

Johnson County Farmers' Market Business Plan
November, 2007

I. Description of your business

- Ownership (type of legal entity that it is and how ownership is established)
- What business are we in (what service do we provide for whom)?
- What makes our business unique?
- History of the business (when, who, and for what was the business founded; how has it changed)?
- Product lines (vegetables, fruits, bakery, jams/jellies, etc).
- Location & facilities (current & anticipated)

II. Marketing Plan

- Positioning – (what need(s) does your products fill; for whom)
 - Products – (describe products or services; how are they chosen; how are they differentiated from competing products)
 - Pricing – (what price is necessary; historical prices; how are prices determined; who determines it)
 - Distribution – (what specific group of customers are you targeting; are there specific distribution and packaging needs for these customers)
 - Sales force – (who will handle sales; do guidelines need to be established & enforced; what sales activities are required for the targeted market)
 - Sales promotion & advertising – (are special promotions needed; events held; media advertising; dollars budgeted to promotion & advertising; management of promotion & advertising)
 - Service – (what services are expected; their costs; their benefits; what services are necessary; who provides them)
 - Marketing research – (trends developing in relation to targeted consumers; who monitors trends/reports back to market; costs and benefits)
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III. Management Plan

- Governance – (policies, guidelines, marketing/membership agreements; board make-up)
- Management team – (who; paid or unpaid)
 - Experience, education, background
 - Strengths & weaknesses
 - Duties (job description)
 - Hiring & training (personnel policies)
 - Salaries, benefits, holidays (personnel policies)
- Organizational chart for the market
- Records – (minutes, policies, personnel, insurance, legal documents, etc.)
- Available resources (offices, equipment, etc.)

IV. Financial Management

- Personnel – (who is responsible; in-house or out-sourced)
 - Board policies & implementation (financial reports, tax filings, bank statement reconciliation, audits)
 - Financial plans
 - Start up costs and capitalization
 - 1 year projected income statement
 - 3 year projected income statement
 - 3 year cash flow projections (1st yr by month, 2nd & 3rd by quarter)
 - 3 year pro-forma balance sheet
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