

FARM BUSINESS PLAN

Template guide



Business plan template guide

Executive summary

One paragraph summarising business description, high level goals/purpose, summary of overall strategy to achieve goals.

Our vision, purpose and values and guiding principles

Provide an overarching vision statement/vision board/picture which describes what you want your business to achieve – your dream. Add to your vision with some points on why the business exists to achieve that vision and set out your values and/or guiding principles.

Business description

History

Where did we start and how did we get to where we are today.

Ownership structure

Include a diagram if it is a complex structure.

Team overview

Include governance/management team, people's roles and current skill gaps, mentors, consultants, advisors and other outside help.

Physical description commentary

Include a short commentary outlining the key aspects of the physical description, how these contribute to or limit the success of the business and any key strategies in place to address these.

Infrastructure, plant and machinery

Outline key infrastructure, plant and machinery components and comment on whether there are limitations due to the current 'set up' (milking facilities, housing, tracks, fencing, water, drainage, effluent storage and application, tractors, bikes etc.).

Financial description commentary

Include a short commentary outlining the key aspects of the financial description, how these contribute to or limit the success of the business and any key strategies in place to address these.

Financial and production performance history

Historical financial, physical performance against benchmarks along with some commentary explaining differences and potential for improvement.

Business performance commentary

Include a short commentary outlining the key aspects of the business performance, overall how this compares to benchmarks, identify any areas for growth/opportunity and any strengths.

Swot analysis

A SWOT analysis identifies our strengths, weaknesses, opportunities and threats and is a useful tool for determining strategic position and justifying next steps. Focus on internal factors to define strengths and weaknesses and look outside your current lifestyle or business for opportunities and threats.

Business strategy and goals

Describe in a paragraph the overall business strategy required to achieve the vision and long term goals including investment criteria. Complete the goals and actions table ensuring 'who' and 'when' goals and actions will be achieved and completed.

Risk Management

Outline key risk areas and mitigation strategies (milk price, interest rates, climate, input costs, staff performance or vacancies, key people unavailable or out of action, environmental restrictions).

Financial plan

Include a summary of the following documents and detailed analysis in the appendix (include detail on any key assumptions).

- Annual budget
- Cashflow
- Equity growth projections
- Sensitivity analysis attached to the above

Policies and procedures

Explain here the processes in place to communicate policies and procedures to people in the business

Key Business documents

Refer here to the key documents you have in place for the farm which provide further detail. For example:

- Farm Environment Plan
 - Nutrient management plan
 - Equity Planning
 - Succession plan
 - Benchmarking reports
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