



## BUSINESS PLAN FOR “TREENEST d.o.o.”

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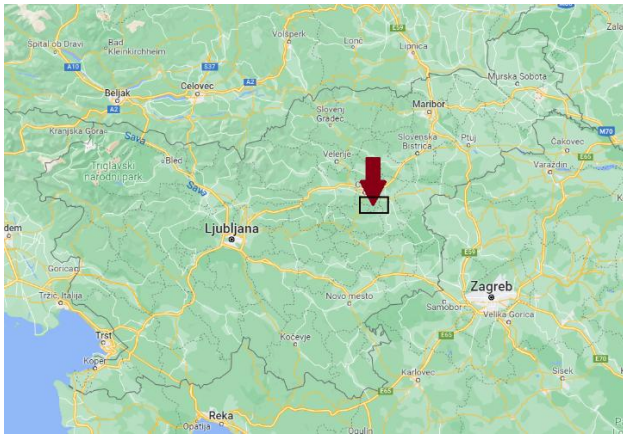
**Research purpose.** The purpose of the research is to create a business plan in a team. The business idea is to design, build and rent treehouses for tourist purposes. All the houses would be made in terms of maximizing coexistence with nature, like glamping, but something even closer to camping, as the houses would use collected rainwater, electric solar cells for cooking and heating. In addition to the treehouses, we would also set up a larger event building, which would have toilets, showers and a larger space for various events and concerts. Main purpose is to investigate the possibilities of business form in which this idea would bring value.

**Keywords:** business plan, coexistence with nature, energy self-sufficiency, forests, green tourism, hiking, sustainable development, SWOT analysis, teambuilding, treehouses, vacation in nature

**Research Methodology.** We made a business plan in a team, where we brainstormed the ideas of various options and agreed upon a selection. We explored the tourist opportunities in the area in the form of ski slopes, swimming pools, cycling and hiking trails. We also researched the competition of our glamping tourism idea in the region and wider in order to get new ideas and insight into what approach would work. We prepared a questionnaire and surveyed our possible customers regarding their habits and needs.

**Results / Findings.** Based on the SWOT analysis of the business idea, we found that we have many advantages, mostly by having our own land and wood (fig. 1-3) to invest and use for construction. In addition, we also have knowledge and skills of timber construction (fig. 5) and building with wood (fig. 4). Our survey and competition research shows good opportunities to gain customers, as the hikers and cyclists often pass through the parcel. Also, our idea of offering the authentic experience of staying in a tree house and far away from cities seems to be very unique in the region and further.

**Originality / Practical implications.** Awareness of coexistence with nature and sustainable development is growing, as is Slovenia's recognition in this field. We see this as a good opportunity to raise awareness among people about the importance of nature conservation and healthy living. Legally our company would be established as a d.o.o. (limited - Ltd) with three co-investors who would also be the only employees at the start. We named our firm TREENEST, designed our logo (fig. 6) and planned our promotional activities. We estimate the value of the investment to approximately 95,000 EUR, which would be partly covered by co-financing from the EU resources (Slovene Enterprise Fund) and partly by a commercial bank loan. According to our estimates and business plan, our investment would be covered in 3 years. In a near future, we plan to expand and widen the offer with new services - rentals for families, teambuilding events for companies, outdoor schools (students), personal celebrations and weddings etc.



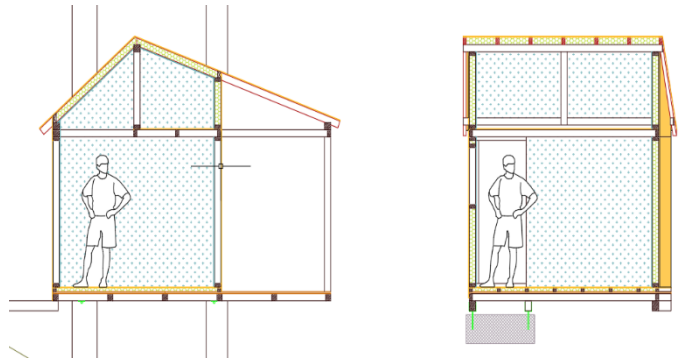
**Figure 1: Macro location in Slovenia**  
 Source: Googlemaps, 2022



**Figure 2: Micro location in municipality Štore**  
 Source: Googlemaps, 2022



**Figure 3: Land / parcel with a view**  
 Author: Nejc Goter, 2022



**Figure 4: Treehouse plans**  
 Author: Nejc Goter, 2022



**Figure 5: Construction elements prepared for building**  
 Author: Nejc Goter, 2022



**Figure 6: Our company logo**  
 Authors: Kristjan Novak, Klemen Skrbinšek, 2022

