

Plan to Succeed

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

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:

Objective 2:

Objective 3:

Objective 4:

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):

SMART Goal a):

SMART Goal a):

SMART Goal a):

Action Plan:

i.

Action Plan:

i.

Action Plan:

i.

ii.

iii.

Action Plan:

i.

ii.

SMART Goal b):

SMART Goal b):

SMART Goal b):

SMART Goal b):

Action Plan:

i.

ii.

iii.

Action Plan:

i.

ii.

iii.

Action Plan:

i.

ii.

Action Plan:

i.

ii.

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.

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

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