

Beekeeping Business Plan

Template

Name of Business:

Products And Services Offered

- A brief description and list of all that your business will offer to potential customers.
- If possible, try to add a Unique Selling Proposition: e.g. the only supplier of organic meadow honey in the area, and from a family business. Imparts 50 years of expertise gained through generations of beekeepers via beekeeping courses at the apiary and on-line.

Expertise And Facilities

- Summary of your abilities and facilities.

Market Opportunity

- What are you going to sell, and to whom?
- Do you have any information about the potential demand? For example, has anyone shown interest?

Relevant Market Research/Insights

SWOT Analysis

Strengths	How To Maximise

SWOT Analysis

Weaknesses	How To Minimise

SWOT Analysis

Opportunities	How To Exploit

SWOT Analysis

Threats	How To Counter

Projected Sales Forecast

	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sept-Oct	Nov - Dec
Honey sales						
Sales of other hive products						
Beekeeping course at apiary: Beginners: Intermediate: Advanced:						
Equipment sales						
Book sales						
Rent-a-hive scheme						
Other						

Cash Flow & Profit & Loss

- It would be worth inserting pages from an Excel document here. Many templates are available on the internet.

Sales & Marketing Plan

- Remember to take into account booking schedules and timing if relevant. For example, if you are going to place an ad, how much notice is needed by the carrier, and how long will it take to generate the artwork? What should the timing be of gaining press coverage, developing a website, or selling in your product to a retail store?
- To follow, some examples:

Objective: Sell X jars of honey into specialist retail stores for next year

Action	When	Who?	Marketing Budget Required?
Have product ready with nice labels and gift box for sale presentations.	By month X.	Me, also Jane is working on the design for label.	Cost of printed labels and gift box £/\$
Approach stores: Store A, B, C, D & E	By month X	Me	May offer some store display cards if demanded £/\$
Advertise	Month Y	Jane	£/\$
Publicity in local news – send press release	Month Z	Me	Nil
Etc			
Etc			

Objective: Sell X places on beekeeping courses next year

Action	When	Who?	Marketing Budget Required?
Local press release	By month X.	Me	Nil
Advertise: internet	By month X	Me	£/\$
Link with X organisation to sell places	Month Z	Me	Nil
Follow up Beginner Course attendees to get bookings for intermediate courses			
Etc			

Legal/Tax/Other Admin considerations