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The Social Farm Business Plan

Business planning for farmers delivering
Social Farming



The Business Plan



Module Objectives:

- To enable you to think about business opportunities
- To enable you to implement business planning and business management in your business
- To highlight the importance of business planning for successful entrepreneurship





Summary of Module Content:

- Basic knowledge in business planning
- Methods to think about business opportunities
- Steps to take for starting up and for running the business





1. Business planning – its need and its use for entrepreneurs

A business plan is a written concept in which the entrepreneur takes into account all the factors that are crucial for success of his/her business project. Careful planning with clear numbers allows the steady review of the business idea on feasibility and goal-reaching.



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The Business Plan



1. Business planning – its need and its use for entrepreneurs

The business plan is at the same time:

- a planning tool: for the strategic development of the business idea
- support for a decision(s): clarifying the way forward
- a business card: important medium to convince third parties of your project
- a control instrument: for the ongoing review of goals and outcomes.



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2. Entrepreneurial handling of business planning

A business plan that is frequently updated supports you in reflecting your daily work. It is an important entrepreneurial task to check:

- differences in former planning and today's reality;
- consequences of these differences;
- if adjustments are needed now.





3. Writing a business plan

It is not impossible to run a business without a business plan.

But if you put effort in planning your business, it is likely that you will not lose important time when problems occur or your enterprise needs change.

With the business plan you have a powerful living tool to guide your work.





3.1 Concretising the business idea

- What are your goals concerning the business?
- What is the core of your business?
- What resources do you have already and which ones would you need?
- How would the business affect your professional and personal life and your environment?





3.2 Gathering suitable information

It is always worth to take a deep look at the existing players in your foreseen market:

- Are they successful businesses?
- Are there identifiable reasons for success?

Get in direct exchange with other entrepreneurs, business consultants and technical experts.





3.3 Asking for feedback

To be able to use your business plan as a living document and steady compass keep it simple, define clear numbers and check it on a regular basis.

When you made up your mind about what your business is all about, ask others kindly for feedback.

Be open for what the others think about your business idea and about your business plan.





3.4 Constant reflection

In every phase of setting up and running your business, you should take your time for a new iteration of the steps mentioned above.

Always recall what your genuine intentions and goals were.

With your business plan you have something to hold on, to compare, to control and to update.





3.5 SWOT analysis

- Strengths: what are your specific advantages?
- Weaknesses: are there weak points?
Disadvantages?
- Opportunities: are there additional opportunities
for development?
- Threats: are there threats for your business?

Strengths

Weaknesses

Opportunities

Threats

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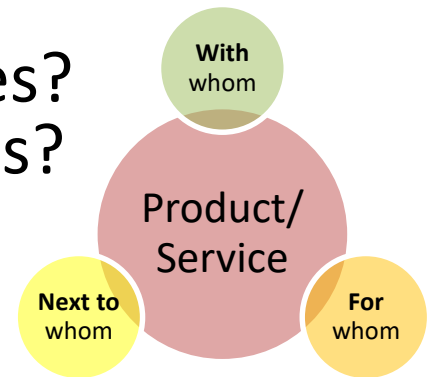




4. Business Planning in Social Farming

The crucial parts of a business plan are answers to simple questions:

- **WHAT** kind of product or service do you offer?
- **WITH WHOM** you do your business?
- **FOR WHOM** are your products or services?
- **NEXT TO WHOM** do you do your business?



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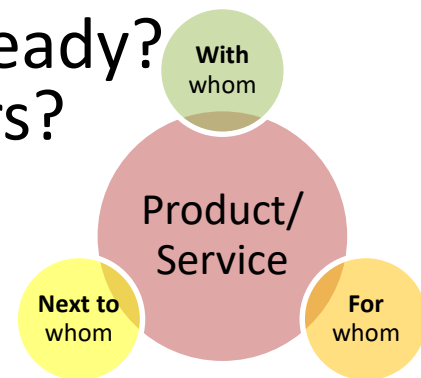




4. Business Planning in Social Farming

The crucial parts of a business plan are answers to simple questions:

- **WHAT** → Therapy/ Care/ Inclusion/ Integration?
- **WITH WHOM** → on your own or in cooperation?
- **FOR WHOM** → are participants there already?
- **NEXT TO WHOM** → are there competitors?



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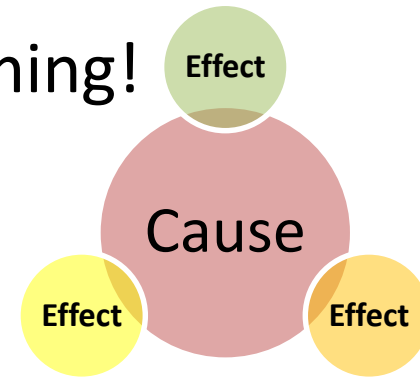


5. Business Planning and Business Management

Being an entrepreneur means seeking for and taking chances within the market and identifying the important next steps to take.

- Follow the developments in Social Farming!
- Exchange with your network!
- Create win-win situations!
- Develop your market!

