

BUSINESS PLAN AQUAPONIC



Objective:

Implementation of an Integrative Concept:

From the Producer to the Customer with a Production of products for Self-Sufficiency and for Placing on the Local and Regional Markets

Brief description of the PPP- Project:

PPP „Aquaponic“ Laos

Name of private company:

Pro Arkades
GaLaBau- und Sanierungs-GmbH
Nächst Neuendorfer Landstraße 6a
15806 Zossen

Name of local partners:

LITSE Lao State International Trade and Services
Enterprise, Vientiane / Laos
Ourworld rural development Co. Ltd. Vientiane
IBP – Ingenieurbüro Dr. Frank Panning Hoppegarten
/ Bangkok
NACOTEC Co. Ltd., Bangkok
IBAU – Ingenieurbüro für Umwelttechnik und
Aquakultur, Beelitz
TERRA URBANA Umlandentwicklungs-GmbH,
Premnitz

Planned duration:

2011

Status of Business plans:

Oktober 2010

Responsibility:

Volker Höhne

Content

I. BUSINESS IDEA AND PROBLEM SOLUTION

II. COLLABORATIVE PARTNERSHIP

III. BUSINESS MODELS

- a. Business model 1 – Aquaponic for self-sufficiency
- b. Business model 2 – Aquaponic for Placing on the market and self-sufficiency
(Production system with “Lightweight construction”)
- c. Business model 3 – Aquaponic for Placing the products on the market
(Production system with “Compact construction”)

IV. REQUIREMENTS TO AQUAPONIC SYSTEMS

- a. Requirement 1: User friendly and financially accessible
- b. Requirement 2: Operating safety
- c. Requirement 3: Use and Recycling of Resources
- d. Requirement 4: Minimize technique and consumption of electricity
- e. Requirement 5: Operating in accordance with nature
- f. Requirement 6: Selection of plants
- g. Requirement 7: Monitoring

V. FUNCTIONALITY OF SYSTEMS

- a. Recycling of the fishes’ waste water nutrients
- b. System design
 - 1st. Aquaculture*
 - 2nd. Separation of solids*
 - 3rd. Hydroponic*

VI. MARKET DESCRIPTION

VII. MARKETING AND DISTRIBUTION

- a. Location policy
- b. Price policy

VIII. FINANCING PLANS

- a. Financing plan for Business model 1
- b. Financing plan for Business model 2
- c. Financing Plan for Business model 3