



# AGRICULTURE BUSINESS PLAN

**BUSINESS NAME:** \_\_\_\_\_

**OWNER(S):** \_\_\_\_\_

**DATE:** \_\_\_\_\_

# BUSINESS PLAN OUTLINE



## 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

# BUSINESS PLAN OUTLINE CONTINUED



## 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)



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