

Equine Business Planning Workbook

Follow up Evaluation

1. How long have you had the workbook? Have you read through the workbook?

2. Have you completed a new business plan or updated an old or incomplete one as a result of the workbook? Please explain.

3. For the following statements, please check:

A. For all the actions below that you were already completing before reading the workbook.

B. For all the actions you have completed since you read the workbook.

C. For all the actions that you plan to complete within 1 year.

D. For all actions that you do not plan to complete.

	A	B	C	D
Complete a SWOT Analysis				
Review insurance and risk management options for your farm/business				
Make a change in your marketing activities				
Make a change in the way you handle management and personnel				
Complete a financial review and develop/update financial tools				
Consult with a lawyer/insurance agent/accountant				
Complete a finished written business plan				
Review and update your plan at least yearly				
Other:				

4. Please comment on any specific changes you have made as a result of the workbook:

5. Has the workbook had any expected or unexpected effects on your business? Have you seen any changes in profits or efficiency as a result of what you learned?

Any other comments?