

ITALY

- **The field:**

The company **EcoPlantUp** produces plants able to grow in stagnant and fluvial waters and, at the same time, clean them. They are also able to survive and adapt to the different climates of the globe. The production of these plants in addition to purification can be used for feeding the fish fauna of waterways and ponds.

- **Mission and vision:**

The company EcoPlantUp produces seedlings suitable for phytodepuration and able to reproduce very quickly because they are not equipped with a true root system, but with an absorption and multiplication range. They use the polluting substances transforming them in unpolluted organic mass (green organic mass). The company not only produces by multiplying the plants in question, but also studies the different packages so that these plants can be shipped to any location in the world without suffering any damage in transport. Respecting the delivery times become valid aid for an effective water purification.

- **Skills:**

Students have acquired skills and practical skills in the reproduction, packaging and marketing of phytodepurating plants. Through this project they improved knowledge of microbiology, biology and marketing, deepening environmental and / or eco-sustainable issues. Thus they have developed a business plan capable of integrating biology with environmental livability.

- **Specific products:**

Logo**Business cards****Banners****Site**

<https://ecoplantup.wordpress.com/>

Telegram

<https://t.me/ecoplantup>



Brochure



Products:

1. Seedlings, cuttings, stolons, reproductive parts, seeds
2. Containers for transport and storage – (da 0,50 a 2,50)
3. Substrate for multiplication and maintenance – 200 ml (2,00)
4. Lemna minor (water lentils) – diameter 5 cm n. plants 8/12 (euro 5,00)
5. Eichhornia crassipes (water hyacinth) – a plant (euro 2,00)
6. Phyllostachys (Bamboo)
 - a. pot 24 cm, extra strong (euro 18,00)
 - b. productive stole (euro 1,50)
7. Cyperus papyrus – pot 18 cm, (euro 4,00)
8. Seeds of the essences only refer to production periods





Lemna minor (water lentils)

Startup Eco Training Firms – EcoPlantUp - <https://ecoplantup.wordpress.com>




Eichhornia crassipes (water hyacinth)



Phyllostachys (Bamboo)

Services:

1. Study and solution fitodepuration problems
2. Optimum use systems for fitodepuration plants
3. Biochemical analysis (cod-body)
4. Sale and installation



Lemna minor (water lentils)



Cyperus papyrus

Prices to be agreed upon:

- a) Distance
- b) dimensions
- c) Types of analysis and surveys needed

Startup Eco Training Firms – EcoPlantUp - <https://ecoplantup.wordpress.com>

UK

ECO with iPads: Creating and Training

- **The field**

The training firms that we created in the Erasmus+ project are both under the business title ECO with iPads, but one aspect of the business focuses on Creating and one focuses on Training. Each one has a different focus but they are both designed to encourage businesses to engage in a greener way of producing marketing materials. The students have worked hard to create a concept that links with their advanced technology skills and make proactive links to the environment.

- **Mission and vision**

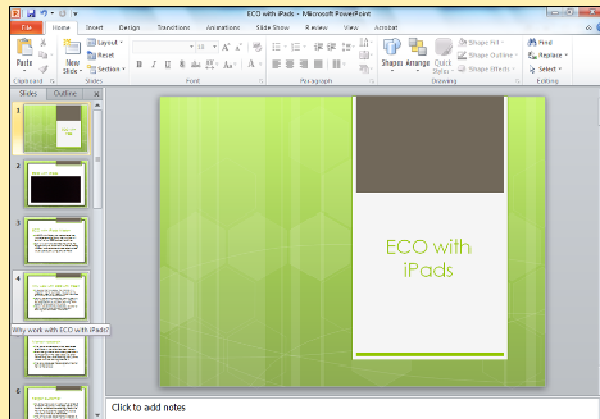
The mission for ECO with iPads is to revolutionise the way businesses train their staff and share their company message. The business hopes to use 21st century technology to help save the environment and help companies reach their full potential and success. We deliver a quality product and companies can also learn to produce their own materials. They have everything they need with one tap on an iPad screen.

Our message is shared on all of our marketing materials and we also have a presentation that we deliver to clients.

- **Skills**

Students participating in the project have been dedicated to seeing the businesses success and following the project to completion. Students have gained a range of transferable skills which can be used when they start their own businesses or move onto further education.

