



# Our Business Plan

Business name \_\_\_\_\_

Compiled by \_\_\_\_\_

Date     /     /

# Tables and Worksheets

## SWOT Analysis

<p><b><i>Strengths</i></b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b><i>Opportunities</i></b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><b><i>Weaknesses</i></b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b><i>Threats</i></b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

# Benchmarking

Calculate your figures and place them in the boxes. What are your strengths and weaknesses?

Key Indicators	Performance			Our Figures
1. <i>Farm Productivity</i> Operating surplus land value (%)	Low  <8	Medium  8-15	High  >15	
2. <i>Cost Structure</i> Operating cost/income (%)	>60	60-50	<50	
3. <i>Debt</i> Financing cost/income (%)	>15	15-7	<7	
4. <i>Machinery</i> Market value/income (Ratio)	>1.2	1.2-0.8	<0.8	
5. <i>Farm Size</i> Effective land value/ Family (\$'000)	<400	400-800	>800	
6. <i>Other Income</i> Non farm income (\$'000)	<5	5-15	>15	

**The Vision**

Draw a picture of how you would like life to be in five years' time.

**Vision**





# Family/Labour Who and When

Who is responsible and by when should goals be achieved

<b>Vision</b> (Key words)			
<b>Mission</b> (Key words)			
<b>Values</b> (Key words)			
	<b>Family/Labour</b>	<b>Who?</b>	<b>When?</b>
<b>Goals</b>	<b>A</b> Transfer from Box A page 5 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		
<b>Strategies</b>	<b>B</b> Transfer from Box B page 5 <i>Lifestyle</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>Succession Planning</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>Personal Development</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		

# Business Who and When

Who is responsible and by when should goals be achieved

<b>Vision</b> (Key words)			
<b>Mission</b> (Key words)			
<b>Values</b> (Key words)			
	<b>Business</b>	<b>Who?</b>	<b>When?</b>
<b>Goals</b>	<b>A</b> Transfer from Box C page 5 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		
<b>Strategies</b>	<b>B</b> Transfer from Box D page 5 <i>Productivity</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>Profitability</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <i>Marketing</i> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		

# Farm Resources Who and When

Who is responsible and by when should goals be achieved

<b>Vision</b> (Key words)			
<b>Mission</b> (Key words)			
<b>Values</b> (Key words)			
	<b>Farm Resources</b>	<b>Who?</b>	<b>When?</b>
<b>Goals</b>	<b>A</b> Transfer from Box E page 5 <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		
<b>Strategies</b>	<b>B</b> Transfer from Box F page 5 <i>Land and Water</i> <hr/> <hr/> <hr/> <i>Plant and Structures</i> <hr/> <hr/> <hr/> <i>Livestock</i> <hr/> <hr/> <hr/>		

# Farm Resources Situation Statement

## Land and Water

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## Pests

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## Plant and machinery

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## Livestock

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