



Business Plan

Company Name:

Owners:

Address:

Phone:

E-mail:

Preparer Name:

Date:

Company Name

The name of the company is

Mission Statement

The mission of (*insert co. name*) is to

Objectives

The primary objectives of (*insert co. name*) are

- 1.
- 2.
- 3.

Strategies

The strategies to achieve these objectives are

- 1.
- 2.
- 3.

Product/Service

The product/service being sold is

The price is

SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

The company plans to build on strengths by

The company plans to resolve weaknesses by

The company plans to exploit opportunities by

The company plans to avoid threats by

Strategic Action Plan

Market

The product/service will be sold in the following geographical areas

The targets of our marketing efforts are (*describe customers*)

Competitors for this product/service include

Promotion

The business, good/service will be promoted through (*describe marketing methods*)

Financial Plan

Summary: The amount of capital needed to carry out this business plan is

The funds will be used in the following ways

Further description of the financial plan can be found in the attached financial statements:
Balance Sheet, Income Statement and Monthly Cash Budget



Business Plan Instructional Guide

Type A

FarmStart Business Plan Instructional Guide

Type A

This resource is designed to aid in the preparation of the business plan requirement of the FarmStart investment application. Constructing a business plan is one of the first steps on the path to success. By formulating ideas into written words it provides a roadmap to direct and ensure business success because it shows you have thoroughly researched your business idea before plunging into it. Use this guide to assist during some of the most valuable hours in your entrepreneurial career- creating a business plan. Be certain to address the long-term needs of your business and devise strategies that will complement the overall performance of your company and your personal satisfaction.

Type A is the most simplified of the three types of business plans. Everything is laid out in a defined structure. Your First Pioneer advisor can also assist you in this process.

Company Name: The name should integrate well with what is being sold, be easy to remember, and be able to be well branded over time.

Mission Statement: Defines the company's purpose for existence and determines the direction all future activity should take; should be measurable, definable, and actionable

Examples:

"To provide excellent service and product in order to create a returning customer base that relies on our strengths and uses price as a substandard deciding factor."

"To sustain a profitable farm stand that is family friendly, which will make parents feel inspired to bring their families to as a destination in addition to a place to buy fresh produce and products."

"To provide consumers with a healthy, farm fresh, organic milk supply in an environment that is conducive to the health of the dairy cows and is ecologically friendly, while ensuring the owners a quality lifestyle."

Objectives: Short list of goals for the time period covered by the plan that are specific, measurable, agreed, realistic, and time specific

Examples:

"Generate \$75,000 in sales between January and June."

"Increase output of greenhouse by 10% this season"

"Acquire 10 new customers this year"

Strategies: The rules and guidelines by which the mission, objectives etc. may be achieved

Examples:

"Host open houses and advertise the product in the area to expose the business to potential customers"

"All supplies will be purchased from the same supplier to receive volume discounts and thus reduce costs"

"Awareness of and constant meetings with potential customers to create a loyal and deep client base"

Product/Service: A clear statement of what the product is or what service your business will provide, focus on factors that are unique and desirable. For a product explain what it does, how it works, how long it lasts, etc and for a service explain the service, how long it takes to provide each unit of service, any packages available, etc; For both describe the price and how it was reached.

SWOT Analysis: Fill in the chart provided with the internal factors - strengths, and weaknesses, and the external factors - opportunities, and threats you have identified for your company and/or product. Then explain how you will respond to each.

Example:

<u>Strengths</u>	<u>Weaknesses</u>
ability to respond quickly to customer demands personnel with high level of experience	no market presence or reputation cash flow unreliable in the early stages
<u>Opportunities</u>	<u>Threats</u>
local council wants to encourage local businesses with work where possible competitors may be slow to adopt new technologies	increasing costs of necessary supplies a new competitor in the area

Strategic Action Plan: Describe the market and how you plan to use your resources, strengths, and opportunities to penetrate the market including sales and marketing strategies. Include how you plan to reach the target market, such as taste tests, advertising in local papers, presence at Farmer’s Markets, direct mailings, or a website.

Financial Plan: State the amount of money needed and where that money will be used. This should have already been supplied on the FarmStart application. Attach the additional required documents (balance sheet, income statement, and monthly cash budget) to recognize the financial plan.