- **Specific products:**



Business cards

We have created business cards that can be distributed to our clients during networking events and trade fairs. They share all of the information that a client might need about ECO with iPads. We have two different business cards, one for the training aspect of the business and one for the creating elements that we provide.



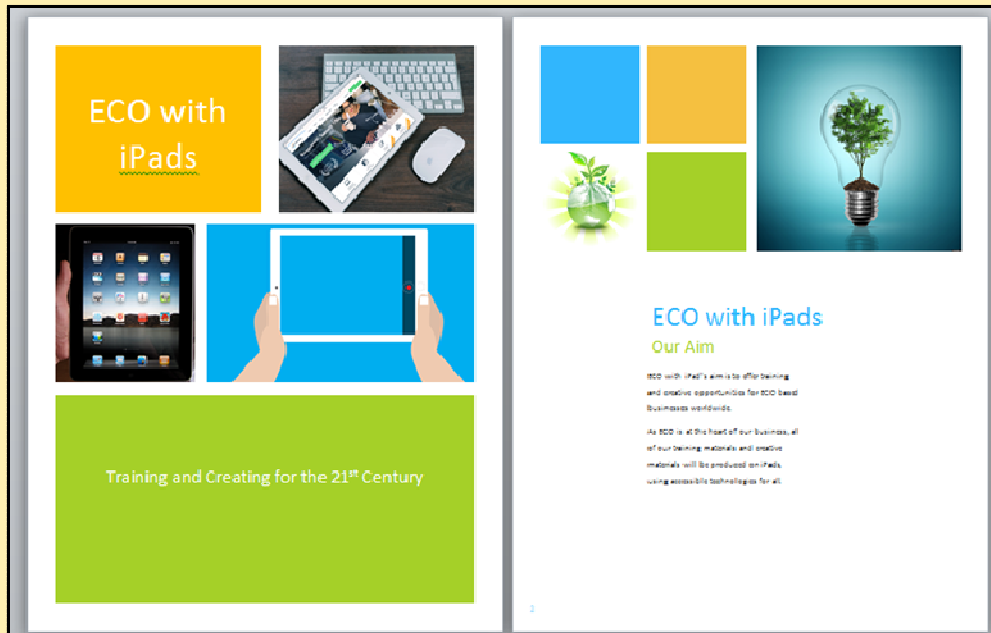
Advertisement



We are a business based around producing videos for companies so we feel that an audio visual advert was the best option for our business. It shows the area that we live and the type of video that can be created on an iPad. We believe this is the best selling tool we have for our business because it shows the products we can create first hand.

Site We have created a website on the web building platform WIX. The website fits with the theme of our business which uses technology resources rather than paper based resources. The website houses information about our products and it is also designed so our clients can send us messages about possible opportunities we can offer.

Brochure We created a brochure that could be distributed to our partners and also our clients. This brochure indicated the target market and also identified the costs of the products we sell. This could also act as an online brochure for our partners, fitting with the ECO theme. The brochure matches the company colours so the clients could identify the colours with the brand. Our brochure also identifies our partners and the companies we are working with during the project. We feel it fits with our business identity.



Brochure

Training...

ECO with iPads offers businesses the opportunity to learn new skills to help improve training and professional standards in the work environment.

We can offer produce training materials for your business or we can give you a 10% discount on the cost of your own training and learning training videos.

Creating...

ECO with iPads can create for your business exciting advertising materials, to give your ECO business an extra spark. From our first consultation onwards we will create your vision and work with you to make the best that's you are looking for.

Prices:

Find the right package for you

Training Packages	Creating Packages	Details
<p>Training Prices...</p> <p>Training videos start from £150 for a full day training session.</p> <p>Training materials and videos start from £200 for a basic package.</p> <p>We can create a price package that meets your needs.</p>	<p>Creating Prices...</p> <p>Creating videos start from £100 per day.</p> <p>Our hourly rate is £20 per hour.</p> <p>We will create a price package that meets your needs.</p>	<p>Details...</p> <p>If you want any more information from us, please contact us at:</p> <p>eco@ipads@younglive.co.uk</p>

First Consultation Free!

