



Virginia Cooperative Extension

Virginia Tech • Virginia State University

Graduate Extension Scholars Program

Understanding and Developing an Agribusiness Handout 5.1 _____ Publication ALCE-176-J

Agribusiness Plan Worksheet

Agribusiness name: _____

Problem (What problem is your agribusiness solving?)

Agribusiness objectives (How will your agribusiness solve the above problem?)

Agribusiness goals (What are the goals of your agribusiness?)

Products or services (What products or services will your agribusiness provide?)

Target market (Who will your customers be?)

Sales and marketing (How will you advertise, promote, and market your agribusiness to customers? Where will you sell your product or service?)

(cont. on page 2)

Agribusiness Plan Worksheet (cont.)

Competitors (What other types of businesses will your agribusiness compete with? How will you differentiate your agribusiness from theirs?)

Pricing (What price do you estimate your agribusiness will be able to charge for its products or services? Explain how you came up with this estimate.)

Business costs (What are the different costs associated with operating your agribusiness? Which costs are “fixed” and which are “variable”?)

Factors of production (Think about the four basic components: labor, capital, natural resources, and entrepreneurship. What are the different kinds of jobs your agribusiness will have to hire employees for? What types of equipment will your agribusiness need? Where will you locate your business and how much space will you need?)

Issues and problems your agribusiness could face (What potential issues and problems could arise while operating your agribusiness?)

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