

# Green Entrepreneurship

## Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre  
for Cleaner Production



### Flores Doo: Essential oils, herbs and tea filter made in Montenegro

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<b>Name:</b>	Flores Doo
<b>City, country:</b>	Mojkovac, Montenegro
<b>Name of entrepreneur/ founder:</b>	Veselin Vučinić

<b>Description</b>	Manufacture of essential oils, herbs and tea filter. Production is authentic and completely natural. Brand products are from Montenegro, and apart from the domestic market are distributed in neighbouring countries.
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<b>Investment</b>	The initial capital of EUR 5,000 – purchase of equipment. 100% of its investments. Additional investments provided by the loan funds (formerly Development fund and Employment Agency of Montenegro). Family business.
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<b>Stakeholders</b>	Target groups that benefit most from this business are families, users of herbal teas, sellers, collectors of plant material, conservationists and promoters of healthy foods.
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<b>Employment generation</b>	The company currently employs six workers. 3 in production process, 2 in distribution and 1 in administration.
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<b>Timeline</b>	1992: The company was founded. It started with the essential oil production. That same year, begins with the export through dealers. 1995: Began with the purchase of medicinal plants and their processing into finished product. 1999: Begins with the production of filter teas. Today, the company produces 36 types of filter teas, 10 types of herbs and 10 kinds of essential oils.
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<b>Feasibility study</b>	The market is covered by imports. Domestic production, completely environmentally friendly, represents a new market of essential oils and herbal teas. The founder saw an opportunity and, on this basis, developed the business.
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<b>Geo-social-economic setting</b>	Not available.
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<b>Key features</b>	<ul style="list-style-type: none"><li>• The production is completely environmentally friendly, sustainable and authentic.</li><li>• Product quality is proven.</li><li>• The production is innovative and reflects the combination of traditional methods and natural materials and modern technology.</li></ul>
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<b>Overall rational and motivation</b>	To create a recognizable brand and promote environmental business in Montenegro.
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<b>Strenghts</b>	Production of environmentally sound products from Montenegro, with proven quality and original origin.
<b>Challenges and constraints</b>	<ul style="list-style-type: none"> <li>• Unfair competition from import markets.</li> <li>• Problems with charging makes the process difficult, to the extent that threatens its existence.</li> <li>• Very difficult access to finance.</li> </ul>
<b>Direct activities and Impacts</b>	With all the vendors there is a long-standing trust. The company respects and develops an ethical manner of business with everyone. All products are 100% organic. For the quality they received numerous awards. By 2006 the business was constantly growing. Since 2006 due to the late payments and interstate barriers (difficulty in exporting to Serbia) the business stopped its growth. The growth rate until 2006 was 15-20% per year. Since 2006 there was a decline of 15-20% annually.
<b>Use of innovative Technologies</b>	<p>The production process is completely environmentally friendly.</p> <p>The equipment used includes:</p> <ul style="list-style-type: none"> <li>– Mini-drying.</li> <li>– Mill for the preparation of medicinal herbs.</li> <li>– Distillery.</li> <li>– Packer.</li> <li>– Packer of tea.</li> <li>– Machines for cellophaning.</li> </ul>
<b>Evidence of a holistic approach/world view</b>	The production of healthy food by HACCP quality standards.
<b>Scale of benefits</b>	<p>Annual turnover in 2006: 270,000 EUR</p> <p>Annual turnover in 2010: 130,000 EUR</p>
<b>Policies, incentives and regulations needed</b>	There are specific, symbolic, support from the Ministry of Agriculture, Forestry and Water Management in the form of cheaper funds for the purchase of equipment and tools.
<b>Lessons and recomendations</b>	Better treatment of micro and small entrepreneurs. Better support from the state, or at least, a little better protection. Support may relate to training or experts help to increase efficiency and marketing.

#### References:

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