

AGRITOURISM

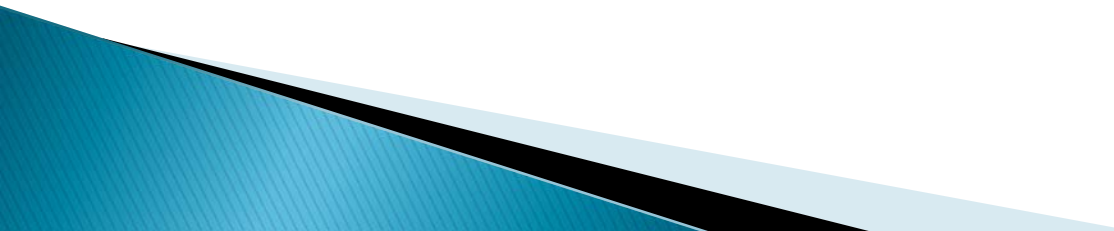
Business Planning Overview

Inland Empire Small Business Development Center
www.iesmallbusiness.com

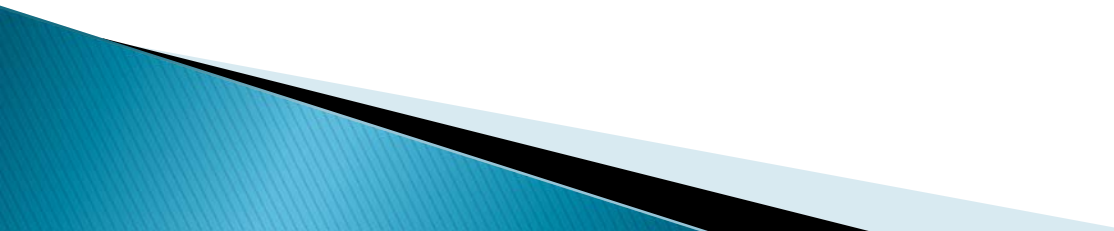
Start with a Goal

- ▶ Come to the table with a purpose for the business planning effort:
 - New business venture
 - Expansion
 - New markets, new products, or modified versions of either
 - Significant change in environment
 - New product/service offering

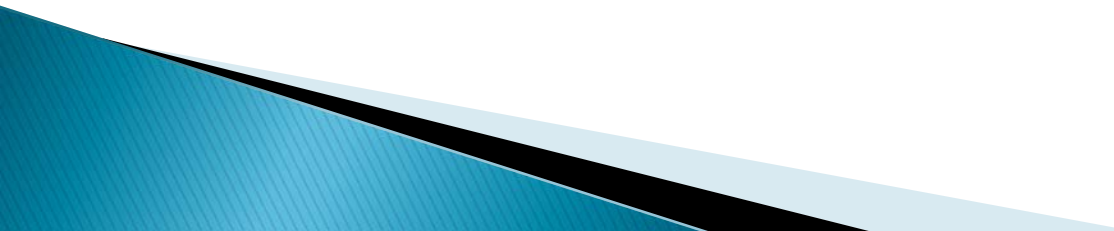
Overview of the Planning Process

- ▶ Company assessment
 - ▶ Environmental scan
 - ▶ Market research
 - ▶ Data analysis – research without analysis is waste
 - ▶ Making decisions
 - ▶ Action
 - ▶ Monitoring results
 - ▶ Making adjustment
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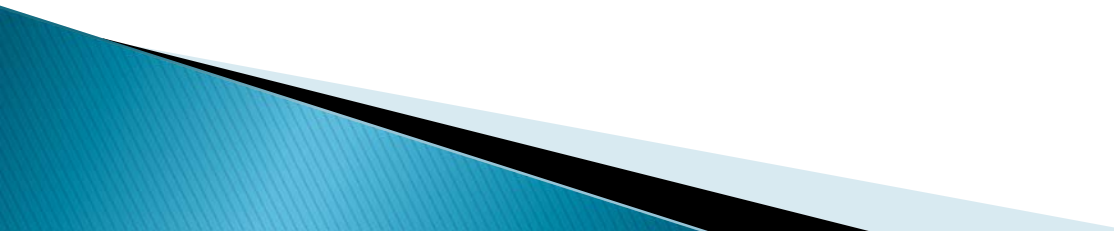
One-Page Business Plan?

- ▶ Your Assessment as a starting point
 - ▶ Can be distilled from larger plan
 - Be concise
 - Useful with the elevator pitch
 - Focus on the most important information
 - Easy to read, easy to update
 - Does not lose the reader
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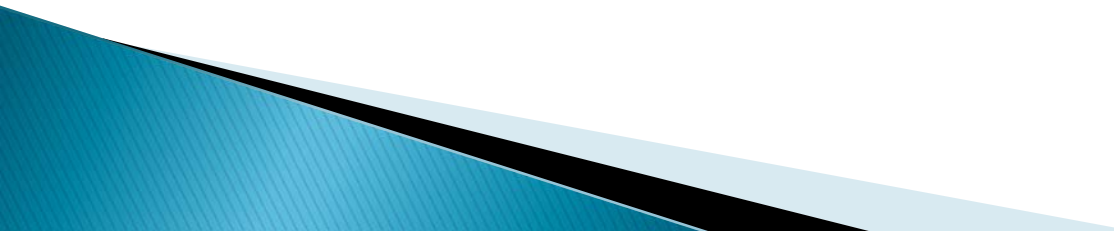
Why Not a One-page Plan?

