



Sustainable Agripreneurship: E-toolkit

Module 2

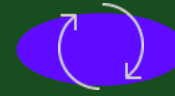
Developing A Business Plan



Sustainable Agripreneurship: E-toolkit

Environmental Tools





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The Business Plan must take into account the Environmental Impact of a Start-up

The Environmental Impact Analysis of the Start-up can directly influence the Unique Selling Proposition (USP) of the business, differentiating it from Competitors.

CHECK OUT THE MODULE 2 : BUSINESS PLAN TOOLS TO LEARN HOW TO CARRY OUT AN ENVIRONMENTAL IMPACT ANALYSIS





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Establishment of Environmental Policy

Establish the 'Rules' of the enterprise regarding the protection of the environment and all actions to be taken for this purpose.

Staff Training

Green Skills Education: Staff and Management must acquire the knowledge, abilities, values and attitudes to support the Environmentally sustainable development of the business.



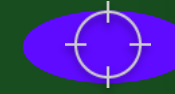
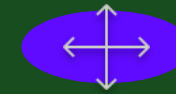
Establishment of Environmental Policy KPIs

Establishment of Quantitative Measures that will enable the agripreneur to monitor and evaluate Environmental-sustainability related progress and achievements.

Evaluation

Staff and Management must acquire the necessary skills and tools that will enable them to carry out frequent and consistent evaluation processes, as well as to plan and implement measures accordingly.





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Environmental Factors Affecting the Business

Green Policies and Legislations

Availability of Natural Resources



Recycling/Waste Disposal Strategy

Climate Change

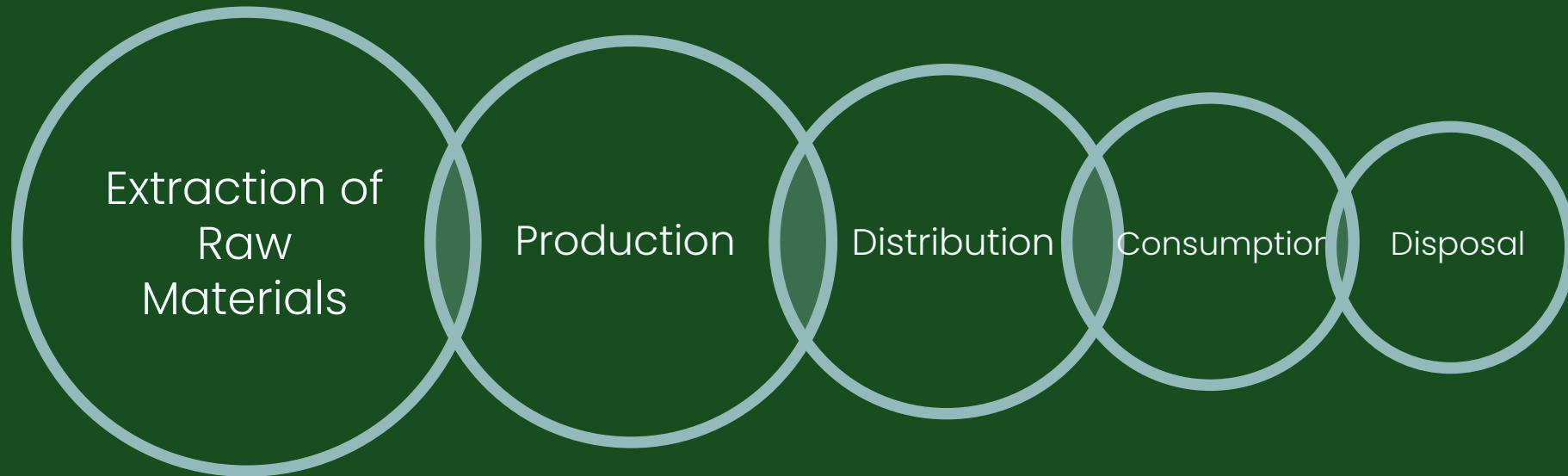
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Environmental Impact Review

Becoming Greener and more Efficient



In an agricultural enterprise, there are five key areas that can be analysed in order to minimise the negative Environmental impact while improving efficiency.

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Financial Tools





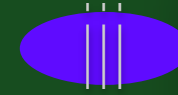
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The Business Plan must clearly describe the Mission Statement and Objectives

A clear description of the Mission Statement and Business Objectives will make the Business Idea more attractive to investors, therefore making funding endeavours more successful

CHECK OUT THE MODULE 2 : BUSINESS PLAN TOOLS TO LEARN HOW TO DEFINE THE BUSINESS MISSION STATEMENT AND OBJECTIVES.





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The Agripreneur should use the financial projections to demonstrate a realistic financial planning of their business. The sheet must include all income sources and expenses of the business.

CHECK OUT THE MODULE 2: BUSINESS PLAN TOOLS TO LEARN MORE ABOUT FINANCIAL PROJECTIONS



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Setup Costs

How much does the Agripreneur need to get their business started and keep it operational?

Break Even Analysis

The Agripreneur must calculate how many sales are needed to cover all variable and fixed costs

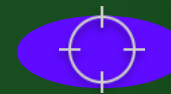
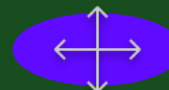
Financial
Planning

3-Year Financial Projections

The Agripreneur must demonstrate a realistic financial planning of their business.

