

EAST-WEST SEED  
FOUNDATIONKNOWLEDGE  
TRANSFER

# FARM BUSINESS PLAN

## Beginner's Guide

### 1. What is a business plan?

The business plan is like a road map. It identifies different steps and expenses in crop cultivation.

It helps to make informed decisions and to stay on course to achieve your goals.



ENGLISH

#### Define your goals



## 2. The starting point in your business plan (choosing a crop and variety, factors to consider)

### To grow the crop, check:

- Soil
- Water
- Light
- Temperature
- Rain
- Wind

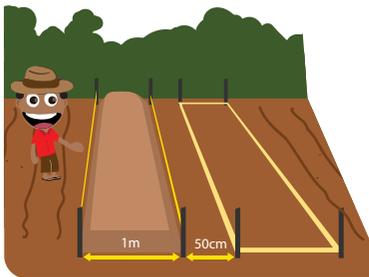
### Knowledge & Awareness

- Insect pest and disease occurrence in the field
- Crop rotation
- Seeds and crop/variety characteristics



### Availability of quality agri-inputs:

- Seeds
- Fertilisers
- Pesticides
- Other farm inputs (mulch, trellising materials, seed trays,..)



Consider all factors, while preparing your business plan

### To sell the vegetables, check:

- Market demand
- Interest of trader
- Quality of crop
- Transport
- Price trend



# 3. From your choice, estimate the cost of production

Identify the different activities in crop production and estimate the cost.

*Unsure about cost estimation? Check your previous farm records or ask other farmers. Discuss with the extension person in your area.*

Land preparation	
Seedling production	
Fertilisation	
Crop protection	
Irrigation	
Other	
<b>Total Estimated Cost</b> (Break-even price)	

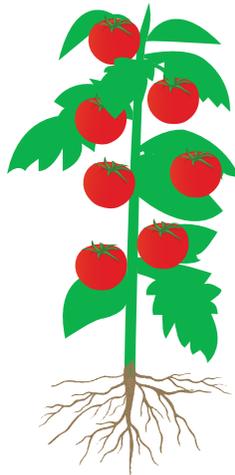


Check our crop guides to identify input materials required for crop production. You can access growhow online at [growhow.eastwestseed.com](https://growhow.eastwestseed.com)

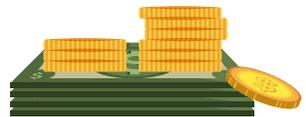
Scan the QR code or visit <https://shorturl.at/ICPQZ> to access a sample of the log book for writing your costs



**Is the cost TOO HIGH?**  
(Check your choices to make changes and follow the steps again)



**Is the cost OK?**  
(If the cost is within your budget, proceed to next step)



## 4. From your choices, estimate the potential returns.

How much area? How many plants?  
What is the yield per plant?

Number of plants:	XX (100 Nos)
Yield per plant:	XX (2 kg)
Average price observed:	XX (20 \$)
Total production per area:	Number of plants X yield per plant (100X2 = 200)
Total estimated returns:	Total production X Average price (200X20 = 4000\$)



Calculate the Profit = Returns - Cost



Will the profit allow you to reach your goals?

- Save for future?
- Re-invest in vegetable production?
- Pay Loans?
- Pay other goods and services?

Are you happy with the profit?

No



Go back to planning, check your decisions and recalculate with new inputs



Yes



Congratulations!  
You are ready to start



<http://growhow.eastwestseed.com>

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