**Problem/Opportunity:**

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

**Our Solution:**

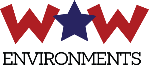
(what makes us unique)

**Target Market:**

(who is our customer, who needs our products/services)

**Our Competition:**

(who they are, what they do, how we differ)

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**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:**

(e.g., sales channels and marketing activities)

**Benchmarks:**

(times and metrics to evaluate strategy effectiveness and progress toward goals)

**Finances:**

**--Enterprise needs**

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

**--Current assets and liabilities**

(e.g., organizational assets and debts, including facilities, equipment, personnel)

**--Revenue potential**

(e.g., prices and volumes)

**--Expected Expenses**

(e.g., cost of goods, permit fees, etc.)

**--Expected Profit**

(i.e., Revenues less expenses)

**Our Team:**

(e.g., paid staff as well as volunteers and their strengths/roles)

**Partners:**

(e.g., investors, local government, businesses, Extension staff; are MOUs needed?)

**Contact:**

(name and information for a single point of contact)

Download planning template at [http://ruralcommunities.tamu.edu](http://ruralcommunities.tamu.edu/)

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Texas A&M AgriLife Extension Service  
rmdudensing@tamu.edu, 979.845.1719  
CED-2020-1

**Our Purpose:**

(e.g., how this enterprise ties into our organizational purpose, include lead and other relevant partners)

**Existing Business Considerations/Tie-in:**

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

**Local Assets that support/enhance this venture:**

(e.g., community characteristics or events, supportive visitors bureau)

**Applicable Regulations:**

(e.g., permits, Cottage Food law, ordinances)

**Still thinking about:**

(brainstormed ideas or issues of concern; remove this section as your plan is finalized)

Enterprise Name

Mission

**(What we do)**

Our Brand

**(Who we are and what makes us special)**