

# Starting up a business that involves the supply of green and organic groceries

[Business](#)



I would like to start up a business that involves the supply of green and organic groceries. The business involves sourcing of farm produce from farmers and supplying them to the market. My natural and organic grocery delivery service will mainly focus on the supply of fruits and vegetables.

I want to start this business especially because of the recent interest in fresh and green farm produce. The society is increasingly becoming aware of the need for environmentally friendly production of food and disposal of food waste. In addition, recent health concerns about junk food and unhealthy eating means that there will be a special interest in green groceries. The business will fill the need of environmental and health conscious individuals who prefer green groceries over genetically modified or junk food. In addition, there is a food shortage in some regions, and the never-ending need to eat, means that there will always be constant demand for food.

A lesson from Bakers Edge and Shark Tank is that networking is essential in any business. The Shark Tank investors largely focus on networking as integral in the success of any business. A network is a structure that attracts and informs potential customers of the existence of a business. The network involves such things as aggressive marketing and endorsements from celebrity personalities. In addition, it is essential to identify potential investors and their networks (Mann, McClung and Kemerer, 2014). Bakers Edge interview on the Shark Tank show gave them considerable exposure and mileage in the bakery business. Oprah also hosted and endorsed their product.

To make this happen, I need to choose an appropriate name that my potential clients can identify with easily, and look for potential investors.

Investors are necessary in any business because startups always involve heavy financial investments.

#### Reference

Mann, P. McClung, R. and Kemerer, K. (2014). Small Business

Entrepreneurship: A

Sourcebook. New York: Archway Publishing.