

Problem/Opportunity:

(a problem others have—and are willing to pay to change—that you can solve)

Our Solution:

(what makes you unique)

Target Market:

(who is your customer, who needs your products/services; do you need a distributor?)

Our Competition:

(who they are/how we differ)

Business Goals:

(1-yr and 3-5-yr goals that are specific, measurable, attainable, and time-framed; e.g., "Tour fees & onsite sales will gross \$20,000 by the end of Yr 2.")

Strategies to Achieve Goals:

--Production

--Marketing

(both sales channels and marketing activities)

Points for Course Correction:

(times and metrics to chart progress)

Finances:**--Enterprise needs**

(e.g., enterprise start-up and operational needs; expected revenues)

--Current assets and liabilities

(e.g., business and personal assets and debts)

--Capital availability

(e.g., your available capital, credit availability and type, current liabilities, investor needs)

--Non-financial assets:

(e.g., facilities, equipment, labor)

Enterprise Purpose

(e.g., profit center, improve cash flow, access new markets)

Existing Business

Considerations/Tie-in:

(e.g., timing of harvests and interaction of these commitments with the new venture)

Family Considerations:

(e.g., goals, existing commitments, illness)

Still thinking about:

(brainstormed ideas or issues of concern)

Our Team:

(e.g., paid staff, family, & volunteers and their strengths/roles)

Our Outside Partners:

(e.g., investors, Extension staff, visitors bureau)

Local Assets that support/enhance this venture:

(e.g., local hotels, supportive visitors bureau)

Download planning template at
<http://ruralcommunities.tamu.edu>

Contact: Rebekka Dudensing
Texas A&M AgriLife Extension Service
Department of Agricultural Economics
Community Economic Development
rmdudensing@tamu.edu, 979.845.1719
CED-2017-1



Mission (What we do)

Our Brand (Who we are and what makes us special)