

Unit VII — Greenhouse Business Management

Instructor Guide

The instructor should assign the performance-based assessment activity at the beginning of the unit. Students will work toward completing the activity as they progress through the unit lessons. The assessment activity will be due at the completion of the unit.

1. Have each student devise a cost analysis and marketing plan for a greenhouse.
2. The student handout includes a scenario that can be used for the performance-based assessment activity, or it can be adapted, if preferred. In the scenario, students will grow poinsettias to sell during the Christmas season. They must decide on a spring season plan to alternate with their poinsettia crop.
3. For the cost analysis portion of the activity, students must calculate the fixed costs related to the greenhouse, determine variable/operating costs, and answer key questions about overall cost and profit.
4. For the marketing plan portion, they must devise a yearlong marketing plan for the greenhouse based on their cost analysis. The plan must address the following topics.
 - Market timing based on growing season
 - Target customers
 - Advertising and display costs that stay within their budget
 - Spring season crops to provide efficient, year-round bench use
 - Seasonal or holiday promotions to increase sales
5. Students may use material found in the unit or discussed in class as well as additional outside material to complete this activity. Students must provide a complete list of their sources along with their completed handout.
6. Have students turn in their completed handout.
 - a. For the activity as it is currently written, the average cost per week per square foot is \$.023.
 - b. Answers to parts B, C, and D will vary.
7. The final assessment score will be based on the overall thoroughness and accuracy of the cost analysis and marketing plan.
8. **ADDITIONAL ACTIVITY:** For further review, an additional unit-level activity, “Designing a Garden,” is included on pp. 425–427 of the Instructor Guide. For this activity, students must design a garden, create a cost analysis and growth schedule for the project, and present their plan to the class. See the activity for additional directions and details. Answers will vary.