

AGRI-ENTERPRISE

STEPS TO A SUCCESSFUL BUSINESS

START HERE

1. ACCESS TO LAND

- Title deed of property
- Written permission to occupy the land
- Lease agreement

Registration of the enterprise: Select a business structure and have it registered

2. S.W.O.T.

Identify Strengths and Weaknesses within the organisation: Accounting, sales, technical knowledge

Identify Opportunities and Threats from external sources: Unreliable labour, land reform, unstable markets, competitors

3. PRODUCTS

Make a list of crops, vines, fruit and nut trees that can be planted

List crops, herbs and fruits for processing and value-adding

4. DEVELOP AN ANNUAL PRODUCTION PLAN

Which crops per season?
When to plant?
How much to plant?

Source accurate quantities and costs of all inputs:
Labour, infrastructure, mechanisation

5. COSTS

13. FUTURE PROOFING

- Scale-up and growth strategies
- Contract growing
- Cultivate niche markets

ONGOING DATA GATHERING, ASSESSMENTS & REVIEWS

12. RISK MITIGATION STRATEGY

Identify external and internal risks: Natural disasters, pandemics, theft, civil protest

11. RISKS

- Creative solutions
- Insurance
- OHS

CUSTOMERS

The centre of a successful business

6. ACTION PLAN

- Establish business goals
- List the tasks that need to be achieved
- Allocate roles and responsibilities
- Develop a timeline

10. RECORDING SYSTEMS

Data capture

9. FINANCE

Access 'green' loans

- Prepare a detailed account of all costs and revenue (income) streams
- Product prices must be market-related

8. MARKETING STRATEGY

- Understand your competitors
- Develop your marketing and distribution channels

7. TARGET MARKETS

- Identify various types of customers (market segments)
- Build a customer-centric business model
- Cater to the needs of the customer



African Climate Reality Project

www.climatereality.africa
www.trees.org.za