



# **Business Plans – The Short and the Long of It**

Presented by: Doris Mold

May 4, 2017

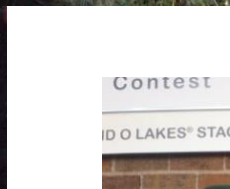
**Empowering Women Veterans Conference  
Flamingo Resort & Spa, Santa Rosa, CA**



EMPOWERING WOMEN  
**VETERANS**  
business | agriculture | well-being



# Like You I Wear Many Hats



# Like You I Wear Many Hats

- Farmer
- Teacher
- Business Plan Coach
- Consultant
- Economist
- Volunteer
- Mom/Wife
- Problem Solver
- And, and, and.....

# What are we discussing today?

- Business Plans
  - BusinessStorming
  - What they are
  - Who Needs One
  - Purpose
  - Lessons Learned
  - Components
  - Tools/Resources

# BusinessStorming

- **Vision** -What do you want to do?
- **Your passion** – do you love what you want to do enough to weather the ups and downs?  
How do you feel about the risk involved?
- **Market demand** – do people want this product, will they pay a reasonable price, can you get the product to them?

# BusinessStorming

- **Your skill** – can you produce a high-quality product, do it efficiently, can you produce enough of whatever it is?
- **Land compatibility** – is your land well-suited to produce it or can you obtain suitable land?

# BusinessStorming

- **Will it pay** - can you make money or will you have to have other income to support your business?
- **Other resources** - besides the land do you have the other resources for your business - money, facilities, machinery, equipment, management skill, labor - if not do you have the ability to obtain them?
-

# Business Planning

*“Business planning is a critical component to any operation. Even though a ‘seat-of-the-pants’ approach to farming might work, it takes too long to figure out if a decision is a poor one; you can waste years doing the wrong thing when you could have been doing the right thing.”*

—Greg Reynolds, Riverbend Farm owner/operator.

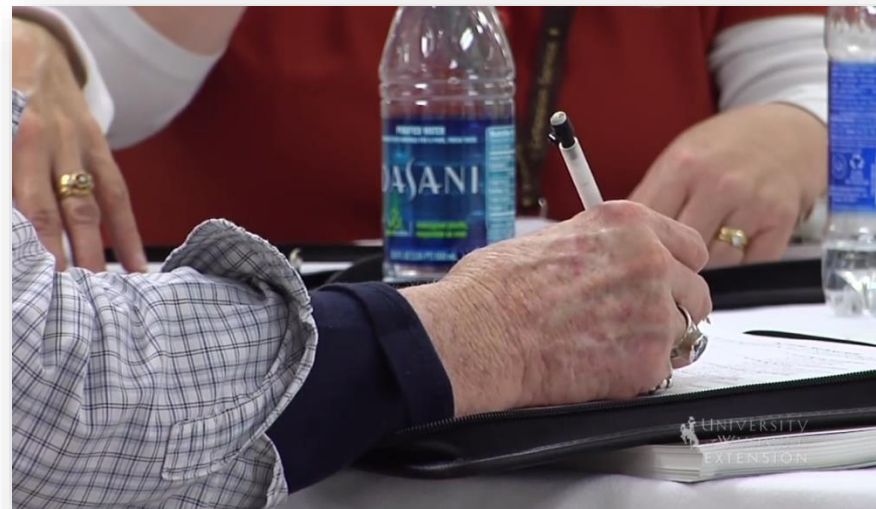
# What Is a Business Plan?

- A formal statement of business goals, the reasons why they are believed attainable, and the plan for reaching those goals



# What Is a Business Plan?

- A Road Map for your business
- Written Document
- Outlines Goals, Strategies and Action Plans for the key areas of the business
  - Production
  - Management
  - Marketing
  - Finance



# Successful Business Plan

## A Business Plan can help me to:

- Make the crucial decisions that focus my activities and maximize my resources.
- Understand the financial aspects of my business, including cash flow and break-even requirements.
- Gather crucial industry and marketing information.
- Anticipate and avoid obstacles my business is likely to encounter.
- Set specific and measurable goals to assess progress over time.
- Identify and expand in new and increasingly profitable directions.
- Be more persuasive to funding sources.

