



Business Plan

Date of your Business Plan:

Company Name (if different than your last name):

Business Address:

Phone:

Email:

Work Experience:

Education:

Ownership Structure

Entity structure and ownership

Objectives

The primary objectives of my farming operation are

- 1.
- 2.
- 3.

Here to Help You Grow®

Strategies

The strategies to achieve these objectives are

- 1.
- 2.
- 3.

Commodity/Product/Service

The commodity/product/service being sold is

SWOT Analysis

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

My operation plans to build on strengths by

The operation plans to resolve weaknesses and threats by

Marketing Plan

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

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

Human Resources Plan

Do I need to hire seasonal or full time employees to help with my operation?