ECO
with
iPads

Training and Creating for the 21st Century

Stockton Drive Farm College
Belsham Road, Stockton on Tees, TS10 0DD
eco@ipads@younglive.co.uk

II. The idea of a business

(external environment analysis)



II. 1. Theoretical notions

Business idea (external environment analysis)

The company's policy and strategy is influenced by the marketing environment through the two components: macromedium and micromedium.

Macromedium represents the set of variables, factors and forces, uncontrollable by the firm which is acting indirectly, in the long run and with a lower intensity on the activity of the enterprise and the general climate in which the company's activity takes place.

The **micromedium** comprises those internal factors and external forces that directly influence the firm's activity and over which control can be exercised.

By analyzing the marketing environment we identify the variables, factors and forces that influence the activity of the firm, the relationships between them, as well as their effect on the organization.

The exercise firm is a virtual entity, but it actually respects the legal habits in the field of authorization, establishment and operation of a company. The virtual approach of the exercise firm allows unlimited creative practice and determines effective practice.

A first step in setting up an exercise firm is represented by the business idea, which must be attractive, with impact and outstanding results, so that the company can be imposed on the market, to be functional and profitable.

The idea of creating an exercise firm is the starting point for the entrepreneurial future.

II.2. Practical aspects

ROMANIA

a) FE ECOBOX S.R.L

The idea of a business came spontaneously, right after a workshop based on the establishment of an exercise firm, organized by the Economics Student League. In order to integrate ourselves into the labor market, by ensuring that our chosen target audience is satisfied, we have created a database of all companies working in the environmental field and active at the moment.

The next step was to choose a mentor firm that we could call when we had questions in managing the business. The idea came after a brainstorming together with the team. We initially thought about how beneficial would be for buyers to sell unprocessed vegetables, the seeds we can cultivate, and a gardening guide that promotes a healthy lifestyle. That's how we created the EcoBox concept. The logo represents Noah's ark on three floors, illustrating the three components of the eco box.

b) FE VELO COURIER S.R.L

Our business idea was chosen within the team, right after a workshop by the Economics Students League, where we did a thorough research on the labor market. Afterwards we created a database, in which we put active companies in the environmental field. Of all these companies, we also have chosen a mentor firm to help us manage our new eco business.

We have also researched on our target audience to make it as successful as possible. With this idea, we want to suggest and encourage both a healthier lifestyle and the reduction of pollution, protecting the environment. First of all, the idea was eco courier, but we extended to bicycle services (taxis, excursions, etc.). Our logo is represented by a green bicycle that promotes green behavior towards nature. The bicycle wheels are the central symbol of the life cycle.

GREECE

a) MELI Ltd.

After brainstorming and consulting the teachers of our school we decided to use the school laboratories as an already existing base for the first company we intended to create. We searched for similar companies in our country as well as worldwide and, after studying their operational ways, we acquired a better understanding of what we had to do.

Something that really stood out was the great emphasis these companies gave on hygiene and clean working environment as well.

After asking the students of our school for suggestions, we decided to create the logo of our company as simple as possible thus emphasizing that beauty lies in the simplicity .

b) RECECO Ltd.

Looking around while searching for an idea regarding our second company we were amazed by the huge quantity of plastic bottles that our fellow Greeks throw in the blue recycling bins every hour of the day. So we surfed the internet trying to find out and eventually decide how we could use them, until a friend of our school e-mail-ed us a YouTube video on broom making.

Immediately and spontaneously we agreed to move forward with that idea.

The weather in Greece which varies from time to time and place to place also and the structure of the buildings in our country which –almost all of them –have balconies or gardens that are exposed to every type of weather ,played also a big part in our decision.

The logo of RECECO is almost the same as MELI reminding us that both companies rely on cooperation from all school students and at the same time they both have a common target, which is helping the environment anyway and as much as possible.

TURKEY

a) ECO SANCAK PLASTIC

One of the students in project team said that the lake in Beyşehir was full of water and had many kind of birds and fish when he was child. But now he said lake has not enough water, birds and fish were decreasing and the reason of this problem can be water waste and the environment pollution . So our work idea came up.

b) Eco 3D FLAMENT cartridge

One teacher at the school talked about his wish. He wanted to build a house by 3D cartridge but it could be carcinogenic. We decided to explore how to produce non-carcinogenic cartridge. The students researched and then they said that it can be produced from corn strach. At the end, this work occured.