Rhonda Abrams (page 2), *The Successful Business Plan: Secrets and Strategies*

# Who Needs a Business Plan?

- Large or small businesses benefit
- Any business will benefit, but a business plan is particularly valuable for:
  - New or expanding businesses
  - Businesses making major changes
  - Businesses in transition
  - Businesses that have areas of weaknesses where improvements are necessary

# Do You Need a Business Plan?

- Are you a new or expanding business?
- Are you considering major changes to your business?
- Do you have multiple family members who need to be on the same page?
- Is your business transitioning
- Are you involved in creative, niche, value added, or alternative enterprises
- Are you lost, in a rut?

# Purpose of a Business Plan

- Multiple reasons
- Demonstrates that you have taken the time to objectively think through the details required to make the business succeed



# Purpose for a Business Plan

- Effectively communicate your business
  - Externally to lenders, investors, partners
  - Internally to family members & employees





# Purpose of a Business Plan

- Most importantly, will help you improve the management of your business
  - It is the blueprint for operating your business
  - Serves as your operational guide
  - Gives you an opportunity to step back and really focus on what you are doing
    - The opportunities and the threats of the business
    - Opportunity to think creatively

# Lessons Learned

- Business planning:
  - Can be very time consuming
  - Is best done by the business owner/management
    - Recruit coaches, mentors
    - Use resources
  - Can be expensive -
    - in terms of time, sometimes in money
  - Can be daunting
    - If you let it be

# Lessons Learned

- To get you started keep it simple
- As you gain confidence expand on it
- Your business plan should be a living document
  - Use it!
  - Revisite and revise

# How Much?

- The detail and depth of the plan will depend on...
  - The scope of the business
  - The purpose of the plan
  - Who is viewing the plan

# All will contain similar components related to

- Production management
- Marketing management
- Personnel management
- Financial management



# Sections of a Business Plan

## The One Page Business Plan - For Women in Business

- Vision
- Mission
- Objectives
- Strategies
- Action Plans



# Sections of a Business Plan

## Farm Credit One Page

- Even with this version should have a short summary, history/business description, and discussion of your vision and values.
- Mission
- Objectives
- Goals
- Action Plan
- Develop a budget



# Sections of a Business Plan VineWise

- Executive summary
- Purpose
- Definition of Product or Service
- Market analysis/strategy
- Organization/Management/Staffing
- Milestones
- Financial information
- Operations and Implementation



# Sections of a Business Plan

## Building a Sustainable Business

- Task 1 - Values
- Task 2- History/Current Situation
- Task 3 – Vision, Mission, Goals
- Task 4 – Strategic Planning & Evaluation
- Task 5 – Present, Implement, Monitor



# Sections of a Business Plan

## AgPlan

- Executive summary
- Business description
- Operations plan
- Marketing plan
- Personnel plan
- Financial plan



# How Are You Feeling?



# Tools and Resources to the Rescue!

- Lots of information, tools and resources available.
  - Peers
  - Extension
  - Small Business Administration
  - Lender guided
  - Annie's Project for Women
  - Consultants
  - Online

