BUSINESS PLAN TEMPLATE

Provided By:

FARM CREDIT
OF FLORIDA

Owners:
Business Name:
Address:
City, State, Zip Code:
Telephone:
Email:
Website:

Business History

Is this a new or pre-existing business? If pre-existing, explain how long the business has been in operation.

What experience do you have that will help this business succeed?

What products or services do you hope to provide with your business? What is the desired size of your business? Is your ideal size scalable to the products or services you want to produce?

Mission, Objectives, and Strategy

What is your mission statement? What is the purpose and desire behind your business?

List at least three objectives that will help define your business.

Create a strategy based on your (and your partner's if applicable) strengths and weaknesses that will help your business work towards the previously defined objectives.

Marketing

What products or services will you produce? What will your supply chain look like? What are the opportunities and threats in the industry currently?

Who will you target audience be? This should be a detailed description of who you hope will buy your products or services in the market. Include age, gender, location, purchasing behavior, income level, and psychographics such as hobbies or interests relating the audience to your product.

How will your target audience hear about your business? How will you get your products or services to your audience? What will be the pricing of your products or services? What are some values you want your customers to associate with your business?

Organization and Ownership

Who owns your business? Who will manage your business?

What is the legal structure of your business? Why does this structure make sense for your business? List out the roles and responsibilities of any partners or investors.

What will be the internal structure of your business? Will you have employees? Who will you rely on to operate your business?

Organization and Ownership

What resources will you need to start your business? Ex. equipment, land, employees

Do you have any risk management practices in place?

Finances

Refer to the following templates.

Balance Sheet

Assets	**Current Assets**	
	Cash	$
	Accounts Receivable	$
	Supplies	$
	Crops for Resale	$
	Other	$
	Total Current Assets	$
	Non-Current Assets	
	Real Estate	$
	Equipment	$
	Vehicles	$
	Breeding Livestock	$
	Other	$
	Total Non-Current Assets	$
	Total Assets	$
Liabilities	**Current Liabilities**	
	Accounts Receivable	$
	Accrued Expenses	$
	Operating Expenses	$
	Other Total Current Liabilities	$
	Non-Current Liabilities	
	Loans (greater than 1 year)	$
	Capital Leases	$
	Other	$
	Total Non-Current Liabilities	$
	Total Liabilities	$
	Owner's Equity (TA-TL)	$

Finances

Income & Expenses

Farm Revenue	
Livestock	$
Crops	$
Government Payments	$
Other	$
Total Revenue	$
Farm Expenses	
Labor	$
Feed	$
Car or Truck	$
Fuel	$
Chemicals	$
Fertilizer	$
Rent	$
Repairs	$
Depreciation	$
Insurance	$
Taxes	$
Other	$
Total Expenses	$
Net Income	$

Finances

Looking to get a loan? Explain here how much money you need, how you will use the money, and a detailed plan on how you expect to pay it back.