

Curriculum Introduction

This curriculum was developed by faculty and staff of the Extension Agricultural Economics unit of the Texas Cooperative Extension, The Texas A&M University System. Partial funding was provided by the Southern Region Risk Management Education Center headquartered in Stephenville, Texas, Dr. Kenneth Stokes, Director.

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The purpose of the curriculum is to provide Extension faculty and staff and paraprofessionals with lesson plans designed to develop business plans for their agricultural producers. By completing a business plan, the user is forced to recognize all potential risk that their operation faces. Each lesson should be covered to give a complete overview of the importance of business plans and how each issue should be addressed. Each topic includes a publication for reference, necessary worksheets for completing that lesson and a case study application. Once all lessons are completed, the clients should have all the necessary components to construct their own business plan.

The components of a business plan include:

1. Executive Summary
2. Business Organization
3. Business History
4. Mission Statement
5. Resource Inventory
6. SWOT Analysis
7. Legal and Liability Issues
8. Setting Goals
9. Production Plan
10. Financial Plan
11. Marketing Plan

Each component is covered in detail in this curriculum. Finally, section 12 of this curriculum is a completed business plan for the case study, TTAP Enterprises.