



SUPER GRANGER GROUP LTD AMERICA BRANCH, INC.



PRESENTED BY: Steve Niu

PRESIDENT

TRIANGLE ACCOUNTING

三角会计师事务所

Who We Are

- **Super Granger Group LTD American Branch** is the largest mulch producer in China with over a decade of experience in the industry
- We are a partnership that will manufacture and directly send to Japan leaf mulch for retail sell as well as landscape company
- This project will be part of a bigger venture anticipated to last in excess of 20 years



INTRO- Why Leaf Mulch

- Japanese household spends \$500/year on nursery products
- Projected spending for new homeowners will average \$3500.
- Due to scarcity in Japan Oak/maple leaf mulch is in high demand



Bringing Jobs to Greensboro

- Greensboro as of July 2013 has a unemployment rate of 9.2%,
- Nationwide unemployment is at 7.2% as of Sep. 2013
- This mulch project will start out with more than 10 jobs and will add many more as the project gains momentum. (very conservative)
- Create local business partnerships that will prove economically and socially beneficial to all parties involved

OBJECTIVES

- ❖ Establish as leading leaf mulch provider
- ❖ Increase retail outlets and carriers by 20% within 1 year
- ❖ Build and maintain rapport with regional/local professionals



MISSION

Super Granger Group's mission is to supply leaf mulch to its target customer base with our principle idea

"Giving back to the Land."



KEYS OF SUCCESS

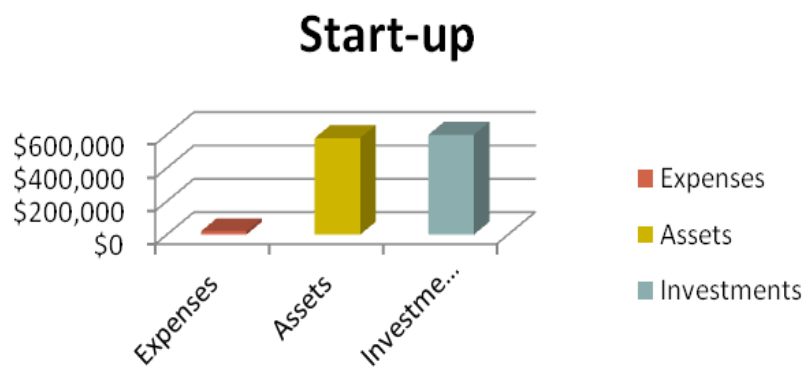
- ❖ Establish niche as oak and maple leaf mulch provider
- ❖ Effective logistics- timely delivery
- ❖ Stream-lined administrative process to ensure proper flow of information
- ❖ Apply the rich experience the firm has accumulated as the biggest mulch supplier in China



FIRM OWNERSHIP

Partnership owned by Mr. Huacheng Zhu and Mr. Steve Niu. Mr. Zhu has more than a decade experience doing business with Japanese wholesale distributors

START UP VISUALIZATION



START UP COST BROAD BREAKDOWN

Start-up expenses to fund : \$19,800
 Start-up assets to fund: \$580,000
 Start-up investment: \$599,800

START UP COST FURTHER BREAKDOWN

Start-up Expenses	
Legal	\$1,000
Stationery etc.	\$800
Brochures	\$2,000
Insurance	\$1,000
Expensed Equipment	\$15,000
Total Start-up Expenses	<u>\$19,800</u>

Capital	
Planned Investment	
Huacheng Zhu	\$449,800
Steve Niu	\$150,000
Total Planned Investment	<u>\$599,800</u>

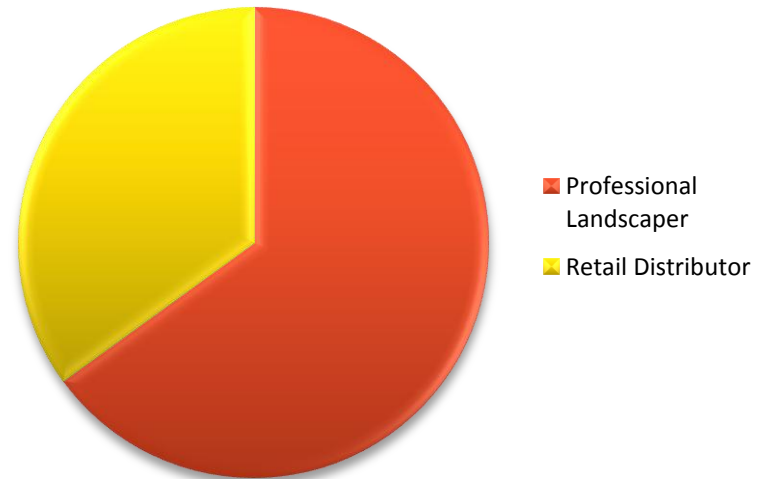
Start-up Assets	
Forklift Truck	\$50,000
Loader	\$100,000
Compressor	\$50,000
Automatic packing machine	\$180,000
Factory	to be discussed
Cash Balance on Starting Date	\$200,000
Total Start-up Assets	<u>\$580,000</u>

Competitive Edge

- ❖ Mr. Huacheng Zhu has over a decade experience trading with Japanese wholesale distributors
- ❖ Active and available network Mr. Zhu has built with Japanese whole sale distributors, landscaping professionals and commercial retail outlets
- ❖ Outstanding customer relation management skills are manifested in Mr. Zhu's solid and stable trade relations with major Japanese wholesalers such as Komeri Co Ltd, Cainz, and Kohnan Shoji Co. for an average of 10 year span each



Market Segmentation Pie Chart



Sales Strategies

For Landscaping Professionals:

We will offer landscaping professionals the wholesale price for Leaf Mulch for the first six months of operation.

Distributing to Retailers:

We will be directly distributing to retailers granting favorable terms for long term relationships

Sales Projection

	Year 1	Year 2	Year 3
Sales			
Price/container	\$5,400	\$6,000	\$6,500
# of containers	100	250	300
Total Sales	\$540,000	\$1,500,000	\$1,950,000
Cost			
Freight per Container	\$3,000	\$3,000	\$3,000
Labor per Container	\$400	\$700	\$900
Number of Containers	100	250	300
Total Cost	\$340,000	\$575,000	\$780,000



Your collaboration means everything to us...

- Warehouse/ Office Space
- Heavy Equipment Sharing
- Start up assistance up to \$50,000
- Assistance recruiting local work force
- Legal help



Window to a strong future stream of investment projects

- Triangle Accounting serves as a bridge for Chinese companies who come to expand in the USA
- We have many investors who come to our firm to seek advice and consult to set up manufacturing and industry
- This pilot project is a window that can lead to joint efforts with some other industries in China and Japan to create new opportunities for job growth

CONCLUSION

A decorative oval frame with a white border and a brown background. Inside the frame, a piece of torn paper with the word "SUCCESS" written on it in a serif font is positioned diagonally. Below the paper, a large, ornate, dark metal key is placed. The key has a complex, circular head with multiple loops and a simple bit. The lighting is dramatic, coming from the top left, casting a strong shadow of the key and the paper onto the brown background.

SUCCESS

With the help of the City of Greensboro and the White Street Landfill we believe this can be a successful business venture. We can work together to promote a healthier environment and solid job growth.

ANY QUESTIONS