- ▶ Not suitable for certain audiences
 - Government and foundation grants
 - Banks and other financing institutions
 - ▶ It is a piece of the bigger, more in-depth business plan.
 - ▶ Base your business plan on ‘the ask’ with eye towards appropriate fit.
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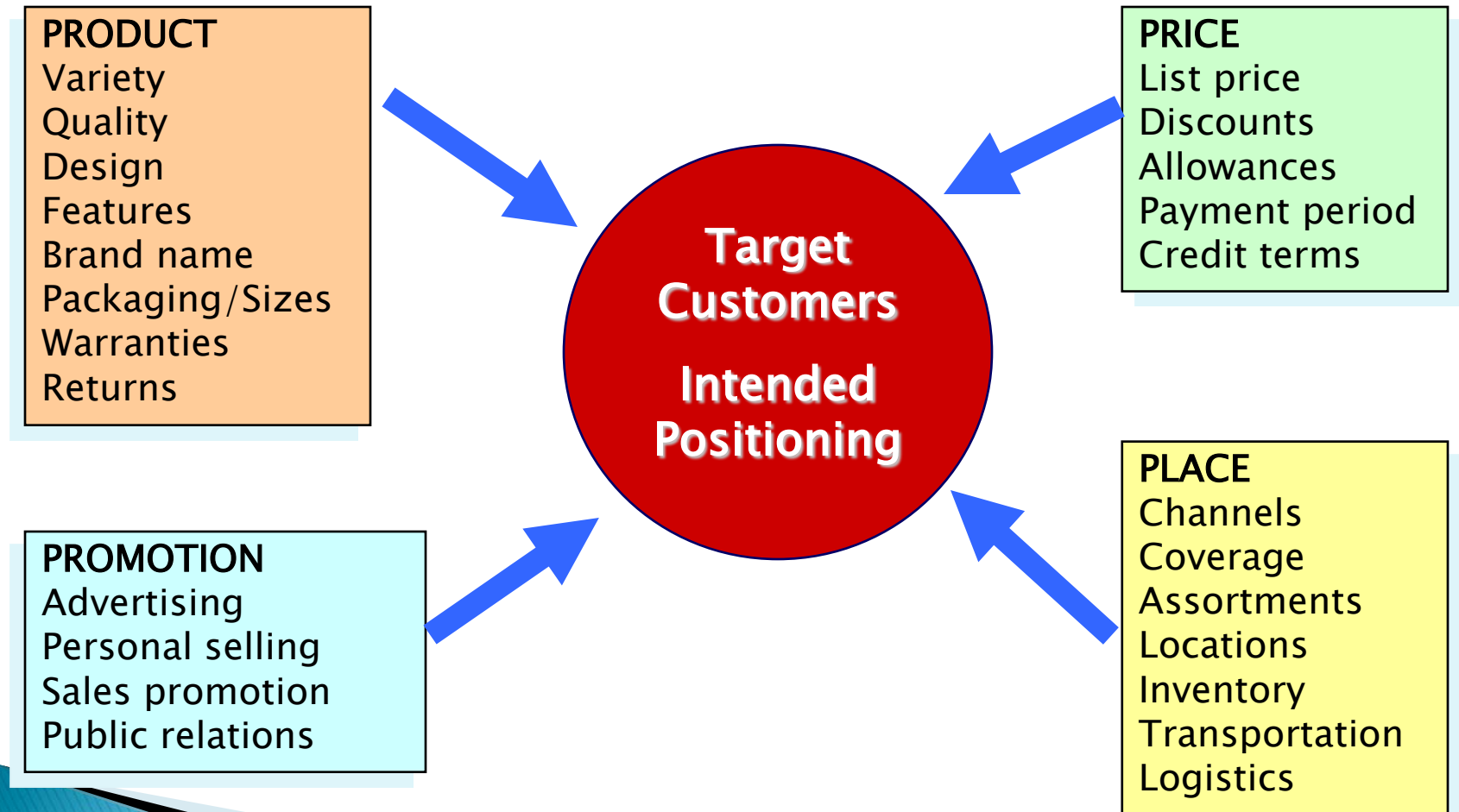
Product/Service Options for Agritourism

- ▶ Food and beverage
 - ▶ Activity
 - ▶ Season/Seasonality
 - ▶ Animals and interaction
 - ▶ Plants and garden
 - ▶ Bed & Breakfast
 - ▶ Market or store
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The Marketing Plan

- ▶ Use Research and information
 - ▶ Focus on the target market or positioning
 - ▶ Know your market
 - ▶ What is your **U**nique **S**elling **P**roposition?
 - Crops, venue, history, events, activity
 - ▶ The Four Ps of Marketing
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The Four Ps of Marketing



Marketing Choice Examples

- ▶ Activity:
 - [Flip Flop Ranch](#), Lucerne Valley
- ▶ U-Pick
 - [Ambers Farm](#), Leona Valley
- ▶ Market
 - [Classic Organic Farm & Market](#), Gaviota
- ▶ Events
 - [Mountain Mandarin Festival](#), Placer

Mission and Vision

- ▶ Mission is the reason or purpose for existence

Happy Days Farms provides customers with in the Southwest with access to high quality, nutritious fresh fruits at competitive prices.

- ▶ Vision is the big idea, the world you envision, a state that is bigger than you can achieve.

HDF envisions a world in which children are aware of and make intelligent and healthy choices about foods they eat.

Create S.M.A.R.T. Goals

S

SPECIFIC

M

MEASUREABLE

A

ACHIEVABLE

R

REALISTIC

T

TIMELY

SMART Goal – Example

Launch a marketing program to increase number visitors to Happy Days Farms by 20% and generate additional 10% in revenue from sales in the market during the off-season using the existing resources by 2015.

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timely**