

CHECKLIST FOR WRITING YOUR BUSINESS PLAN

Guide for Recommended Sections for Your Farm Business Plan

November 2023

COVER PAGE

- Farm Name, Owners, Address, Email, Telephone
- Website, Instagram, Facebook, Logo (if applicable)
- Farm Picture

EXECUTIVE SUMMARY

- Farm History, Size and Location
- Overview of What the Business Does and Key Accomplishments
- Future Business Growth Plans

BUSINESS STRATEGY

- Vision
- Mission
- Goals
- Action Plan

OWNERSHIP, MANAGEMENT, AND HUMAN RESOURCES

- Business Structure
- Key Partners
- Employees and Job Descriptions
- Human Resource Plan
- Health and Wellness Plan
- Leadership Plan
- Succession/Transition Plan

MARKETING STRATEGY

- Industry and Competition
- Market Research
- Target Market
- Marketing Goals
- Sales Channels
- Sales Calls
- Product Promotion
- Products and/or Services
- Hours of Operation
- Product Pricing

PRODUCTION PLAN

- Existing Production
- Existing Production System
- Future Production Goals
- Future Production System
- Suppliers
- Staff Requirements
- Added Value Processing
- Site Plan, Pictures, and/or Diagrams

FINANCIAL PLANNING

- Start Up Costs (For New Entrants)
- Net Worth Statement
- Income and Expense Statement
- Existing and Future Sales
- Cost of Production by Enterprise (Contribution Margin)
- Cash Flow Statement
- Partial Budget
- Debt Structure
- Sensitivity Analysis
- Key Performance Measures

RISK ASSESSMENT AND MITIGATION

- SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Operational Risks
- Risk Mitigation Plan

CONTINUOUS IMPROVEMENT PLAN

- Planned Timing to Assess, Plan, Implement, Review My Business Plan