

Start Your Agri-Venture

**AGRI VENTURE
BUSINESS PLAN**

Template

BUAEC / YEAP 100

2025

A simplified Step by Step Workbook

INT Agro Entrepreneurship Center Kampala, Uganda

1. Cover Page	
Name of Business	
Location of Business	
Name of Business owner	
Address of business owner	
Contact (s)	
Email	
Date	
For the Period	
Executive Summary (To be written last)	

Description on of the business

Type of business (Select/tick your agri enterprise)

1	Onion	
2	Poultry	
3	Cattle	
4	Piggery	
5	Apiary	
6	Sweet Potatoes	

The business is going to provide the following products or services

- 1.
- 2.
- 3.

List your customers

- 1.
- 2.
- 3.

The business will sell in the following ways

Number of staff members

How much is your financial support need? (ugx)

Sources of start-up capital

2.1 Strategic direction

Business vision

Business Mission

Business Goal

Business Objectives

Business Strategy	
Business values and principles	
3.0 Market Analysis	
3.1.1 What is your market target?	
3.1.2 Where is your target market located?	
3.1.3 How often do you think your target market will purchase your product monthly?	
3.1.4 How much do you think your target market will pay for your product?	
3.2 SWOT Analysis	
STRENGTHS	Action to be taken
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
OPPORTUNITIES	
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
THREATS	
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Who do you perceive to be your two biggest competitors?

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Differentiate your business from theirs. (Using Good, Fair, Poor)

Product/service features	Your product /service	Competitor 1	Competitor 2	What action will you take?
Quality				
Delivery lead time				
Packaging				
Multiple use				
Size				
Colour				
Price				

4.3 MARKETING STRATEGY

Describe the planned location of sale and reason why?

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Describe the planned distribution method and why?

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PRICING STRATEGY

Variable	Products/services offered		
	Product/Service 1	Product/Service 2	Product/Service 3
Cost for producing it			
How much customers are willing to pay			
Competitors' price			
Your selling price			
Reasons for setting this price			

Discounts will be given to the following customers			
Reasons for giving discounts			
Credit will be given to the following customers only			
Reasons for giving credit			

SALES PROMOTION PLAN (Methods of advertisement)

Type of advertising	Cost

4.3.5 The Enterprise has the following competitive advantage over its competitors

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Financial Plan

List the startup and Production Costs (add more rows in case you need more space)

SN	Item	Unit measure	Unit price	Quantity	Life span	Amount

Total

Revenue (Add more rows in case you need more space)

Sn	Item	Quantity	Amount	Total

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Profit				
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Sn	Item	Quantity	Amount	Total

Financing Source (Add more rows in case you need more space)				
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Sn	Source	Amount

Total		
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Implementation plan (Add more rows in case you need more space)		
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Month	Activity	Sub activities

5.4 ORGANISATION STRUCTURE (Draw your enterprise organogram)
