

Chapter 2

Preliminary Evaluation

A Snapshot of Your Potential



Chapter Overview

When considering whether to start and operate an agritourism enterprise, you should evaluate many factors. These include personal characteristics and skills, target markets, market potential, land and property resources and characteristics, individual and family goals, time and labor considerations, and financial needs and resources. This chapter serves as a preliminary evaluation tool designed to give you a better understanding of factors to consider. Completing the exercises will help you understand your potential for success. In this chapter, you will

- Evaluate your personality traits compared to traits of typical entrepreneurs
- Identify and analyze your goals
- Evaluate the characteristics of your land and property
- Evaluate time considerations and labor needs
- Assess preliminary market information
- Brainstorm and develop ideas for agritourism activities
- Identify financial needs and resources

After completing the exercises, you may decide agritourism is not for you. If after completing this evaluation you believe agritourism is still a possibility for you, your next step should be to develop thorough business and marketing plans to evaluate your potential for success in greater detail.

The entire set of exercises should be completed to achieve a comprehensive evaluation. It is recommended that everyone who will be involved with the agritourism enterprise participate in completing these exercises.

Personal Evaluation: Are You Ready to be an Agritourism Entrepreneur?¹

One of the keys to a successful agritourism enterprise is your ability to manage the multiple components of the business. These include financial management, accounting, personnel management, operations, marketing, safety, customer service and legal considerations. Several personality traits are common among successful entrepreneurs. Successful entrepreneurs tend to be risk takers, lifetime learners, independent, responsible, patient, efficient, resourceful, determined, goal-oriented, self-confident, creative, perseverant, objective, proactive, strong leaders and effective communicators. The following personal evaluation exercise was developed to help you analyze your potential to be an agritourism entrepreneur.

¹Adapted from the following sources:

- Small Business Administration. *Checklist for Going into Business*. Small Marketers Aids #71. 1977 Revision, pp. 4-5.
- Holland, Rob. Evaluating the Potential of Value-Added Agricultural Ideas: A Series of Worksheets to Assess Feasibility. ADC Info #16. October 1998.

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Personal Evaluation Exercise

For each of the following 25 statements, circle the letter corresponding to the response that describes you best. Circle **A** if you **agree** with the statement, **SA** if you **somewhat agree** with the statement, **SD** if you **somewhat disagree** with the statement and **D** if you **disagree** with the statement.

Statement	Agree	Somewhat Agree	Somewhat Disagree	Disagree
1. I am a self-starter.	A	SA	SD	D
2. I relate well with others.	A	SA	SD	D
3. I enjoy being around and responsible for a large number of people, including children.	A	SA	SD	D
4. I look forward to meeting people and opening my farm up to the public.	A	SA	SD	D
5. I am an effective leader.	A	SA	SD	D
6. I am responsible and enjoy being responsible.	A	SA	SD	D
7. I have effective organizational skills and abilities.	A	SA	SD	D
8. I have a strong work ethic.	A	SA	SD	D
9. I am comfortable making important decisions.	A	SA	SD	D
10. I am honest even if the truth is not what people want to hear.	A	SA	SD	D
11. If I make up my mind to do something, I do not let anything stop me.	A	SA	SD	D
12. I am in good health, have plenty of energy and rarely get sick.	A	SA	SD	D
13. I am patient.	A	SA	SD	D
14. My family is 100 percent committed to starting and operating an agritourism venture.	A	SA	SD	D
15. I am courteous and understanding.	A	SA	SD	D
16. I have a strong desire to succeed.	A	SA	SD	D
17. I have experience in managing and operating a business.	A	SA	SD	D
18. I am an effective communicator.	A	SA	SD	D
19. I enjoy learning new things.	A	SA	SD	D
20. I am competitive in nature.	A	SA	SD	D
21. I am effective at setting and meeting deadlines to accomplish tasks.	A	SA	SD	D
22. I adapt well to change.	A	SA	SD	D
23. I am willing to risk losing an investment.	A	SA	SD	D
24. I will be able to survive financially if a new enterprise does not generate a profit for a few years.	A	SA	SD	D
25. I am prepared to invest substantial time in planning and operating a new enterprise.	A	SA	SD	D

