**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)

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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:**

**--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)

**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](http://ruralcommunities.tamu.edu/)

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**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)

Mission

**(What we do)**

Our Brand

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