CROATIA

Students presented their ideas for eco-business at the first meeting of the project team. Their interest was on improving small devices used every day and how to make them eco-friendly. They focused on using energy of the sun to produce electricity. Students think that people don't care enough about our environment. They believe that every company can plan their business in a way to help solve environmental problems in the local area, and the most important ones in our local community is protecting water resources and household waste recycling. This support can be achieved by giving part of the company's profit for solving ecological problems in the local area. This way of using profit is rarely seen at our companies, so students believe that buyers and investors would recognize it and rather do business with eco-friendly training firms.

ITALY

The students with strong ecological knowledge have tried to deepen the research of possible phytodepurants plants in the territory, being able to identify more solutions of which the

most suitable has appeared the “Lemna minor” because capable of rapid reproduction, a large transfer capacity in small containers and good resistance to oxygen deficiency; moreover it has been found that it can also be used as feed for some species of freshwater fish. The students were able to identify the supply chain capable not only of reproducing plants but of developing a new phytodepuration business.

They also found some solutions for the transportation and control of these biological products. The company structured in this way is supported by a small micropropagation laboratory and becomes a reference point for the communities that care about the preservation of the hydro-ecological aspect of the territories; at the economic level, profitability seems to be fairly profitable in proportion to the need for capital investment.

UK

Eco with iPads - Training and Creating

Eco with iPads was a developed concept by the students during European Project workshops hosted at Prior Pursglove and Stockton Sixth Form College. The college are committed to the use of creative technologies in the classroom and the positive use of technology to produce outcomes.

The students decided that using iPads was the right decision as this linked effectively with the ECO concept because it would allow to resources to be created electronically rather than using paper, which has an impact on the environment.

The power of technologies was also identified by our partners and the businesses who we are working with. It was decided that they would benefit from the use of training videos created from their businesses. Market research and target audience was considered for the products and local media businesses were questioned to find out translatable costs in the real media world. Once all of this information was collated we started to create all of the marketing documents for our business concept.

The second part of the business was developed during the production of the website and marketing materials. It became evident that there was a transferable market for this type of product and it could be used for the production of creative videos, rather than just training materials. It was decided that Eco with iPads would be split into two businesses, training and creative. **Training** is based around the production of training videos for businesses and **creative** is making films and short promotional documents that can be used for marketing purposes. Both of these

different identified businesses are individually categorized of the website and clients who access the business will be able to choose what they want as part of their package from Eco with iPads.

II.3. Database -description

ROMANIA

A database of companies from Romania is frequently used by the marketing, financial, sales and legal departments of companies, in order to promote and increase significantly the turnover.

Of course, if you want to increase your turnover then you need to use a database that contains an audience that needs and is or might be interested in the services offered by the company. The database was created with an informative purpose with ecological companies that are currently active near the county of Iasi to effectively analyze the requirements of our target audience.

This consists of organizing businesses in a word table where we wrote essential information about each organization, such as: name, logo, subdomain, description, and site. For example: EURO ECOLOGIC SRL rents and maintains mobile ecological toilets.

GREECE

A database of companies from Greece is frequently used by the marketing, financial, sales and legal departments of companies, in order to study and acquire helpful knowledge-know how-from them and foresee potential problems that might happen as well as the solutions that were given.

We created a database of ecological companies that are currently active near Thessaloniki to effectively study and analyze them.

To do this we create an excel table where we wrote essential information about each organization, such as: name, logo, subdomain, description, and site.

TURKEY

There are nearly 16 companies producing dripping irrigation system. But none of them produces recyclable production or use recyclable materials. The production is not enough and our materials are recyclable so they are cheap. Customer demands are increasing day by day. We have not marketing problems. As filaments; raw materials are cheap and accessible but on the point of transforming raw materials into filament, our role is important. As we meet the companies selling 3D printer, they were interested in this work. Shortly; with the development of

technology, this product will be interested in and haven't trouble in national and transnational marketing.

CROATIA

Database of companies from Croatia represent small and middle-sized companies known for their innovations, using technology for solving environmental problems and producing ecological food.

ITALY

The database of Italian companies represents small and medium-sized companies known for their innovations in the ecological field, which use new forms of technology to solve environmental problems in the agri-food sector

UK

In the UK there are lots of opportunities available to help businesses grow and develop. The government continue to offer loans and grants to new business propositions and start ups. UK banks also offer services to support businesses with finance. The support network for businesses helps to encourage young entrepreneurs to enter the business world and become successful.

