



CHECKLIST FOR WRITING YOUR BUSINESS PLAN

Guide for Recommended Sections for Your Farm Business Plan

COVER PAGE

- ☐ Farm Name, Owners, Address, Email, Telephone
- ☐ Website, Instagram, Facebook, Logo (if applicable)
- ☐ Farm Picture

EXECUTIVE SUMMARY

- ☐ Farm History, Size and Location
- ☐ Overview of What the Business Does and Key Accomplishments
- ☐ Future Business Growth Plans

BUSINESS STRATEGY

- ☐ Vision
- ☐ Mission
- ☐ Goals
- ☐ Action Plan

OWNERSHIP, MANAGEMENT, AND HUMAN RESOURCES

- ☐ Business Structure
- ☐ Key Partners
- ☐ Employees and Job Descriptions
- ☐ Human Resource Plan
- ☐ Health and Wellness Plan
- ☐ Leadership Plan
- ☐ Succession/Transition Plan

MARKETING STRATEGY

- ☐ Industry and Competition
- ☐ Market Research
- ☐ Target Market
- ☐ Marketing Goals
- ☐ Sales Channels
- ☐ Sales Calls
- ☐ Product Promotion
- ☐ Products and/or Services
- ☐ Hours of Operation
- ☐ Product Pricing

PRODUCTION PLAN

- ☐ Existing Production
- ☐ Existing Production System
- ☐ Future Production Goals
- ☐ Future Production System
- ☐ Suppliers
- ☐ Staff Requirements
- ☐ Added Value Processing
- ☐ Site Plan, Pictures, and/or Diagrams

FINANCIAL PLANNING

- ☐ Start Up Costs (For New Entrants)
- ☐ Net Worth Statement
- ☐ Income and Expense Statement
- ☐ Existing and Future Sales

- ☐ Cost of Production by Enterprise (Contribution Margin)
- ☐ Cash Flow Statement
- ☐ Partial Budget
- ☐ Debt Structure
- ☐ Sensitivity Analysis
- ☐ Key Performance Measure

RISK ASSESSMENT AND MITIGATION

- ☐ SWOT Analysis

- ☐ Strengths
- ☐ Weaknesses
- ☐ Opportunities
- ☐ Threats
- ☐ Operational Risks
- ☐ Risk Mitigation Plan

CONTINUOUS IMPROVEMENT PLAN

- ☐ Planned Timing to Assess, Plan, Implement, Review My Business Plan

ADDITIONAL RESOURCES

[RUNNING AN AGRIFOOD OR FARM BUSINESS](#)



Questions? Contact AgriServiceBC: **Email:** AgriServiceBC@gov.bc.ca **Phone:** 1 888 221-7141