Agriculture Business Plan

BUSINESS NAME: 

OWNER(S): 

DATE: 
I. Description of Business
(What service are you offering, where are you located, when did you implement this business idea, why did you decide to do this business)

A. Business concept

II. Industry and Market Analysis
(Who is your target market, why are they your target market, who are your competitors and how, if at all, will they affect you, is this a new industry or an old industry, etc.)

A. Industry Analysis
B. Market Analysis
C. Competitive Analysis
D. Products and/or services
E. Pricing
F. Sales/Distribution
G. Advertising and promotional plans

III. Organization and Management
(Who is the owner-operator, helpers, accountants, insurance agents, legal advisors, mentors? How will you sustain the operation? Legal Structure; sole proprietorship, partnership, LLC, Corporation?)

A. Ownership
B. Legal structure (sole proprietorship, partnership, LLC, Corporation)
C. Internal Management
D. Human Resource needs
E. Cultural considerations
IV. Operations

(Important operational documents needed for applications and details of your operations strength, weaknesses, opportunities, and possible threats)

A. Permits and Licenses
   1. Articles of Incorporation
   2. By-Laws
   3. State, tribal or city permits
   4. Business License
   5. EIN #
   6. Leases
   7. Labor trade agreement (if applicable)
   8. Proof of Insurance
   9. Tribal Citizenship documents (if needed)

B. SWOT Analysis

   Strengths
   1. Examples: Things your operation does well
   2. Qualities separate from competitors
   3. Internal knowledge and resources
   4. Assets

   Weaknesses
   1. Things your operation lacks
   2. Resource limitations
   3. Credit
   4. Limited accounting knowledge
Opportunities
1. Underserved markets
2. Few competitors
3. Needs of your product
4. Free media coverage

Threats
1. Environment
2. Competitors
3. Equipment repairs

V. Financial Plan
(An in-depth listing of your financial elements and documents)
A. 3 year Cash flow Projections (with explanations)
B. Balance Sheet (with explanations)
C. Tax Returns (if established)
D. Quotes, receipts, and records that explain expenses
E. Loan(s)

VI. Supporting Document
(Any supporting documents that you may need to reference for applications with Tribal, State, or Federal programs)
A. Other contracts (NRCS, FSA Programs, Tribal Programs, etc)
B. Certifications (Business Class, Tribal monitor training certificates, etc)