

ACRE SEEDS FOR SUCCESS

GROWING FUTURE AG ENTREPRENEURS

BUSINESS PLAN TEMPLATE



CONTENTS

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Click the title to jump to that page

<u>EXECUTIVE SUMMARY</u>	2
BUSINESS MODEL OVERVIEW	
<u>COMPANY DESCRIPTION WORKSHEET</u>	3
<u>MANAGEMENT AND ORGANIZATION</u>	4
MARKETING PLAN OVERVIEW	
<u>BUSINESS IDEA WORKSHEET</u>	5
<u>SWOT ANALYSIS WORKSHEET</u>	6
<u>PRODUCT AND SERVICE DESCRIPTION WORKSHEET</u>	7
<u>COMPETITIVE ANALYSIS WORKSHEET</u>	9
<u>PRICING TABLE</u>	10
FINANCES AND BUDGET	
<u>STARTUP EXPENSES AND CAPITALIZATION</u>	11
<u>PROFIT AND LOSS INCOME STATEMENT</u>	12
<u>OPERATING COST STATEMENT</u>	12
<u>OVERHEAD EXPENSE STATEMENT</u>	13
<u>FINAL PROJECTIONS</u>	14
<u>APPENDICES</u>	15

EXECUTIVE SUMMARY

Tip: Write this portion after you've completed your business plan!

COMPANY DESCRIPTION WORKSHEET

Business Name _____

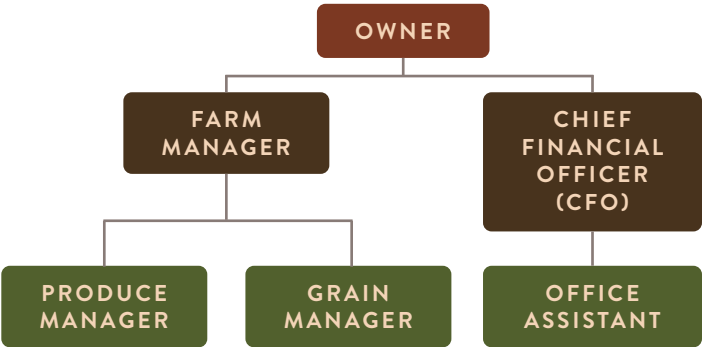
Company Vision

Goals & Objectives

Industry / Competitors

MANAGEMENT AND ORGANIZATION

Draw, insert, or attach your org chart as a separate page and explain. See example to the right.



Org Chart Explanation

BUSINESS IDEA

Title _____

Describe your product or service. What are its attributes, its benefits?

Who is your target market? What are the characteristics of this customer?

Where are your customers located? How far away are they? Are they concentrated in an area or widely dispersed?

How will your customer find out about you and the products/service you offer?

Who is the competition and what do they offer? What makes your product better than those that they offer?

SWOT ANALYSIS WORKSHEET

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

PRODUCT AND SERVICE DESCRIPTION WORKSHEET

Business Name _____

Product / Service Description

Unique Features

Limits and Liabilities

PRODUCT AND SERVICE DESCRIPTION, CONTINUED

Production and Delivery

Suppliers

COMPETITIVE ANALYSIS WORKSHEET

For each factor listed in the first column, assess whether you think it's a strength or a weakness (S or W) for your business and for your competitors. Then rank how important each factor is to your target customer on a scale of 1 to 5 (1 = very important; 5 = not very important). Use this information to explain your competitive advantages and disadvantages.

FACTOR	IMPORTANCE TO CUSTOMER
PRODUCTS	
PRICE	
QUALITY	
SERVICE	
RELIABILITY	
EXPERTISE	
COMPANY REPUTATION	
LOCATION	
APPEARANCE	
SALES METHOD	
ADVERTISING	

PRICING TABLE

Separate each product on a different row, using as many rows as needed.

[illegible]

STARTUP EXPENSES AND CAPITALIZATION

Is land needed? Will you buy or rent? What is the cost to buy or rent?

What buildings and facilities are needed? Cost of building materials, renovation, etc.?

What equipment is needed to produce the product or service? What is the cost for equipment?

Total Capital Expenses: What are the total costs for the items that you are buying?

Provide a range if exact cost is unknown.

Total Land _____

Total Buildings _____

Total Equipment _____

Grand Total _____

PROFIT AND LOSS INCOME STATEMENT

COSTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR END SALES
SALES PRICE													
UNITS SOLD													
TOTAL SALES													

OPERATING COST STATEMENT

COSTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL

OVERHEAD EXPENSES STATEMENT

COSTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
EQUIPMENT EXPENSES													
FACILITY EXPENSES													
MARKETING EXPENSES													
GENERAL ADMINISTRATIVE EXPENSES													
EBITDA													

FINAL PROJECTIONS

BUSINESS NAME	
PROFIT AND LOST STATEMENT DATED	
INCOME (UNIT SALES × PRICE)	
GROSS INCOME (TOTAL INCOME)	
COST OF GOODS SOLD	
TOTAL COST OF GOODS SOLD	
GROSS MARGIN (SALES – COST OF GOODS SOLD)	
GROSS MARGIN % OF SALES (GROSS MARGIN ÷ SALES)	
OVERHEAD EXPENSES	
TOTAL OVERHEAD EXPENSES	
TOTAL EXPENSES (COGS + OVERHEAD EXPENSES)	
NET INCOME (GROSS INCOME – TOTAL EXPENSES)	

APPENDICES

If available, please submit attachments separately or combine your PDF files into one document.

EXAMPLES OF WHAT TO INCLUDE

- Personnel Resumes
- Pictures
- Promotional Documents
- News Articles
- Permits, Leases, and Certifications
- Quotes