 | 40,000,000 | 80,000,000 |
| Logistics and Distribution | 25,000,000 | 50,000,000 | 100,000,000 |
| Miscellaneous Costs | 15,000,000 | 30,000,000 | 60,000,000 |
| Total OPEX | 130,000,000 | 260,000,000 | 520,000,000 |

5.2 Revenue Projection (per cycle)

| Scale | Production Volume | Average Price per Tulip (UZS) | Revenue (UZS) |
|--------|-------------------|-------------------------------|---------------|
| Small | 100,000 | 3,500 | 350,000,000 |
| Medium | 250,000 | 3,500 | 875,000,000 |
| Large | 500,000 | 3,500 | 1,750,000,000 |

5.3 Profitability Analysis

| Scale | Revenue (UZS) | OPEX (UZS) | Net Profit (UZS) | ROI (%) |
|--------|---------------|-------------|------------------|---------|
| Small | 350,000,000 | 130,000,000 | 220,000,000 | 44% |
| Medium | 875,000,000 | 260,000,000 | 615,000,000 | 58% |
| Large | 1,750,000,000 | 520,000,000 | 1,230,000,000 | 59% |

6. CONCLUSION

This business plan demonstrates the profitability and feasibility of tulip cultivation in Uzbekistan. With an initial investment of **500 million to 2.1 billion UZS**, a greenhouse tulip farm can generate **significant profits within one production cycle**. The project benefits from high market demand, optimal climatic conditions, and scalable production capacity.

7. RECOMMENDATIONS

- **Small-scale investors:** Start with a **500 m² greenhouse**, focusing on local markets.
- **Medium-scale investors:** Expand to **1,000 m²**, targeting both local and regional buyers.
- **Large-scale investors:** Develop **2,000 m² or more**, focusing on **export markets and long-term contracts**.