

New American Sustainable Agriculture Project (NASAP)

Aspiring Farmer Business Plan

1. Introduction

Business Name:

Business Location:

Business Vision:

Goals:

2. Marketing Plan

Products

List of crops:

Target markets:

Projected sales (list for each market):

2.2 Marketing Analysis

Description of Target Markets

Description of Competition

Competition Plan

Marketing Strategy

Sales and advertising

Getting and keeping customers

Setting prices

Needed forms and applications

5. Financial Planning

~~~ See attached spreadsheet for Cash Flow Statement ~~~

Planned marketing expenses

Planned production expenses

Planned sales

Planned net income



*If this does not match your personal goals, look at your marketing and production plans and your planned expenses and make needed changes.*



## 6. Insurance, Permits, and Licenses

Needed equipment and supplies for this marketing plan

Estimated marketing costs