

# Planning a diversification or new enterprise on the farm

## At a glance...

### Customised Provision

#### Duration Notes:

The expected duration for the course is one day, however please note this may vary according to factors such as level of experience, modules, or the ratio of instructors to learners.

## Introduction

With farm incomes under pressure, the need to diversify or alter enterprises is growing. This course stimulates thought on what might or might not work for the farm business. It should be of interest for businesses already pursuing research into a particular sector, as well as those who have not investigated anything yet.

## Overview in brief

The course aims to highlight some of the major pitfalls that could occur, and raise awareness of such issues. It also provides a very simple framework of recording ideas, specifics etc using a SWOT template

## The finer details

Course sessions can be expanded or reduced depending on the interests of the participants, and signposting given.

## Who should attend?

Farmers, smallholders, farming families, diversified farms wanting to expand.

## What will be covered?

- Will it fit with the Farm?



- Legal status of trading issues , including naming a business and marketing needs .
- Tenancy Issues
- Overview of general planning issues, including consents.
- Tourism ventures
- Food business ventures
- New enterprises, alternative energy – signposting.
- Estimating cash needs and basic budgeting.



### Other areas of interest

- Planning Your Business for the future
- Marketing your business

