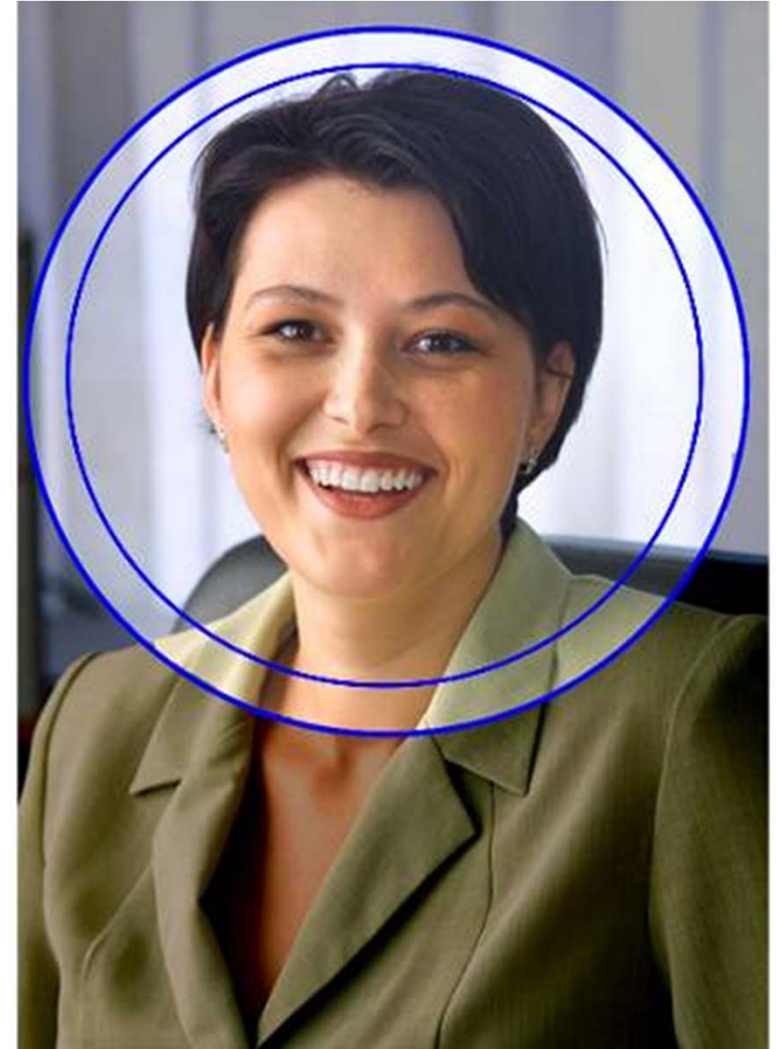


Marketing Plan

- Current Situation
 - Your business description
 - Description of target market
- Competitive Analysis
- Market Objectives
- Market Strategies
- Action Plans
- Marketing Budget





The main image is a large graphic for the course "Feasibility of Alternative Rural Enterprises". It features a blue background with a field of wheat. In the top left corner, there is a 2x2 grid of images: blueberries, a goat, a grocery store aisle, and green beans. The title "Feasibility of Alternative Rural Enterprises" is written in white text across the middle. At the bottom left, the "RightRisk" logo is displayed in blue with white motion lines.



<http://eRightRisk.com>

The screenshot shows the AGPLAN software interface. At the top left is the AGPLAN logo. To its right are buttons for 'Edit', 'View/Print', 'Attachments', and 'Help'. Further right are 'SAVE' and 'CLOSE' buttons. Below the logo are 'Collapse' and 'Expand' buttons. The main content area is titled 'Paniolo Marketing > Cover Page'. It features a rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, font color, background color, text color, font size, font name, and real-time preview. The editor is currently empty. Below the editor are 'Previous' and 'Next' navigation buttons. On the right side of the editor is a vertical 'Feedback' button. Below the editor is a 'Tips' section with tabs for 'Resources', 'Samples', and 'Comments'. The 'Tips' section contains two paragraphs of text providing instructions for the cover page content.

AGPLAN Edit View/Print Attachments Help SAVE CLOSE

Collapse Expand

Paniolo Marketing > Cover Page

ABC [Icons] Font Name Real...

B *I* U abc [Icons] Font Name Real...

Previous Next

Tips Resources Samples Comments

This is the cover page for your business plan. Enter the name of your business, contact information, including address, email, fax, phone, website, and the date the plan was prepared. You may also want to include a graphic image or photo representing your business. Make the business name the most prominent feature and otherwise, keep the page relatively clean - lots of white space. This is a good place for a logo.

The page may also include a "title". The title might say "Business Plan", or might briefly describe what the business plan is for. For example, it might say "Business Plan for Dairy Expansion".

Feedback



The Agriculture, Fisheries and Small Business Planning Website



What is AgPlan?

AgPlan helps rural business owners develop a business plan. Everyone can use AgPlan—for FREE.

- **Develop** your own business plan
- **Learn** what you need to include in your plan with Tips & Resources
- **View** Sample business plans for ideas
- **Share** your plan—print, download and work with your own Reviewers

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Feedback

AgPlan's User-oriented Features



Choose your business type

AgPlan is designed to provide customized assistance to different types of businesses.

- Ag - Commodity
- Ag - Value-Added
- Rural Small Business
- Commercial Fishing



Editor

Our feature-rich type editor acts just like your computer's word processor. For each section of your business plan write a concise statement that will let readers quickly understand the key points you want to communicate.



Tips, Resources & Samples

In each section of AgPlan you will find specific Tips, Resources & Samples to help you create the best business plan possible!



Review

AgPlan's business plan education

<http://www.agplan.umn.edu>