In Stockton on Tees the council and the Enterprise coordinator encourages students to engage in business creation and offers mentors to students. Also, Young Enterprise which is a Government Scheme helps to support young entrepreneurs. Both sources for support have been available for ECO with iPads and have been available for questioning to support the business on its journey.

III. Choosing of legal form



III. 1. Theoretical notions

The documents list:

The legal form of the exercise firm is based on the real-world business model. In most cases, trading companies are authorized to be LLC (limited liability company), and in the future it will be transformed into SA as the company expands.

The establishment of a trading company goes through the stages provided by the legislation in force. The correctness of the prepared documentation has the objective of authorizing the establishment and functioning of a trading company.

III. 2. Practical aspects

ROMANIA

Right after the workshop lead by the Economics Students League we learned that in the title of our company we will also have to put the legal forms such as: EF - Exercise Firm and LLC - Limited Liability Company. On the other hand, in order to be able to operate on the ROCT, we had to fill in some documents, which we later recorded on the www.roct.ro site.

Finally, we managed to sign up for our firm FE. ECOBOX S.R.L. , and we received a certificate confirming that we are active on the site and ready to start.

GREECE

Trying to create our companies, we had to decide about their legal forms. We decided to make them Ltd. Because in a limited company, the liability of members or subscribers of the company is limited to what they have invested or guaranteed to the company.

TURKEY

Within this nature-friendly project, our school used some ideas of our works and performed. It applied to MİNİSTRY OF HEALTH and after controls our school gained “WHITE-FLAG” certificate.



CROATIA

When discussing about the structure of training firms, students investigated what kind of legal form can be set up for a startup company. In Croatia there are these types of legal person business entities: *d.d.* (plc), *d.o.o.* (Ltd.), *j.d.o.o.* (simple Ltd.), *j.t.d.* (general partnership), *k.d.* (limited partnership), *GIU* (economic interest grouping) and *zadruga* (cooperative). There are also types of natural person business entities: *obrt* (sole proprietorship), *slobodna djelatnost* (self-employment or freelancing), *domaća radinost* (home business) and *OPG* (family run agricultural business). Students decided that both companies have legal form Ltd. (limited) since this is most common form for small and middle size companies, it is simple in organization and has less formalities and paperwork.

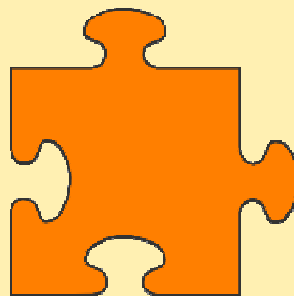
ITALY

During the discussion on the structure of the training companies, the students opted for a cooperative type of company that in Italy is supported by tax advantages and the possibility to access contributions in various ways. The students in the perspective of an ecological and symbiotic experience wanted to try the concept of synergistic exchange both cultural and economic. The will of the students in the near future is to create a network not only European but possibly global that can use the information, culture and economic strength of each of the cooperatives that will be born in every part of the planet.



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IV. The Life Cycle of an Firm



The Life Cycle of an Firm

The company knows that human life cycle consists of four stages:

1. **birth (launch);**
2. **development;**
3. **maturity;**
4. **decline.**

Each one has its own characteristics and applicable strategies. Establishing enterprise lifecycle definition is based on the company in terms of business portfolio owned company established accounting system in order to achieve predetermined objectives and consists of one or more business units.

Depending on its size, but also long-term aims of a firm can focus on one strategic business unit, in which case its life cycle is the cyclical evolution of that business or may contain more business. In the latter case, life cycle analysis of the company is complex and peculiarities derived from nature, dominant and life stage business included.

Start-up phase is characterized by the fact that exercise firm identify and capitalize on new business idea or derived from business itself. For example, it is decided to introduce a new product on the market after studies and rigorous analysis, rooted in reality, in order to accelerate sales and profit earning.

