***Appendix C***

**A Guide to Writing a Business Plan**

Use the following format when writing this portion of the application. Be thorough in each section below to ensure enough information is provided about your business and the project being proposed.

1. **Cover Sheet –** Name of farm the business plan is for, farm contact information.
2. **Introduction and Project Summary –** Use this as an opportunity to introduce your farm to the reviewers and give a summary (fewer than 200 words) of what your project entails, and what it’s accomplishing for your farm. If you had a summarize your project in fewer than 200 words, what would it be?
3. **Mission, Strategies, etc.** - What are the central purposes and activities of the planned business? What are its major objectives, key strategies and prime goals?
4. **Present Status of Project -** Summarize achievements and performance (sales, etc.) to date (if applicable).
5. **Product Description if a production entity -** Describe product being produced or processed.
6. **Brief Profile of Target Markets -** Size, trends, competition and user/customer profiles.
7. **Marketing Strategies and Sales Plans if applicable -** How will the business market its products and sell to customers? What sales will be achieved in its main markets? How will it deal with competitors? Indicate costs.
8. **Operational Plans -** Cover distribution and production activities. Indicate organization, resources, costs, etc.
9. **Financial Position and Projections –** Figures from the most recently filed Schedule F or C, or Form 1120S must correspond with the respective boxes from each form:

Schedule F: Boxes 9, 33, 34

Schedule C: Boxes 7, 28, 31

Form 1120S: Boxes 6, 20, 21

1. **Funding Requirements and Proposals -** Summarize funding requirements, possible sources, terms, etc. For non-profits and municipalities, if are using in-kind services as portion of match, you must address that here.
2. **Implementation -** Explain the major decision points, time scale and actions required.
3. **Conclusion -** Indicate why the project will succeed and why it should be supported.