# The One Page Business Plan

## For Women in Business

- Vision
- Mission
- Objectives
- Strategies
- Action Plans



Ag Transition Partners

# The One Page Business Plan

## For Women in Business

Healing Hands, Inc.  
2010 Business Plan Summary

Vision	<p>Within the next three years, grow Healing Hands, Inc. into a \$5 million annual revenue physical therapy equipment manufacturing company that specializes in producing high quality non-prescription orthopedic supplies for retail sale to physicians, chiropractors and physical therapists.</p>
Mission	<p>Help health service professionals help their patients reduce or recover from pain more quickly!</p>
Objectives	<ul style="list-style-type: none"> <li>• First year revenue \$1,000,000.</li> <li>• Achieve pre-tax before tax of \$40,000 for year ending 12/31/2010.</li> <li>• Obtain secured round financing of \$1.5 million by 2/15/2010.</li> <li>• End the year with customer base of 150 practitioners.</li> </ul>
Strategies	<ul style="list-style-type: none"> <li>• Concentrate on products w/ premium price points &amp; above avg. margins for retailers.</li> <li>• Build network &amp; professional relationships within medical community.</li> <li>• Outsource manufacture of pillow liners.</li> <li>• Develop professional team for production and operation of business.</li> <li>• Cultivate relationships with potential retailers at trade shows.</li> <li>• Present seminars on pain reduction at 3 major industry conferences.</li> </ul>
Plans	<ul style="list-style-type: none"> <li>• Develop operating budget and plans for capital needs for the business by 1/1/2010.</li> <li>• Contact 2 potential investors with One Page Business Plan by 2/1/2010.</li> <li>• Purchase display booth for trade shows by 2/10/2010.</li> <li>• Display products at 4 major trade shows during first half of the year, resulting in \$500,000 in new revenue in 2010.</li> <li>• Have production staff of 9 hired by 3/1/2010.</li> <li>• Have total of 4 product manufacturing lines in operation by 4/1/2010.</li> <li>• Provide samples to opinion leaders in the industry throughout the year.</li> </ul>

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# Farm Credit One Page Plan

- Even with this version should have a short summary, history/business description, and discussion of your vision and values.
- Mission
- Objectives
- Goals
- Action Plan
- Develop a budget



# Farm Credit One Page

In your handouts

## Plan to Succeed



Gary Matteson: [matteson@fccouncil.com](mailto:matteson@fccouncil.com)

Erin Pirro: [erin.pirro@farmcrediteast.com](mailto:erin.pirro@farmcrediteast.com)

**Mission:** The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.

### Objectives:

Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

Objective 1:

**People**

Objective 2:

**Financial**

Objective 3:

**Production**

Objective 4:

**Marketing**

**SMART Goals:** Remember, a goal without a deadline is just a dream!  
S — Specific M — Measurable A — Attainable R — Rewarding T — Timed

SMART Goal a):

SMART Goal a):

SMART Goal a):

SMART Goal a):

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

SMART Goal b):

SMART Goal b):

SMART Goal b):

SMART Goal b):

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

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**Action Plans:** Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.

# Plan to Succeed

**Mission:** The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.  
*The mission of Tyler's Tip-Top Tomatoes, LLC is to grow good food, make good money and be good people.*

**Objectives:**  
 Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

Objective 1:	Objective 2:	Objective 3:	Objective 4:
<i>Achieve an appropriate balance of work and home life</i>			

**SMART Goals:** Remember, a goal without a deadline is just a dream! **S** — Specific **M** — Measurable **A** — Attainable **R** — Rewarding **T** — Timed

SMART Goal a): <i>Take Sundays off</i>	SMART Goal a):	SMART Goal a):	SMART Goal a):
<b>Action Plan:</b> i. <i>Train Charlie for Sunday tasks, give him #'s to call</i> ii. <i>Measure his performance</i>	<b>Action Plan:</b> i.	<b>Action Plan:</b> i. ii. iii.	<b>Action Plan:</b> i. ii.
SMART Goal b):	SMART Goal b):	SMART Goal b):	SMART Goal b):
<b>Action Plan:</b> i. ii. iii.	<b>Action Plan:</b> i. ii. iii.	<b>Action Plan:</b> i. ii.	<b>Action Plan:</b> i. ii.

**Action Plans:** Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.

# Plan to Succeed

The One Page Business Plan



FARM CREDIT

**Mission:** The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.

The mission of Tyler's Tip-Top Tomatoes, LLC is to grow good food, make good money and be good people.

