

Cabbage Farming Business Plan

Table of Contents

Executive Plan	4
Mission, Objectives and Keys to success	5
Mission	5
Vision.....	5
Core Values	5
Objectives	5
Keys to Success	5
Company Summary.....	7
Products	7
Ownership.....	7
Company Structure	9
Operational Requirements	12
Understanding Cabbage Farming	12
Plant Description.....	12
Soil Requirements	15
Cultivation Practices	15
Planting	20
Fertiliser	21
Irrigation.....	23
Weed control	25
Pest Control.....	25
Disease Control	27
Harvesting	32
Operational Strategy.....	35
Planting Season.....	35
Yield.....	35
Planting Area.....	35
Fertilizers.....	36
Herbicides	36
	1

Cabbage Farming Business Plan

Pesticides/Fungicides.....	36
Labour	36
Machinery And Equipment	36
Contingency/Other Costs.....	37
Revenue	37
Marketing Strategy	38
Market Analysis.....	40
Demand.....	40
Market Segmentation	40
Industry Analysis	42
Competition and Buying Patterns.....	43
SWOT Analysis.....	45
PEST Analysis.....	47
Financial Statements.....	49
Start-up Costs.....	49
Financing & Bank Loan Amortisation.....	50
Pro Forma Income Statement.....	51
Assumptions.....	52
Inputs Quantities and Costs	53
Revenue And Expenses	55
Monthly Cash Flow Statement.....	56
Pro Forma Annual Cash Flow	62
Pro Forma Balance Sheet.....	63
Break-even Analysis	64
Payback Period.....	65
Financials Graphs	66
Risk Analysis	68
Potential Sources of Finance.....	71
Equity Financing	71
Debt Financing.....	72