

Start-up your farm



What do I do first?

From where should I start??



What do you need to prepare?

- Business Planning
- Marketing and Sales
- Customer Service
- Resources



Business Plan

- **No matter how large or small it is necessary for you have a written business plan**
- Business plans help with
 - Supporting a loan application
 - goals and steps to achieve those goals
 - Evaluating the effectiveness of business and marketing strategies
 - Set a direction for the business in the next five years



Business Plan

A good business/marketing plan should be:

- **Realistic**: Are your goals, dates and objectives realistic?
- **Simple**: Can you and others read and understand the farm business plan?
- **Specific**: Are goals, objectives and finances measurable?
- **Complete**: Does your plan include all aspects of your farm business?



Contents of a Business Plan

- **Mission and Goals**
- **Farm Strategy**
- **Marketing Strategy and Plan**
- **Financial Plan**
- **Implementation Strategy**
- **Human Resource Plan**



Remember that:

NO Business Plan is created to fail.

BUT most Business Plans DO fail!



WHY??????

4 reasons WHY:

Unachievable Goals

Lack of Market Research

Improper Budgeting

Demotivation with first failures



Marketing Plan

- The **4 P's** of marketing
 - **Product**
 - **Price**
 - **Place**
 - **Promotion**



Farm Startup for Producing Organic Oranges for Organic juice

Mission:

**“Produce high quality, organic
Oranges for creating Organic juice”**



Farm Startup for Producing Organic Oranges for Organic juice

Farm Strategy:

- No Pesticides
- Best Know-how on organic farming of oranges
- Differentiate from conventional oranges
- Invest on quality
- Sell to BIOFRESH S.A.



Farm Startup for Producing Organic Oranges for Organic juice

Marketing Strategy (4Ps):

- **Product:** organic orange fruits
- **Price:** 0,3€/kg
- **Place:** Production at Laconia
- **Promotion:** Agreement with Biofresh S.A. Laconia



Quick Example of A Farm Startup

Farm Startup for Producing Organic Oranges for Organic juice

Budget:

Initial Capital needed 50.000€



	SALES	COST	ANNUAL RESULT	
1ST YEAR	100.000€	60.000€	40.000€	
2ND YEAR	110.000€	65.000€	45.000€	<i>*Brake Even Point</i>
3RD YEAR	120.000€	70.000€	50.000€	



Only with **PLANNING** you will succeed