## Objectives:

Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

### Objective 1:

Achieve an appropriate balance of work and home life

### Objective 2:

Make enough money to pay myself, the bank and reinvest in the farm

### Objective 3:

Increase efficiency while offering customers wider selection

### Objective 4:

Increase communication with customers

**SMART Goals:** Remember, a goal without a deadline is just a dream! **S** — Specific **M** — Measurable **A** — Attainable **R** — Rewarding **T** — Timed

#### SMART Goal a):

Take Sundays off

#### Action Plan:

- i. Train Charlie for Sunday tasks, give him #'s to call
- ii. Measure his performance

#### SMART Goal a):

Make a net profit (including draw) of \$50,000 this operating cycle

#### Action Plan:

- i. Compare cash flow budget to P&L and bank accounts monthly, adjust as needed

#### SMART Goal a):

Decrease COGS/ lb of tomatoes

#### Action Plan:

- i. Measure production per worker and per variety
- ii. Set pest traps, scout

#### SMART Goal a):

Start and maintain a blog to show customers progress on farm

#### Action Plan:

- i. Research platforms
- ii. Block off 1 hour each week to write post/ edit pics

#### SMART Goal b):

#### Action Plan:

- i.
- ii.
- iii.

#### SMART Goal b):

#### Action Plan:

- i.
- ii.
- iii.

#### SMART Goal b):

Introduce at least one new variety of tomato for sale each year

#### Action Plan:

- i. Pick five varieties for trial, test on limited growing area
- ii. Measure yields to choose

#### SMART Goal b):

Invite customers to participate in tomato soup contest, %of proceeds to be donated to local soup kitchen

#### Action Plan:

- i. Pick date and venue
- ii. Send out e-mail blast with soup kitchen for contestants

**Action Plans:** Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.

## Develop a budget to ensure you are valued.



- Use last year's records as a starting point for your five-line income statement. If you're starting a new operation, plenty of information is available!  
For example:
  - <http://agalternatives.aers.psu.edu/>
  - <http://cdp.wisc.edu/Budgets,%20Speed%20&%20Programs.htm>
  - <http://www.ces.uga.edu/Agriculture/agecon/printedbudgets.htm>
 Make sure you take regional cost differences into account (land rent is a good example of this.)
- Calculate your five-line income statement.
 

COGS = any expense that helps produce one more unit of output.  
Production labor and associated payroll expenses, including workman's compensation, unemployment taxes, FICA, Medicare, health insurance  
Crop or livestock inputs – seed, fertilizer, soils, chemicals, feed

Overhead = any expense that you incur no matter how much production you actually have.

The main ones are the "**DIRT**" Five:  
Depreciation, Interest, Repairs, Taxes, Insurance  
Don't forget to include Managers' and Bookkeepers' wages/salaries, marketing, and utilities.
- Calculate the percent of sales for each line.  
(Divide the dollars for each line by the total sales.)

Historical	Dollars	% of Sales
Sales:	\$	100%
- Cost of Goods Sold:	\$	%
= Gross Margin:	\$	%
- Overhead	\$	%
= Profit (Net Income)	\$	%

- Create your budget—from the bottom up. Start with your desired draw (the amount you and your family need to take from the operation to live on, plus income taxes). Add the principal portion of any loan payments you need to make in 2011 to get the total profit needed from the operation.
- Add your overhead expenses to the required profit to figure the gross margin the operation will need to yield. Your overhead expenses shouldn't change much from the previous year, unless you've undergone a significant expansion or other major change.
- Determine the breakeven sales needed in your operation to support the overhead obligations and profit required. Do this by dividing the gross margin (E) by the gross margin as a percent of sales (taken from your records, calculated in step 3).
- Step back and see if this budget makes sense. Is this sales volume reasonable for this year, especially if it's your first year in business? Is it possible for the acreage you raise and the market prices of your products? If it is, great! Develop a marketing plan (action plan) to achieve that level of sales. If not, that's okay. Rework until you have a plan that is sound. If this is a building year, how will you achieve your goal (and finance the operation in the meantime)? Address these questions early in the year to ensure you have a complete plan.

