



## Unconventional Business Planning Tool

Designing a business should be one of the most exciting activities in the life of an agripreneur. Start with a few blank sheets of paper, and don't quit until you've written a description for creating the business of your dreams. Your explanations should be clear and concise. The instructions should be so basic anyone could read your plan and help you implement the steps. Planning also allows you to envision and then test your theories in writing. If they don't work on paper, they won't work in the real world.

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**A complete business plan should include at least five separate elements:**

**I. Vision** – Don't confuse this with a 'vision statement' from a pop culture business book. Your vision is a word picture description of the finished product. It may be an essay with enough detail and specificity that anyone can read it, and understand what your ideal business looks, acts, feels and sounds like.

Your vision may include descriptions about:

|                  |                     |                      |
|------------------|---------------------|----------------------|
| Crops/Products   | Expertise           | Processing Operation |
| Customers        | Income              | Retail Operation     |
| Employees        | Integration         | Size                 |
| Entity Structure | Locations/Countries | Specialty            |
| Equipment        | Market              | Value Proposition    |
| Exit Strategy    | Packing Operation   | Wholesale Operation  |



**IV. Other activities and business systems** – Business functions including leadership, management, record keeping, complex processes and finances. Each of these functions should be addressed in the plan. A business plan is not a receptacle for everything related to the operation, but it does require references to certain functions, including:

Leadership structure and decision-making process

Management structure and work flow

Record keeping systems and communication

Complex systems, unique functions and/or strategic alliance relationships

Capital expenditures and a complete explanation of projected revenue and expenses

**V. Performance specifications** – Budgets, capital expenses, investments and income projections will help in the decision-making process. A business will only function well and improve in the areas where owners and managers keep score. Evaluating progress and adjusting to actual results will help to better manage the operation.

Financial projections [actual/projected]:

Revenue/expenses

Income statement

Cash flow summary

Balance sheet

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