1. **The development phase (growth)** is characteristic of the implementation of the business idea. At first there is a slight increase in sales as the business idea expands. Profits are low due to high costs of preparation and launch. Insisting on improving the product, promotion, distribution and price, exercise firm can obtain a dominant position in the online market.
2. **Mature phase** is the period of deceleration of sale, because the product has been accepted by most customers Coverage. Profit falls due to increased marketing expenses incurred to counter competition. Supply is high and steady demand, lower product prices. It intends to improve product properties and their support through promotional campaigns.
3. **Decline phase** is the period when sales and profits decline in a rapid pace. They may reach zero or decreases to a level that remain long below the initially estimated. In this case the only solution remains a decrease in prices and costs related to personnel, promotion and distribution.

The management team of the company exercise analyze the existing situation and are turning to one of the possible decision:

- to suspend the activity in exercise firm;
- voluntary liquidation company of exercise;
- transfer of shares;
- change / extension of the activity.

It is important that employees exercise firm to anticipate the difficulties of each stage and identify measures that can be taken to redress them. Students engaged in training firms or future employees / contractors must be prepared to face any situation successfully.

These steps were first published by the American researcher **Bruce Tuckman** in 1965 the work that bears his name "Tuckman's stages of group development." Tuckman said that these steps are all necessary and inevitable for the team to rise to the challenges, to tackle problems, to find solutions, to plan work and get results.

These four stages natural reflected in the evolution of human beings and the development of a business:

- Forming (training)
- Storming (storm)
- Norming (systematizing)
- Performing (performance)

Forming (training)

Often, there's only one person with an idea . Then set up a company and rents a space where they will work. Business identifies a lot with the contractor. There entrepreneur, there are business if the contractor disappears, then disappears and business.

In this first stage in business are very few employees. 2-3 people which all make production, accounting, sales. Money is a big problem. No money than those we put the entrepreneur of his own pocket (of course, if you have). Going the next step happens without much effort and most entrepreneurs fail to do so. Appeared several customers, employs several people increases its activity and thus move to the next step.

Storming (Storm)

As the name suggests is a step in which the business passed through a storm.

This storm lasts as long as it takes entrepreneurs to realize what to do to move on. As a business operating in this stage requires a great effort from both the entrepreneur and the team.

This is the stage when most companies fail.

Norming (systematization)

affair begins and easy to systematize processes and procedures appear first. Although not the best procedure, however, begin glimpse system. There is a stable condition and there are no business risk to take a step back or to fail as there Storming.

Performing (performance)

Performing the last stage.the Performing aremost money and the most customers, obtained with the least stress and the least effort.

V. Liquidation, reorganisation, risk analysis



ROMANIA

a) ECOBOX S.R.L.

Business risk translates into the variability of the outcome, affecting the return on assets and consequently the return on capital invested.

There are several types of risks to which our exercise firm may be exposed to:

1. risks from the human factor; (degradation of materials, ignoring specifications);
2. financial risks (affect the company's results as a result of changes occurring under market conditions);
3. the risk in the investment decision: the risk of a project, the risk of damage;
4. risk of accidents;
5. natural risks (disasters, earthquakes).

Despite all of the above possibilities, our company has a well-established emergency plan that can be put into practice at any time of crisis:

1. The materials used by us are easy to replace but, depending on the damage suffered, the culprit will have to bear a fee to cover the value of the damage. At the same time, we enter into contracts with companies that provide replacement or repair of damaged bicycles.

2. Due to the fact that we have bicycles of different shapes, sizes and uses, we considered that the best idea to rescue the company from a bankruptcy situation would be to connect the bicycles to special appliances with the role of producing electricity. Such modules could be located in cities and would work for a certain amount of time, surchargely.

3. In the situation of an unsuccessful investment or an accident, we believe that bringing new high-profit offers to our catalog is the optimal solution for the company's financial rehabilitation.

4. The risk of accidents exists, but our company equips each bike with a portable first aid kit. Our company also has health insurance, so none of our customers get into an unpleasant situation.

5. In case of external risks, we would focus on the clear customer needs and determine the most profitable service to keep the company on the waterline.

GREECE

Whenever you invest on a business you take risks while you are also rewarded accordingly. The risks you might take are the following:

1. financial risks which mean that you might as well one day lose all the capital invested. This depends on the investment decisions you are taking or even the market conditions because we should never forget that we exist in correlation to the other companies.
2. risk of human mistakes or accidents: Human beings make mistakes and also accidents happen so we have to be prepared and have a backup plan, ready anytime.
3. natural risks (disasters, wars, earthquakes).