BUDGET		
Owner Draw Desired (include income taxes):	\$	(A)
Bank principal payments required:	\$	(B)
TOTAL PROFIT REQUIRED: (A+B)	\$	(C)
Overhead expenses	\$	(D)
GROSS MARGIN REQUIRED: (C+D)	\$	(E)
Divide by Gross Margin Percentage	\$	(F)
SALES VOLUME REQUIRED: \$ (E/F as % of sales—from historical)		(G)

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The main ones are the "DIRTY" Five:  
Depreciation, Interest, Repairs, Taxes, Insurance  
Don't forget to include Managers' and Bookkeepers' wages/salaries, marketing, and utilities.
- Calculate the percent of sales for each line.  
(Divide the dollars for each line by the total sales.)

Historical	Dollars	% of Sales
Sales:	\$200,000	100%
- Cost of Goods Sold:	\$120,000	60%
= Gross Margin:	\$80,000	40%
- Overhead	\$60,000	30%
= Profit (Net Income)	\$20,000	10%

- Create your budget—from the bottom up. Start with your desired draw (the amount you and your family need to take from the operation to live on, plus income taxes). Add the principal portion of any loan payments you need to make in 2011 to get the total profit needed from the operation.
- Add your overhead expenses to the required profit to figure the gross margin the operation will need to yield. Your overhead expenses shouldn't change much from the previous year, unless you've undergone a significant expansion or other major change.
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BUDGET	
Owner Draw Desired (include income taxes):	\$30,000 (A)
Bank principal payments required:	\$20,000 (B)
TOTAL PROFIT REQUIRED: (A+B)	\$50,000 (C)
Overhead expenses	\$60,000 (D)
GROSS MARGIN REQUIRED: (C+D)	\$110,000 (E)
Divide by Gross Margin Percentage	\$110,000/.4 [40%] (F)
SALES VOLUME REQUIRED: (E/F [as % of sales—from historical])	\$275,000 (G)

# VineWise

- Executive summary
- Purpose
- Definition of Product or Service
- Market analysis/strategy
- Organization/Management/Staffing
- Milestones
- Financial information
- Operations and Implementation



# VineWise

## BUSINESS PLAN II

### WHY DO I NEED A BUSINESS PLAN AND WHO WILL USE IT?

#### CHECKLIST OF QUESTIONS TO ANSWER

#### 1. Executive Summary – a 1-2 page summary describing my business

- Description of overall business concept including mission statement or concise statement of company purpose and company history (if applicable).
- Product(s) and/or service(s) and strategies for production/provision of such.
- Nature and extent of market including capacity and competition.
- Competitive advantages and distinctions my business has – especially in respect to competitors.
- Management's expertise and business capabilities.
- Realistic financial projections including:
  - What it will take to make a profit (i.e. break-even analysis).
  - How much money am I seeking? What is my repayment plan (if applicable)?

#### 2. Purpose of the Business

- What I want to accomplish
- Mission statement
- Description of the business including type of legal entity

#### 3. Definition of Product(s) and/or Service(s)

- A complete description of my product(s) and/or service(s).
- The market that needs my product(s) and/or service(s).
- The cost and profit of each product and/or service. Describe the break-even point.
- The major sources of competition. What is the difference between my product/service and those of the competition?
- The legal and regulatory influences affecting my product or service.
- Proprietary features – should my product or service have a patent or trademark?
- Opportunities to better develop my product or service (research & development).

#### **Business Concept: Does my business incorporate at least one of these elements?**

- Something new (e.g. product, service, feature, or technology)?
- Something better (i.e. an improvement on an existing product or service)?
- An underserved or new market (a market for which there is greater demand than competitors can currently satisfy, an unserved location, or a small part of an overall market that hasn't yet been dominated by other competitors)?
- A new delivery system or distribution channel (e.g. providing products or services less expensively or more efficiently to a wider geographic area or which far greater choice)
- Increased integration (product is both created and sold by the same company or when a company offers more services or products in one location)

- Abrams, Rhonda, 2003. The Successful Business Plan: Secrets and Strategies.

