



BUSINESS PLAN SECTIONS

Order and those required may vary*:

1. Cover page – names, contact details
2. Summary – “sales pitch”, summarise passion, skills, the opportunity and what you want to do
3. CV Information – for all involved, detail relevant skills fully, add references
4. Plan for the farm - describe how you will run the farm, use simple terms, give detail, prove you know what you are doing technically, summarise key financial outcomes within it
5. Marketing – how will you sell milk and stock, show what homework you have done, even if you haven't got a written contract offer. If you have an offer, describe the quality of buyer, what they want from you and how you will achieve that and put the offer in the appendices
6. SWOT or at least cover threats such as milk price or TB and how you will minimise those risks. Or, these might go in section 4
7. Assumptions – as used in the description and budget (check this follows through), summarise what numbers and prices you have worked on and where you got the key ones (make the bank manager's or land agent's life easier and show you have done your homework)
8. Capital Plan – summarise what you have, what you need, what you will spend it on and where you think you will get it from
9. Financial Projections – Profit and Loss Account, Balance Sheets, Cashflows
10. Financial History if have Accounts for a business already
11. Appendices – Letters of support, Milk contract offers, Milk Flow Forecasts (AHDB-Dairy calculator available), full set of most recent accounts, evidence of your own funds (savings statement)

Notes:

*e.g. a bank you have a long-term history with might only need 1, 4, 7 and 9

- Some of these may just require a few short sentences, others more
- Consider tables or tabs to make numbers clear and save lots of words
- The more of this you can do yourself, the less time you will need to pay a consultant for and better to do it before they turn up on the farm
- Other sections may be relevant to include in some plans (e.g. Business history or Market Research) or some may be amalgamated, depending on who or what the plan is for
- If including many sections, consider a contents page