

## **1.- RURAL TOURISM ACTIVITIES**

a- Sector: SERVICES .

b- Subsector: TOURISM.

c- Type of Activity : Services of sports-related entertainment .

d- Entrepreneur Profile : Coach in front of business team should be familiar with the environment in which performs activities as well as extensive experience in practice.

The high growth in demand for active tourism among young people and also at the business level, does it become interesting business opportunity for those with initiative and especially with extensive experience in the practice of these activities. This kind of tourism is possible to orient not only to groups of individuals, but also to tourist packages and, above all, a business incentive activities.

Active tourism is configured as an emerging economic activity, so that properly managed, could contribute to sustainable development and territorial balance across regions, especially generating in rural areas interesting synergies with other economic activities such as rural tourism.

### **PRODUCTS AND / OR SERVICES OFFERED**

The services would be offered by packs of three or four activities to choose from the following :

-Trekking: Hiking through landscapes that lead to natural environments.

-Ride a horse

-Mountain biking .

-Bungee jumping.

-Climbing.

-Canyoning.

-Quad bicking.

These activities are set as the main service of the company, with the possibility to seek synergies with accommodation rural tourism, complemented by gastronomic routes through the area by hiring tastings, Typical dishes and products with local companies that offer these services. It is also important to take advantage the great business opportunities that are presented at the approach to a destination of interest International as is La Manga -Mar Menor.

## **2.- PEST CONTROL**

a- Sector: SERVICES .

b- Subsector: gardening and maintenance .

c- Type of Activity: Services of maintenance of public and private areas in residential areas.

d- Entrepreneur Profile: Coach in front of business team should be familiar with the environment in which performs activities as well as extensive experience in practice.

Because of the large number of homes and residential areas built in recent years , both aimed at holiday periods as permanent residences, there has been an increase in demand maintenance of gardens and common areas in residential such; This fact makes this type initiatives it becomes interesting business opportunity for those with knowledge practical experience in this type of activity .

In newly built communities often they hire additional services like cleaning , driver night or concierge. In this sense, our target area, where there are a significant number

Newly built housing in the various tourist resorts , is configured as an area with high potential demand delivery of these services . The fact that, on one hand, housing are intended mostly holiday periods, and

secondly, that the profile owner (pensioners and retirees ) seeking rest and quiet, it makes the provision .

## PRODUCTS AND / OR SERVICES OFFERED

The services covered by this information document business plan are:

- Maintenance and cleaning of gardens
- Construction and maintenance of gardens and green private mini -gardens .
- Construction and rehabilitation of gardens. Landscaping.
- Cleaning and maintenance of common areas and exteriors .
- Maintenance pool .

These activities are set as the main service of the company, with the possibility of complementing services night control , counseling and advisory services in maintenance of gardens.

### **3.- AGRICULTURAL SUPPLIES**

a- Sector: SERVICES .

b- Subsector: RETAIL TRADE IN AGRICULTURAL PRODUCTS .

c- Type: Sale of products for agricultural.

The primary sector is one of the main economic activities in the region , their lands are fertile and high profit, what make the region of Murcia in one of the largest producers of cultivated what has he taken to be the " Garden of Europe " and to publicize all its products by the European map.

Moreover, the degree of development of agriculture is very high and modernized since it is one of the economic engines principales the region to have the latest technologies that enable profitable land in the best way possible and their products They are consumed in Europe.

The business idea therefore revolves around the implementation and operation of a supply company Agriculture around the Campo de Murcia, located in an enclave near the motorway Murcia- San Javier so that accessibility to the company very good.

While the market potential of this project could cover the entire regional surface thanks to good communications that articulate the region and good location a priori that the company would, are the regions of Campo Cartagena and Guadalentín Vega Media Segura River which have the greatest potential.

#### PRODUCTS AND / OR SERVICES OFFERED

In General, the project includes the sale of supplies products for agricultural production equipment and materials, as set forth below:

- Products for agricultural production : Pesticides , fertilizers and substrates , seeds , seedlings , etc.
- Material and equipment : Work clothes , tools , irrigation systems , etc

#### **4.- EASY EFFICIENCY**

The company is currently operating and has even participated in some of the municipal contests Murcia. the initial document business model, we have not been able to get, but employers have given us the scanning document.

Full service energy efficiency. Specific advice on this matter, related to energy efficiency economy and environmental protection. advisory service complements the sale of reforms in energy efficiency,

which allows for a more complete, economical and profitable for the customer service.

Advisory services are divided into 4 sectors: environmental management, savings, energy efficiency efforts and others (projects open, trademarks and patents etc.).

serving as reforms in energy efficiency, 32 different types of reforms divided according to the savings in electricity or water are contemplated.

Complete its services with the sale of products to customers who either have them with means to perform the installation, or are products that do not require assembly. marketing will be carried out through its website for online sales.