# Building a Sustainable Business

- Task 1 - Values
- Task 2- History/Current Situation
- Task 3 – Vision, Mission, Goals
- Task 4 – Strategic Planning & Evaluation
- Task 5 – Present, Implement, Monitor



# Building a Sustainable Business

A Guide to Developing a Business Plan  
for Farms and Rural Businesses

Developed by the Minnesota Institute for Sustainable Agriculture (MISA)  
Published by Sustainable Agriculture Research and Education (SARE)



Essential Farm & Ranch Business Management Skills



# INTRODUCTION

*"Business planning is a critical component to any operation. Even though a 'seat-of-the-pants' approach to farming might work, it takes too long to figure out if a decision is a poor one; you can waste years doing the wrong thing when you could have been doing the right thing."*

—Greg Reynolds, Riverbend Farm owner/operator.

Regardless of whether you are a beginning entrepreneur who has recently inherited a business, an experienced farmer who is considering on-farm processing, or a retiring business owner who is looking to pass on the farm, business planning is important. It is an ongoing process that begins with the identification of values and ends with a strategic plan to address critical management functions.

Like many rural entrepreneurs, you may have a strong sense of the values that drew you to the land or inspired you to begin a business. You may also have a clear set of personal and business goals that you would like to pursue "when the time is right." But, if you're like most farmers and rural business owners, you run into problems when trying to incorporate values and goals into day-to-day business decisions. How can you build a balanced and sustainable business—one that reflects your values and is successful—in the long run?

Unlike most other business planning tools, *Building a Sustainable Business: A Planning Guide for Farmers and Rural Business Owners* takes a whole-farm approach. You will consider traditional business planning and marketing principles as well as your personal, economic, environmental and community values—those less tangible things that are a part of your thoughts every day, but which often don't become a planned part of your business. You will be asked to integrate values with business management practices throughout this Guide.

## Planning Tasks

- One: Identify Values  
**What's Important to You?**
- Two: Review History and Take Stock of Your Current Situation  
**What Have You Got?**
- Three: Clarify Your Vision, Develop a Mission Statement and Identify Goals  
**Where Do You Want to Go?**
- Four: Strategic Planning and Evaluation  
**What Routes Can You Take to Get Where You Want to Go?**
- Five: Present, Implement and Monitor Your Business Plan  
**Which Route Will You Take and How Will You Check Your Progress Along the Way?**

# Structure of This Guide

This Guide is divided into five chapters—each reflecting a critical “planning task.”

These icons let you know which of the four key management areas is being discussed in each Planning Task.



The Four Key Management Areas:  
➔ **Marketing**  
• Operations  
• Human Resources  
• Finance



The Four Key Management Areas:  
• Marketing  
➔ **Operations**  
• Human Resources  
• Finance



The Four Key Management Areas:  
• Marketing  
• Operations  
➔ **Human Resources**  
• Finance



The Four Key Management Areas:  
• Marketing  
• Operations  
• Human Resources  
➔ **Finance**

- Task One: Identify Values—What’s Important to You?
- Task Two: Review History and Take Stock of Your Current Situation—What Have You Got?
- Task Three: Clarify Your Vision, Develop a Mission Statement and Identify Goals—Where Do You Want to Go?
- Task Four: Strategic Planning and Evaluation—What Routes Can You Take to Get Where You Want to Go?
- Task Five: Present, Implement and Monitor Your Business Plan—Which Route Will You Take and How Will You Check Your Progress Along the Way?

