

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 Tyler's Tip-Top Tomatoes, LLC is to grow good food, 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.

Objective 1:

Achieve an appropriate balance of work and home life

Objective 2:

Make enough money to pay myself, the bank and reinvest in the farm

Objective 3:

Increase efficiency while offering customers wider selection

Objective 4:

Increase communication with customers

SMART Goals: Remember, a goal without a deadline is just a dream! S — Specific M — Measurable A — Attainable R — Rewarding T — Timed

SMART Goal a):
Take Sundays off

Action Plan:
i. Train Charlie for Sunday tasks, give him #'s to call
ii. Measure his performance

SMART Goal a):
Make a net profit (including draw) of \$50,000 this operating cycle

Action Plan:
i. Compare cash flow budget to P&L and bank accounts monthly, adjust as needed

SMART Goal a):
Decrease COGS/ lb of tomatoes

Action Plan:
i. Measure production per worker and per variety
ii. Set pest traps, scout

SMART Goal a):
Start and maintain a blog to show customers progress on farm

Action Plan:
i. Research platforms
ii. Block off 1 hour each week to write post/ edit pics

SMART Goal b):

Action Plan:
i.
ii.
iii.

SMART Goal b):

Action Plan:
i.
ii.
iii.

SMART Goal b):
Introduce at least one new variety of tomato for sale each year

Action Plan:
i. Pick five varieties for trial, test on limited growing area
ii. Measure yields to choose

SMART Goal b):
Invite customers to participate in tomato soup contest, %of proceeds to be donated to local soup kitchen

Action Plan:
i. Pick date and venue
ii. Send out e-mail blast with soup kitchen for contestants

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.