Financial Risk Analysis

The Agripreneur must identify and measure the risks, for improving the decision-making process, especially with regard to investment decisions and capital investment appraisal.



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SWOT Analysis

Strengths

Advantages against the competition.

Opportunities

Developments outside the business, which can be exploited to gain competitive advantages

Weaknesses

Factors that could prevent the success of the business.

Threats

External factors that could greatly affect the operations and even the survivability of the business

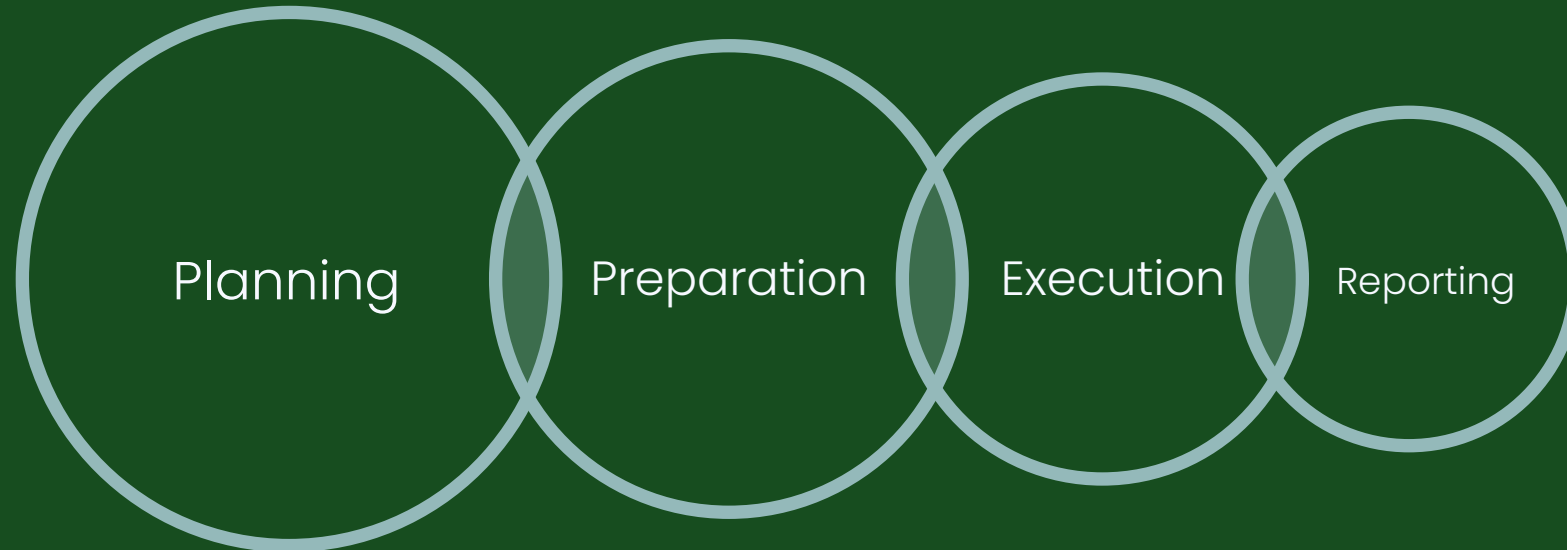
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Financial Audit

4 Steps to Success



Financial Audits help Agripreneurs identify whether the implemented strategy delivers the planned results, as well as help them plan and implement corrective actions.



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Social Tools





SustainAgri

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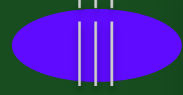
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The Business Plan is one of the most essential components of a start-up.

When developing a Business Plan for a sustainable agri-enterprise, the Agripreneur should also consider the social impacts of their business idea and incorporate those elements in all elements of the Plan.

CHECK OUT THE MODULE 2 : BUSINESS PLAN TOOLS TO LEARN HOW TO CARRY OUT A SOCIAL IMPACT ANALYSIS





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The Business Plan must include clear description of the Management Structure as well as Strategic Partnerships, Stakeholders and Investors.



CHECK OUT THE MODULE 2: BUSINESS PLAN TOOLS TO LEARN MORE ABOUT THE SIGNIFICANCE OF THE ORGANISATIONAL PLAN



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How many Staff?

How many staff will be required so the enterprise can operate efficiently?

Staffing

Staff Salaries

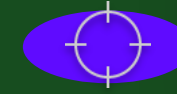
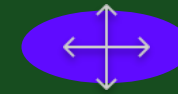
How much will the staff be paid? How is their salary justified?

Staff Roles and Responsibilities

What will be the responsibilities of the Staff?
What do they entail?

Staff Expertise

What are the skills/competences/knowledge required from the staff?
How does the Agri-preneur plan to satisfy additional learning needs of the staff?



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Business Plan: The Marketing Plan

Definition of the customer profile

Description of existing communication media



Plans for feedback and other data reception and management

Success Key Performance Indicators (KPIs)

CHECK OUT THE MODULE 2: BUSINESS PLAN TOOLS TO LEARN MORE ABOUT THE SIGNIFICANCE OF THE MARKETING PLAN



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Social Sustainability

Business and Well-being



A Socially Responsible Enterprise analyses and takes measures to ensure that its operations are in benefit to the its staff as well as the people in the general society.