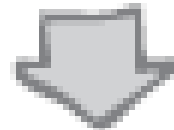
Within each Planning Task, the four key functional planning areas are addressed: *marketing, operations, human resources* and *finances*. In Planning Task One, you and your planning team (family, business partners, lenders) will identify the values that bring each of you to the table. Planning Task Two asks you and your team to document business history and take stock of your current situation. In Planning Task Three, you will clarify a future vision for your business as well as develop goals and a mission statement that reflect the values you identified in Planning Task One. Planning Task Four addresses the crux of your business plan: the development and evaluation of strategic marketing, operations, human resources and financing alternatives. Finally, in Planning Task Five you will pull everything together into a written business plan.

Within each task, you’ll find examples of completed worksheets from five of the farmers who completed business plans for their enterprises using this guide.

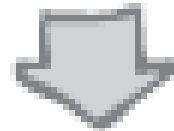
To print a complete set of blank worksheets, go to <http://purl.umn.edu/115840>

**Figure 1.**  
**The Business Life Cycle<sup>1</sup>**

**START/BEGIN**



**GROWTH**



**CONSOLIDATE**



**TRANSFER/SELL**

Spend a few moments thinking about your planning needs. Be clear about which issues you would like to address with your plan and consider how you will use the final plan. This Worksheet is for your eyes only.

**What key issues are motivating you to plan?**

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**1. Who is your business planning team? Who should be involved in your planning process?**

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**2. How will you use your business plan? Will it serve as an internal organizing tool, be used to communicate outside your business, or both?**

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# AgPlan

- Executive summary
- Business description
- Operations plan
- Marketing plan
- Personnel plan
- Financial plan



# AgPlan

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# AgPlan



Welcome, Doris Mold!

Start a New Plan

Help

Sort Last Updated Date, descending

My Plans

Plan Name		Last Update	Updated By	
Sunrise Cider	<a href="#">Reviewers</a> <a href="#">Tools &amp; Settings</a>	3/2/2017 3:50 PM	Doris Mold	<a href="#">View Plan</a> <a href="#">Comments</a>
Happy Ewe Sheep's Milk Cheese	<a href="#">Reviewers</a> <a href="#">Tools &amp; Settings</a>	10/27/2016 2:22 PM	Doris Mold	<a href="#">View Plan</a>
Flowers R Us	<a href="#">Reviewers</a> <a href="#">Tools &amp; Settings</a>	10/13/2016 3:52 PM	Doris Mold	<a href="#">View Plan</a>

Feedback

# AgPlan



## East Seed

Expand

Cover Page

Executive Summary

Business Description

Mission Statement

Goals

Plan Summary

Capital Request

Business Description

Operations

Marketing Plan

Management & Organization

Financial Plan

### Mission Statement

East Seed sells good quality certified seeds to Finnish farmers for their success. Big selection of seeds to meet each farmers' needs. Locally produced by professionals with agronomy tips.



Tips

Resources

Samples

Comments

Email Plan Owner

#### Developing your Vision, Mission, and Goals

From Building a Sustainable Business, University of Minnesota Institute for Sustainable Agriculture

#### Vision and Mission Statements

Strategic Business Planning for Commercial Producers, Purdue University

# The Result of Not Planning

RUBES™

By Leigh Rubin



**Bernice discovers the pitfalls  
of procrastination.**

# Time to get to work!



# What did we discuss?

- Business Plans
  - BusinessStorming
  - What they are
  - Who Needs One
  - Purpose
  - Lessons Learned
  - Components
  - Tools/Resources





**Questions?**

# In Case You Missed This Series

You can go back and listen to the recordings  
*Recordkeeping, Business Plans, Loans, Business  
Basics and Launching Your Business on Social  
Media*

Webinar  
Series

## ESSENTIAL FARM & RANCH BUSINESS MANAGEMENT SKILLS

February 28 | March 7 & 14 | April 4 & 11 | 1:00pm CST

Sign up at [www.americanagriwomen.org/webinars/](http://www.americanagriwomen.org/webinars/)



A Joint webinar series offered by American Agri-Women,  
Farmer Veteran Coalition funded through the USDA

# How to View Saved Webinars

Go to [www.americanagriwomen.org/webinars/](http://www.americanagriwomen.org/webinars/)

## Past Webinars

**Basics of Recordkeeping and Financials for Farmers and Ranchers**  
Tuesday, February 28, 2017 – 1:00 PM – 2:00 PM CST

[\(View Webinar\)](#) 

**Presented by: Megan Roberts**

In this session, you will learn about the basics of farm recordkeeping. Proper farm recordkeeping can save you both time and money. We will learn why it is important to keep records, discuss how to classify assets and liabilities, identify ways to record transactions, briefly overview the four primary financial statements, and talk about electronic recordkeeping systems.

