

# ProjX – repurposing the opera house area



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AARON, FINN, RYAN, JESS, KOREY AND  
CIARAN

# Meet The Team



(Jess refused to be in the photo)

The team:

Ryan, Finn, Ciaran, Aaron, Korey, Jess

We were tasked with the replacement of the opera house which has recently been knocked down due to the problems with the building, we were given a budget of £500,000 for this.

# Planning

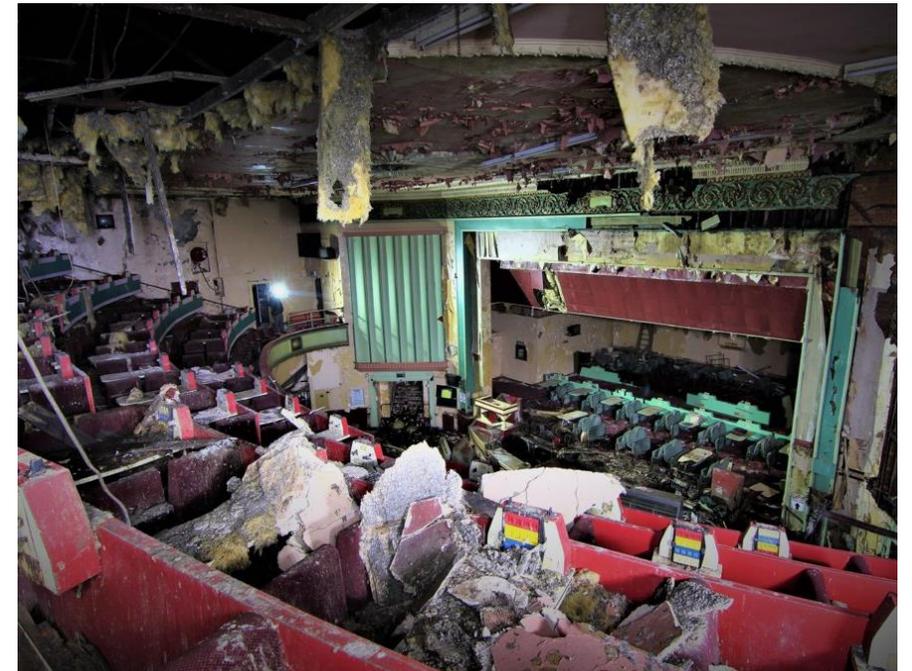
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For our final idea, we decided a garden center would be a good way to re-purpose the old opera house.

- Environmentally friendly
- Would benefit the older generation in Workington

However, we also considered other ideas before landing on the garden center, such as...

- Roller-skating
- Outside entertainment
- A permanent market



# Tree project

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This is a project that would help the environment by planting trees.

The public would volunteer to do this with an emphasis on people with disabilities and recovering addicts.

We would plant the trees in endangered areas to help habitats grow

It brings the community together

Helps stop global warming





# Cafe

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The cafe would be in a cabin

The menu is coffee, tea, scones, cakes and sandwiches

Staff would be waiters, cooks and cleaners

There would be a seating area, kitchen and order food area

We would accept cash and card, with no minimal spending fee

# Planning and design

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## Access

There is three access points to the building site.

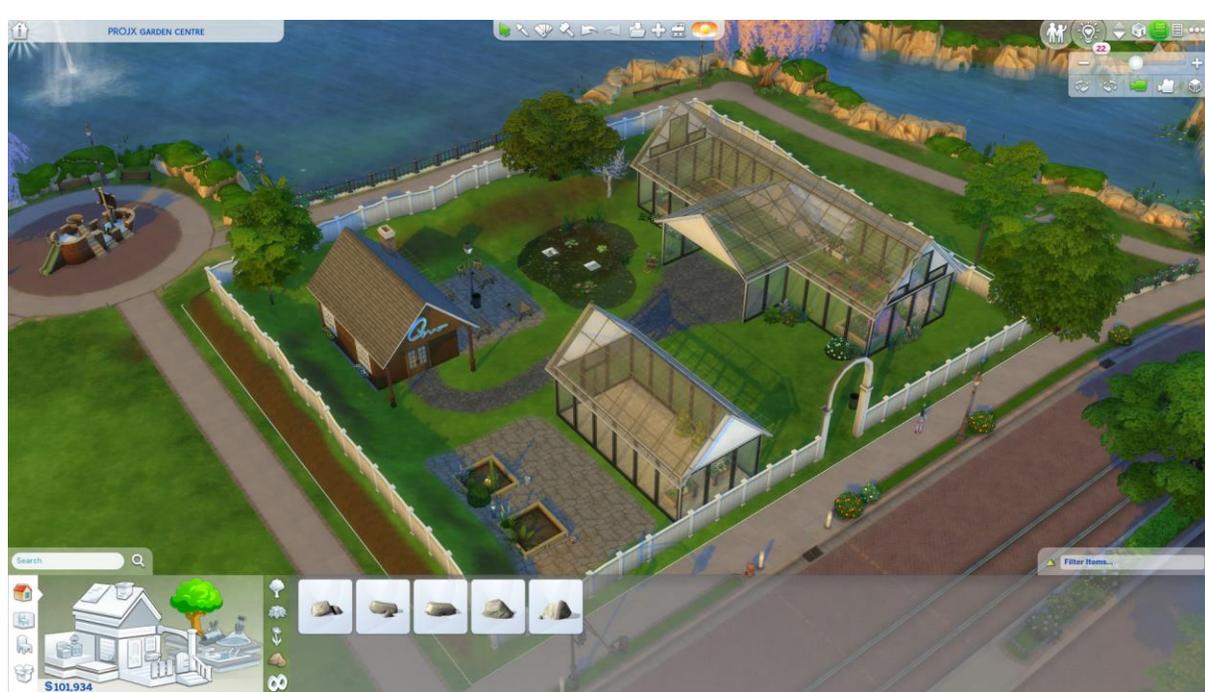
- An alley from the town center.
- A lane around the corner from Wilkos.
- The ladies walk by M&S.

