

Business Plan

Directions:

1. Using the information gathered during the presentation, imagine you are in the process of starting your own agricultural business and need to create a business plan to help persuade potential investors to help fund your business.
2. Select an agricultural business which interests you and conduct further research to develop a business plan which includes the following:
 - Name of Business
 - Type of Business
 - Type of products/services offered
 - Product/service information
 - Budget (profits and expenses)
 - Target customers
 - Facilities and equipment needed
 - Risk assessment
 - Government policies affecting management decisions
 - Any other information your instructor deems necessary
3. Develop a three minute speech utilizing the information from your business plan to pitch your business to the prospective investors.
4. Remember to create a citation sheet detailing all sources used.
5. Present your speech to the class and be prepared to answer questions.