

# PRESENTING YOUR BUSINESS PLAN

Martha Jones was very impressed with the work you have done so far analyzing the costs and benefits of installing solar panels on the farm and developing a business plan for Piedmont Farm. Now Martha has asked you to develop a formal presentation to lenders from her local USDA-approved community bank. Work with a team to create a presentation that incorporates the following elements:

- **Executive Summary:** Provide an overview of the farm and outline main points of the business plan.
- **Description of products:** Describe your products in detail including different products for different distribution points.
- **SWOT Analysis:** An in-depth analysis of key factors (strengths, weaknesses, opportunities and challenges). You may wish to summarize the SWOT analysis you conducted in Lesson 9.
- **Management Team Plan:** Describe all team members and describe their background and experience. You may create fictional characters that you think will comprise the strongest management team.
- **Market/Competitor Analysis:** Identify and describe the target consumer and competitors, as well as industry outlook trends. You may wish to summarize the results of the “Know Your Customer” and “Assess Your Competition” worksheets from Lesson 2.
- **Marketing Plan:** Describe your desired company and/or product image. Describe any advertisement methods that you’ll use.
- **Financial Summary:** Use the three-year pro forma statements you developed in Lesson 8 to summarize your estimated revenue and expenses for the next three years.

Your presentation should be 7-10 minutes long and should include visual aids. Each member of your team is expected to speak during the presentation. Your classmates will act as potential investors and will be allowed to ask you questions about your business plan following your presentation.