(connected case study - Jubilee CS no 4 UK slides 6,7)



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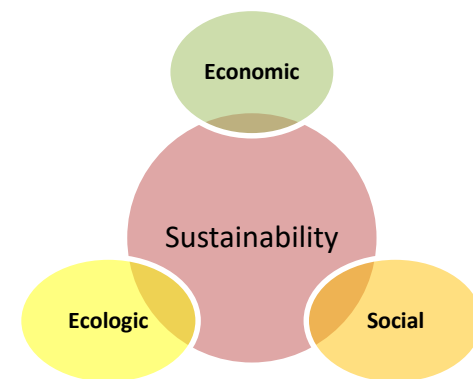


6. Sustainable Business in Social Farming

Sustainability means reaching social, ecological and economic goals in the best possible way.

Offering a Social Farming service surely causes positive social effects in your environment.

But to be sustainable from economic perspective is often a serious challenge.



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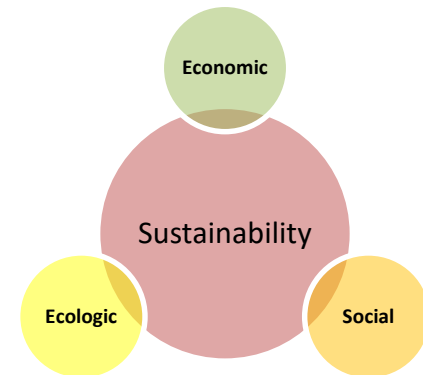




6. Sustainable Business in Social Farming

Important operative questions to answer for ensuring economic sustainability:

- Do you cooperate with a support organisation or offer the service on farm on your own?
- Is your specific service paid sufficiently?
- Does the service correlate with the farming activity positively or negatively?



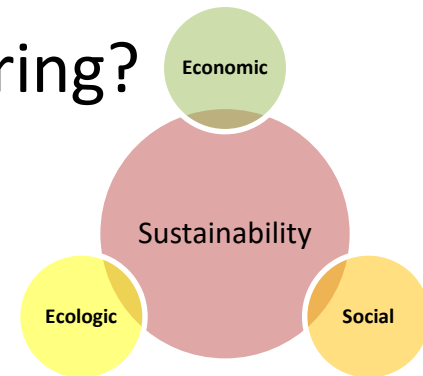
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6. Sustainable Business in Social Farming

- No matter if you are on your own or in cooperation: is your margin high enough? Is your investment of resources (capital/ soil/ workforce) valued enough? Remember your farm is offering an outstanding non-comparable place to Social Farming participants.
- Is there public funding, a chance for sponsoring?
- Think about the daily rate of yourself, your building, your farm, an animal involved in Social Farming



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(connected case study - Göhring CS no 2 GER slide 6)

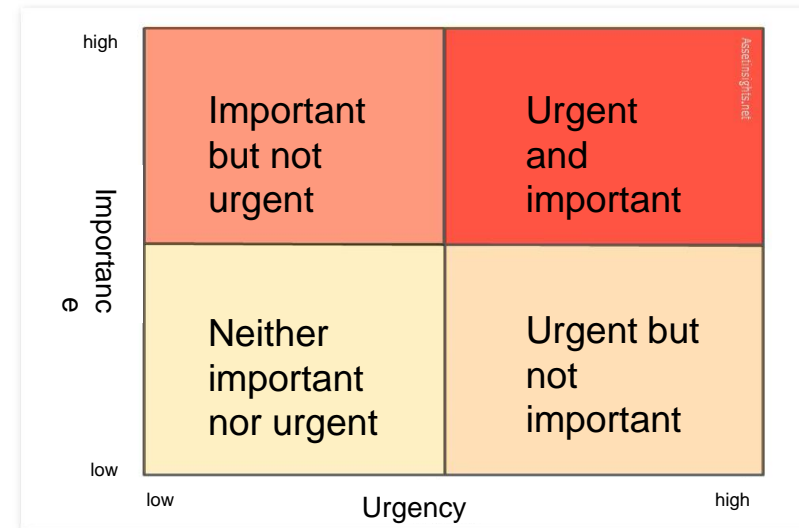




6. Sustainable Business in Social Farming

Make sure that you – being the leading entrepreneur – are caring for the right actions at the right time.

The Eisenhower-box offers help in deciding what to do and what to do next:





6. Sustainable Business in Social Farming

Make sure that you – being the leading entrepreneur – are organising and delegating within the business and keeping an eye on sustainability as a whole:

- **WHO DOES WHAT WITH WHAT** means until **WHEN**?
- **HOW** will the result be controlled?
- Does Social Farming fit to your personality?
- Does your family support your ideas?
- Is the Social Farming activity in line with your other business(es)?



(connected case study - Butterlope CS no 3 UK slide 4)

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Main content sources

- AgriMultifunctionality II (2008-2010); Multifunctionality – The State of the Art (2009); Dreer/ Schiller/ Canalicchio/ Klawitter within
- COFARM-Project (2016-2019); Enhancing Cooperation amongst Farming Entrepreneurs; training modules
- FEAL-Project (2016-2019); Multifunctional Farming for the Sustainability of European Agricultural Landscapes; training Modules
- Hof und Leben GmbH (2009-2019); professional knowledge existing in the enterprise