As written before in today's competitive business world, we must have an emergency plan in place in order to survive. Ours consists of the following:

1. The materials we use are easy to find and replace but in case of a mis happening we are ready to cover the loss of our customers because our production doesn't cost much.

2. In the situation of an unsuccessful investment we will have the elasticity to steer our remaining capital and human as well as first raw materials resources towards a new but similar product to create new interest in our company.

3. In case of something out of our hands happens then the customer's needs are our first priority and we will our best to fulfill them, working at the same time towards the survival and reenergizing our company.

TURKEY

a) ECO SANCAK PLASTIC:

Our strengths

- To obtain cheap raw materials from plastic.

- Because our products are cheaper, better competition conditions arise.
- The sympathy of non-governmental organizations and environmental organizations on the grounds that we are a company that is sensitive to the environment.
- Reducing resources in the world makes our products more valuable.
- Demands are increasing day after day.

Our weak points

- The reason that our products are made from waste plastic and the suspicions that arise in the subconscious of consumers

b) ECO 3D FLAMENT

Our strengths

- Cheap raw materials from corn.
- Competition circumstances because of cheaper products.
- Reliable Industrial materials because of the permeability and mechanic resistance features.

Our weak points

- Perception of agricultural production is just for food and animal feed.
- Seasonal circumstances and herbal diseases problems for production of essential raw materials.

CROATIA

Both training companies made risk analysis of their business and they have found similar factors that could make negative impact on firm's success:

1. Raw material suppliers: we use materials produced abroad and at the beginning of each production cycle is import of goods. Our training firms must make contract with suppliers that would guarantee a fixed price of materials in a longer period and secure supply when necessary with no backorders. For some materials there might be more suppliers, so it is good to be in contact with more suppliers at the same time to react quickly in case any delivery problem occurs.
2. Financial risk: the price of raw material is given in different currency than the price of the final product sold to customers, so variations in the exchange rate must be taken in account when deciding about the price of the product. At the beginning of the business

activities firm must wait for the invested money to return as income from the sold products. This period can take some time, so firm needs to secure enough money to pay the salaries and taxes to cover this period, until it starts getting income. If the firm got a loan from the bank to start the business, it is important to have a plan for paying off the debt.

3. Human factor- employees that work in production must be skilled and motivated to make high quality products and not make mistakes during product assembling because each mistake is loss of money and time. That is why our firms will send their employees to seminars and workshops about production process and evaluate their skills once a year.
4. Quality and certificates -product quality is more important than quantity because buyers will spread positive image about the company if they are satisfied. For the products our training companies sell it is necessary to have certificates of quality to be able to get the product on the market. These certificates cost extra money and require a lot of paperwork. Because of that it is important that quality control is done continuously for high quality products.
5. Market changes that we cannot control: new competitor companies, lack of investment, changes in government regulations or laws, effects of financial crisis, change of customers interest for your product.

All of the mentioned risks can appear suddenly, so the firm manager should have backup plan for these situations. It is good to make SWOT analysis of the business several times a year, to keep up with the news on the market and to identify new risks and opportunities that affect the business success.

ITALY

The society created by the students presupposes the will not to focus exclusively on economic facts and therefore on an exasperated business, the aim is certainly to produce an income, but also the own will of young people to want to improve the living conditions from the point of ecological view of oneself and others. In fact, the company is a cooperative able to alleviate both the weight of the work and also any possible initial losses that each company must take into account in the start-up phase.

Of course, the study done on the attractiveness of products is certainly growing, indeed as everyone knows is one of the business open for the next fifty years.

The risks that have been detected concern:

- a) the biological adaptability of the product that has not been possible to prove in every ecosystem;
- b) the effectiveness that may be different depending on the environment where it is used;
- c) the objective to be achieved with this phytodepuration may not be achieved.

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WEBOGRAPHIE

<http://cfem.info.md/firme-de-exercitiu>

[http://firme-de-exercitiu.blogspot.ro/p/despre-firme-de-exercitiu.html?
m=1](http://firme-de-exercitiu.blogspot.ro/p/despre-firme-de-exercitiu.html?m=1)

[https://centruresursebuzau.wordpress.com/2012/10/26/infintarea-unei-
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