

# BUSINESS PLAN

<b>BUSINESS NAME</b>	
<b>PREPARER'S NAME</b>	
<b>PREPARED DATE</b>	

## BUSINESS OVERVIEW

Explain your plans and goals for your operation (both short-term and long-term).

Describe your background in agriculture. What skills, knowledge & passion do you bring to your operation?

Share information on your business's history. How long has it been in operation, previous owners, etc.?

Describe the strengths of your operation.

Describe the weaknesses of your operation.

How do you evaluate risk on your operation? What is your risk appetite and how do you mitigate risks associated with your operation?

What is the ownership structure of your operation?

## OPERATIONS AND PRODUCTIONS

Describe your products and services provided.

How and where do you produce your products and services? Describe any production techniques, inventory control, key suppliers, etc.

## MARKETING STRATEGY

Describe the industry you serve and your target market for your products or services.

Describe how your product is sold.

How will you remain competitive in the market? Describe anticipated obstacles & plans for overcoming them.

## CONTINGENCY PLAN

What happens if you become sick or disabled? List any alliances, relationships or networking arrangements.

How will you adapt your operation or family living costs if you have extenuating circumstances such as crop failure, weather or other disasters?

Describe your operation's support system. List any family or informal partnerships, networks or alliances.

## FINANCIAL INFORMATION

- **Balance Sheet** – Please provide a current balance sheet with your business plan. A template balance sheet is available in our AgBiz Basics course.
- **Cash Income Statement** – Please complete the information below or provide the most recent year’s income statement.

FARM REVENUE			FARM EXPENSES		
	20____	20____		20____	20____
ITEM	\$		ITEM	\$	
<b>TOTAL REVENUE</b>			<b>TOTAL EXPENSES</b>		
<b>NET FARM INCOME (TOTAL REVENUE - TOTAL EXPENSES)</b>					