We also had to consider the surrounding housing. We wouldn't want to make anything that could be potentially too loud, so a garden center seemed perfect as to not disturb anyone.

## Design(done by Jess)

I oversaw design. I designed our logo for our garden center and did our 3D model which I did using The Sims 4, which you can see in the next slide.





# Marketing

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We would set up various social media accounts on platforms like Facebook, Instagram and TikTok, we can use these media to promote any events that our Garden Centre is running.

We could also distribute flyers and leaflets about our garden centre directly to households in Workington and the nearby areas.





**Garden Centre**  
**GRAND**  
**OPENING**

**Saturday, September 15 2023 2pm**

*We are welcoming you to  
our all new Garden  
Centre, along Ladies  
Walk in Workington!  
We hope to see you there!*

- An all new Cafeteria
- A huge assortment of different flowers and plants.
- Tree planting project
- A new area to enjoy beautiful nature

**More info: [www.workingtongarden.com](http://www.workingtongarden.com) or  
[@WorkyGardenCentre](https://www.instagram.com/WorkyGardenCentre)**



# Customer engagement

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Our target audience will most likely be the older generation, however we aim to expand our audience by opening our garden center.

People from all generations enjoy taking care of plants, and we aim to encourage people from an early age to look after their own plants. We want to collaborate with local schools to teach children the importance of looking after plants and aim to expand our audience this way.



# Law and legal

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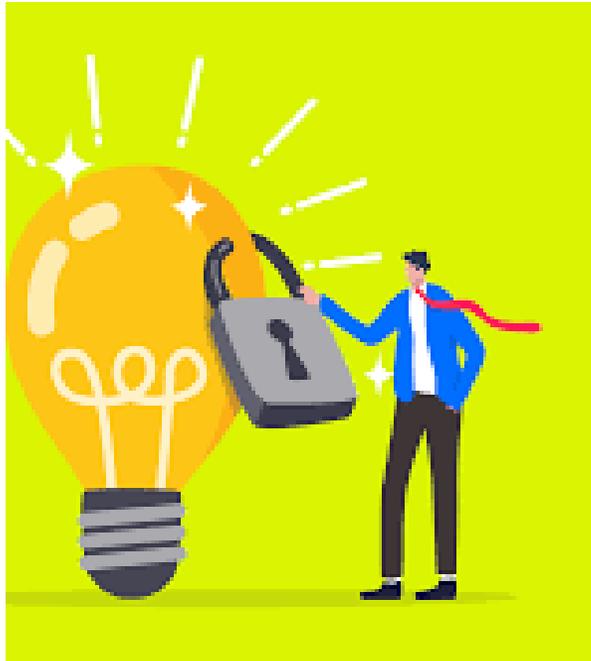
Permissions :

Formalizing a business structure and founders' agreement – we need permissions to operate our company correctly, for example, we need to formalize a business structure to influence our day to day operations.

Applying for business licenses – we need to apply for a business license so we can get permission for certain types of business activities

# LEGAL RESPONSABILITIES

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Selling goods and services – this is important because it lets us gain profit which can lead to the expansion to our company.

Intellectual property - we need intellectual property for our ideas such as inventions, designs, symbols and names.

# Finances

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In total, initial costs are predicted to be around £401,800.

Aswell as this, a further £178,000 p/year will be spent on employees and plants to sell. Aswell as ~£4,500 p/year for utility bills and insurances.

Another ~£10,000 p/year will be used for any marketing or excess materials.



# Making a profit

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Some garden centres similar to ours have revenues at around £450,000 p/year.

This means the company could be making a profit with in just over 1 year of opening.

After returning initial costs, the centre could be making over £251,000 annually.



# Summary

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We would appreciate it if our plan was further considered. We think it would be a good asset to the town centre and would really help the gardening community grow.

Thank you for listening :)



Any Questions?

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