

Complete this Worksheet for each major product you plan to produce. Compile your market research (Worksheets 4.1–4.7) for each year in your transition period and for your long run or expected market outlook, as appropriate. Begin with a description of your target market (by segment). Then summarize product characteristics and competition, as well as your plans for distribution, pricing and promotion. Next, use the space below to estimate gross sales revenue and to record marketing expense estimates. You will use this expense information when evaluating the business’ projected financial performance in the Evaluation section of Planning Task Four. Finally, summarize your marketing strategies for this product or the whole farm. Be sure to include a SWOT (strengths, weaknesses, opportunities, threats) analysis. This will be the start of your marketing strategy section for the written business plan.

Enterprise: \_\_\_\_\_

	Long Run (Expected)	Year 1	Transition Period Year 2	Year 3
Typical output	_____	_____	_____	_____
	_____	_____	_____	_____
Expected output	_____	_____	_____	_____
	_____	_____	_____	_____
High output	_____	_____	_____	_____
	_____	_____	_____	_____
Low output	_____	_____	_____	_____
	_____	_____	_____	_____
Production capacity	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____

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At the whole-farm level, we plan to (grow/maintain/contract) our business:

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