WHAT MAKES A COMMERCIAL FARMER SUCCESSFUL?

- The way you think.
- The way you do.
- What is your focus?
- Are you serious about your goals?
What is My Future Vision?

- Where do I want to be 5 years from now?
- If I keep doing what I’m doing - Will it change my situation?
- If not - Why do I continue what I’m doing?
- SET UP A 5 YEAR PLAN
COMPONENTS OF A BUSINESS
THE 6 M’S

1) Management
2) Marketing
3) Money
4) Man Power
5) Machinery
6) Materials
1 MANAGEMENT

- **Strategy:**
  - Business plan
  - Goals
  - Action plan
Evaluate your current position.
What am I capable of?
What resources do I have?
  What assets do I have?
  What support can I get?
I do a **SWOT** analysis of my situation.
  Strong and Weak points
  Opportunities and Threats
STRONG POINTS

- I can work hard
- I have well trained staff
- My staff have bought into my goals
- Financial support
- Technical support
WEAK POINTS

- I’m not good at marketing
- My tractors are old (breakdown time)
- Maintenance costs are high
- I have no high tech equipment
- My production is low
OPPORTUNITIES

- I have a window in the market
  - Low supply and high price
- Grants from government on new development
  - Create new jobs
THREATS

- Logistics, strikes in the harbour
- Labour legislation
- High labour costs (35% of total costs)
- Crime is high
- Corruption
- Weak infrastructure, roads, railway
2 Marketing

- The customer is always right
- What pays best and where??
  - Packaging
  - Sizing
  - Colour
  - Varieties
  - Yields
  - Nutritional value

- GLOBALGAP Accreditation
3 MONEY

- Cash flow (enough cash)
- Financial records of previous crops
- Financial discipline
- With shortages get financial support
SUCCESS

- If you fail to plan, you plan to fail
- Great things are not done by impulse, but by a series of small things brought together (Vincent von Gogh)
  - Stamina
  - Perseverance
PLANNING IN ACTION

- Co-ordinate:
  - Man power
  - Materials
  - Machinery
SOIL PREPARATION