



Hudson Valley AgriBusiness

DEVELOPMENT CORPORATION

Presents

LOCAL LAMB LESSONS

Funded in part by the
National Sheep Industry Improvement Center
through their Sheep Industry Grant Initiative

BUSINESS PLANS: WHY AND HOW?

What is a business plan?

- A document that clearly describes the objectives of an existing or proposed business, identifies the resources needed to accomplish these objectives and describes what steps will be taken to accomplish these objectives.
- A business plan needs to be in writing, not in your head.
- Most people don't have ESP. (If it's in your head your no one else can read it.)
- If you can't put something in writing, maybe you don't really understand what it is you're trying to say.

Notes:



- **Objectives**
What would make the business successful in your eyes?

- **Mission Statement**
What is the reason for this business to exist?

- **Background**
How did we get here?

- **Customers**
Who are they? Where are they? What do they want?

- **Products/Services**
Identify what you are selling and pricing

- **Competitors**
What if you don't have any competition?

- **Marketing Strategy**
How will you connect your products to your customers?

- **Operations / Manufacturing / Production**
How do you produce what you are selling?

- **Systems**
How will you keep track of things?

- **Management and Organization**
including employees

- **Financing Required**
including sources and uses of funds

- **Action Items**
including deadlines

- **Financial Projections**
Don't expect them to be perfect

Conclusions:

- **Follow the plan!**
Do what you said you would do
- **Review and update as necessary**
It's a living document

About the Presenter:

Brian Zweig, MBA, Principal
Business Opportunities Management
Consulting

Website: BusinessOp.com

Tel.: (518) 283-1120

Brian Zweig is the principal of Business Opportunities Management Consulting, a management consultancy that specializes in helping businesses by

- developing business plans and making sure they get implemented;
- identifying new market opportunities;
- helping companies secure funding from banks and economic development groups; and
- developing NYS Consolidated Funding Applications for accessing state support.

Since founding Business Opportunities in 1998, Brian has helped many businesses and organizations, including in agriculture, food, technology, manufacturing, service and retail businesses. Brian holds an MBA from the Amos Tuck School at Dartmouth College and a B.S. in Agricultural Economics from Cornell University. When he served on the Rensselaer County Legislature from 2006 – 2010, he was on the County's Agriculture Committee and on the Board of the County Soil & Water Conservation District. He also secured grant funding for the development of a plan for creating a network of recreational trails in the County. Previously, Brian also served for eight years as President of the Rensselaer Land Trust, on the Rensselaer County Agriculture and Farmland Protection Board, as well as boards for various other not-for-profit and business organizations.

Hudson Valley Agribusiness Development Corporation

507 Warren Street – 2nd Floor
Hudson, NY 12534

Website: HVADC.org

Tel: (518) 432-5360