

# Plan to Succeed

The One Page Business Plan



FARM CREDIT

Mission: The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.

The mission of Brice's Pastured Pork is to grow good pork, make good money and be good people.

## Objectives:

Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

<p><b>Objective 1:</b> Achieve an appropriate balance of work and home life</p>	<p><b>Objective 2:</b> Make enough money to pay myself, the bank and reinvest in the farm</p>	<p><b>Objective 3:</b> Increase efficiency</p>	<p><b>Objective 4:</b> Increase communication with retail customers</p>
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SMART Goals: Remember, a goal without a deadline is just a dream! S — Specific M — Measurable A — Attainable R — Rewarding T — Timed

<p><b>SMART Goal a):</b> Take Sundays off</p>	<p><b>SMART Goal a):</b> Make a net profit (including draw) of \$30,000 this operating cycle</p>	<p><b>SMART Goal a):</b> Increase average weight gain per animal per month</p>	<p><b>SMART Goal a):</b> Start and maintain a blog to show customers progress on farm</p>
<p><b>Action Plan:</b> i. Train Charlie for Sunday tasks, give him #'s to call ii. Measure his performance</p>	<p><b>Action Plan:</b> i. Compare cash flow budget to P&amp;L and bank accounts monthly, adjust as needed</p>	<p><b>Action Plan:</b> i. Measure pounds gained per month</p>	<p><b>Action Plan:</b> i. Research platforms ii. Block off 1 hour each week to write post/ edit pics</p>
<p><b>SMART Goal b):</b></p>	<p><b>SMART Goal b):</b></p>	<p><b>SMART Goal b):</b> Test soil in pastures to find out nutrient and lime needs</p>	<p><b>SMART Goal b):</b> Invite customers to participate in barbeque contest, %of proceeds to be donated to local 4-H sale</p>
<p><b>Action Plan:</b> i. ii. iii.</p>	<p><b>Action Plan:</b> i. ii. iii.</p>	<p><b>Action Plan:</b> i. Rotate pastures to assure best use of feed and avoid nutrient runoff/waste</p>	<p><b>Action Plan:</b> i. Pick date and venue ii. Send out e-mail blast with invitation to 4-H sale day</p>

Action Plans: Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.