




Farmers Co-Op Fund

LOCAL FUNDING
FOR
LOCAL FARMERS

Interest Free 

Community Based 

Farmers Helping Farmers 

Business Idea Plan

Business Name: _____

Business Owner: _____



Business Plan Components

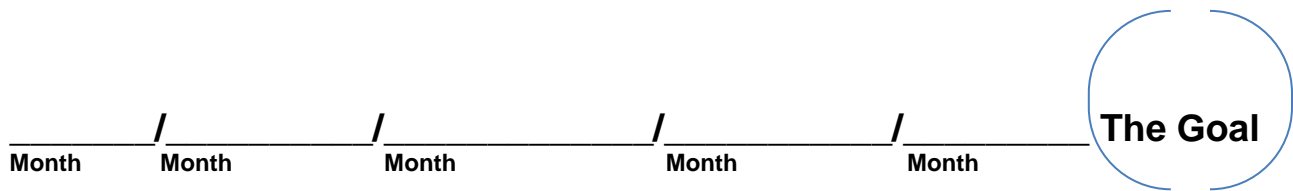
Table of Contents

- I. Executive Summary.....**
 - a. One Page Maximum (Written last)
 - b. Mission Statement.....
- II. Company Description.....**
 - a. 1 Year Goal.....
 - b. Legal Form of Ownership
 - c. Goals and Objectives
- III. Organizational Chart and Management Team.....**
 - a. Organizational chart (if applicable)
 - b. Management Team (if applicable)
- IV. Operating Procedures.....**
 - a. Location
 - b. Equipment
 - c. Personnel.....
 - d. Inventory and Suppliers.....
- V. Marketing Plan**
 - a. Customer Profile/Target Market.....
 - b. Competitive Analysis.....
 - c. Competitive Advantage
 - d. Product/Service.....
 - e. Price
 - f. Placement/Distribution
- VI. Promotional Plan**
 - a. A Website (Basic but functional)
 - b. Promotion / Advertising
 - c. Sales Forecast.....
- VII. Financial Data.....**
 - a. Financial Write-Up
 - b. Start Up Budget.....

COMPANY DESCRIPTION: Write this section on a paragraph format – Use the items below as a guide - Always write on the “third person”. Example: ABZ Company is in the business of :...

- a) **About the Company:** What business are you in? What do you do?
- b) **Company History:** A **Brief description** on company’s history and/or reason for the business
- c) **About the Owner/s:** Provide a **Brief Bio** (20 to 50 words) about the owner/s
- d) **Product:** A **brief description** about the product, just mention the type of product
- e) **Legal form of ownership:** State the type of Legal entity the company is formed under ie: Sole proprietor, Corporation, LLC? And why you selected this form?

THE GOAL/TIME TABLE: Identify the amount desired for the Year \$ _____



Use blank space above to draw the time table

- Breakdown the Goal in 12 equal parts (the month) – If the Goal is to make \$120,000 a Year each month will have a goal of 12,000 in sales (gross sales)
- Break the Month into 4 equal parts (the week)- If the goal is \$12000 a month each week will be \$3000 in sales/week (gross)
- Break each Week day into its respective Daily tasks – List each Task to be accomplished per day that will lead to arriving to the Weekly goal.

Note: if the product is sold for \$1.00each - we will need to sell 3000/week-12000 in a month – Using the 10% as a Marketing base we will need to place our product in front of 30,000 potential buyers to make our weekly goal

THE MARKET: Briefly describe how the overall market stands at a State and/or National level, based on what is applicable to your business. Include “**Present Condition**” its “**Potential for Growth**” and the “**Business Opportunity**” - Include Statistical data to support your assumption.

THE COMPETITION: Competitive Analysis: This is the Best way to conduct an effective “Market Research”

Locate 5 companies that directly compete with your business. SWOT - Complete a Comparison Chart showing their similarities and their differences, Identify **Their Strengths and Weaknesses**. Use this information to determine “Your Competitive Advantage”

THE CUSTOMER: Describe your customer CLEARLY - **Demographic:** ie; Age – gender, Income, Marital status, etc - Number of potential customers **Psychographics:** (Life styles)

THE PRODUCT: Product Description: Describe your product - **Product Benefits:** Describe product from your customers’ point of view

FINANCING: Financing is a natural part of almost every Start-Up Business – Not all lenders are the same. Knowing which lender will be most likely to fund your venture is important – **BROKERS** are the best option to identify the correct lender and the correct type of Funding Option to fit your type of business.

Start-Up Budget:

You will have many startup expenses before you even begin operating your business. It’s important to estimate these expenses accurately and then to plan where you will get sufficient capital.