



**Agricultural Business Plan Competition**  
*Planning for Profitability*

**One Page Brainstorming Outline**

**In 2 sentences, describe what your business does or sells.**

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**What is your company's mission statement? (if you don't have one yet, try to describe what your purpose is).**

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**In what year was your company established?**

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**What are the names of your company's owners?**

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**Who are your customers (including percentages of sales to each. e.g. Farmers market customers 40%)?**

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**Where do you sell your products?**

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**Who are your competitors (incl. your best guess about the percentage size of their part of the market you are in - eg Thompson Farm, 35% of lychee market).**

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**Describe how you currently market or promote your product or service.**

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**Fill in the table below to detail your item (products/services), volume (lbs, numbers, hours), the price (the price you sell it for), and what it costs (per unit) to produce a product or service. Use last year's data if you have any or just project.**

| Item | Volume | Price | Cost |
|------|--------|-------|------|
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |
|      |        |       |      |

**How many full time and part time employees do you currently have**

\_\_\_\_ Full time    \_\_\_\_ Part time

**What differences do you want to make in your company as a result of this contest?**

Numbers or kinds of products or services?

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Sales?

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Employee numbers?

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