# How to View Saved Webinars

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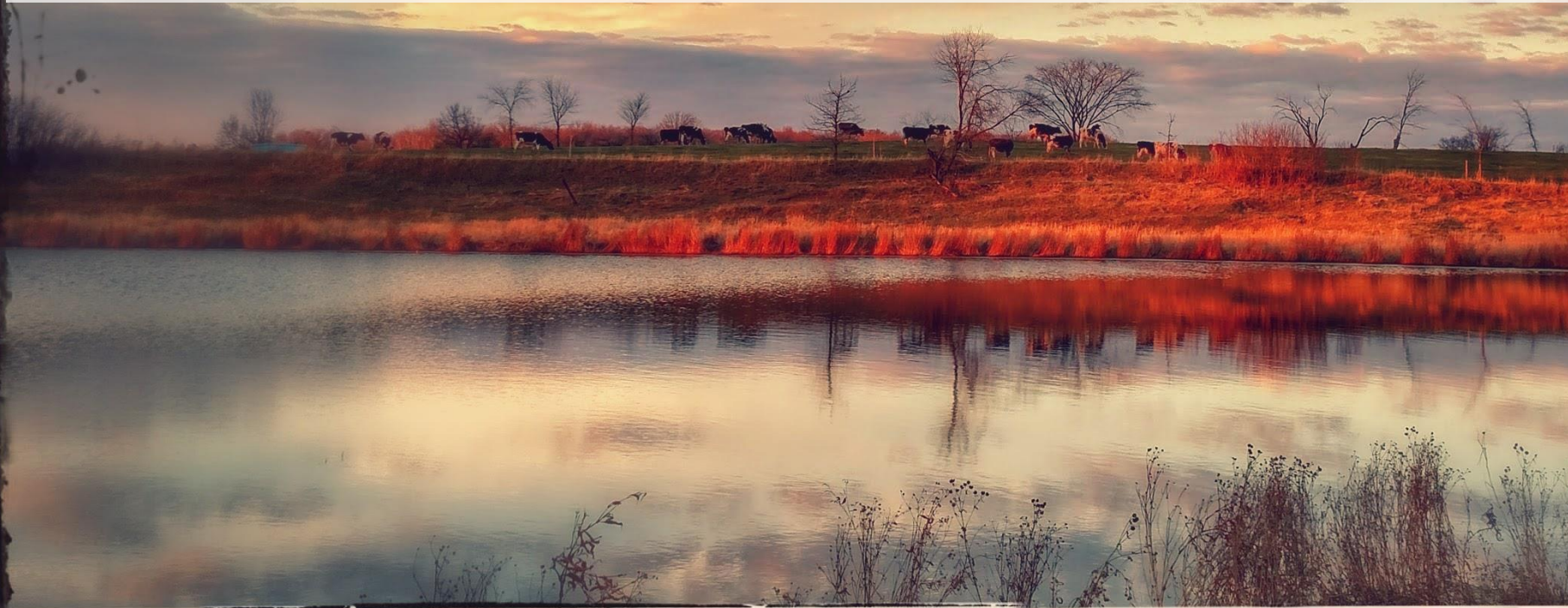
Email Address\*

Register

You may e-mail me at:

[president@americanagriwomen.org](mailto:president@americanagriwomen.org)

or [sunriseagassociates@gmail.com](mailto:sunriseagassociates@gmail.com)





**Thank You**