“If you want it, measure it. If you can’t measure it, forget it.”

– Peter Drucker

What gets measured, gets managed.

PETER DRUCKER
American management guru (1909-2005)

“Efficiency is doing things right; effectiveness is doing the right things.”

Peter Drucker
Srini Rajendran (CIP) and Margaret McEwan (CIP)

“It’s not enough to just show up. You have to have a business plan.”
How many of you read their own business plan? How many of you read synthesis of business plans?
<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHY</th>
<th>HOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Management tool for the NARIs &amp; potential investors to make decisions on their investment</td>
<td>• To plan a new venture or expand the business in future.</td>
<td>• Financial analysis - investment required; expenses, revenue, return on investment - to keep business operational</td>
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<tr>
<td>• The business model - an objective document that aims to present a thorough analysis of an enterprise’s concept, so as to evaluate the viability of the concept.</td>
<td>• To understand the market situation.</td>
<td>• Marketing projections - forecasting demand</td>
</tr>
<tr>
<td>• The business plan - more elaborate document that comprises all the information, calculations, and analyses that demonstrate the business’ viability.</td>
<td>• To determine which strategies to adopt, when.</td>
<td>• Promotion &amp; marketing strategies</td>
</tr>
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Ingredients of a BUSINESS PLAN

Why do we need business plans for sweetpotato Early Generation Seed (EGS)?
TO HAVE Viable EGS ENTERPRISES WHICH MEET RECURRENT COSTS

BUSINESS PLAN
What is a outcome of Business Plan

- Revenue
- Profit
- Financial Analysis
- Sustainability
- Strategies
- Unknown
Q&A
What is Business Plan?
What is a difference between business plan and business model?

Those who read synthesis of business plans, what is a differences between SWOT and TOWS?

Why do we need business plan?

To plan a ______________ and/or ________________ in the future
Why we are here today?

• How many of you read the guidelines?
• Those who said yes, please answer below

• We are here today to update _______ structure and _________ estimates with proper _________.

So that we can improve business ________ and link _________ to the operation of the _________.

Cost Assumption Strategies Revenue Revolving Fund
Secret of the business -

- **Pricing your product perfectly.**
- "It's part art and part science." - Charles Toftoy, associate professor of management science at George Washington University.
- **Pricing your product usually involves considering certain key factors**, including pinpointing your target customer, tracking how much competitors are charging, and understanding the relationship between quality and price.
The basic rules of pricing followed

• All prices must cover costs and profits.
• The most effective way to lower prices is to lower costs and use resources efficiently.
• Review prices frequently to assure that they reflect the dynamics of cost, market demand, response to the competition, and profit objectives.
• Prices must be established to assure sales.
To determine prices, we need to update three components, what are the components?
• Seed multiplication calendar,
• Production Targets,
• Valid assumptions,
Sustainable seed business through formal seed value chain

Stage 0 (Breeder Materials)

Stage 1 (Tissue Culture Plantlets)

Stage 2 (Hardening Materials)

Stage 3 (Pre-basic cuttings – 3-4 nodes)

Stage 4 (basic materials- Commercial multipliers)

Stage 5 (DVM)

Stage 6 (Farmers - Root Producers)
Steps involved in real-time data collection at each stage in the seed supply chain

Step 1
• Identifying team members

Step 2
• Identifying ongoing activities and mapping seed multiplication calendar as per root producers' demand in peak and low season in your country

Step 3
• Identify production targets along with assumptions, potential buyers and expected demand & identify marketing strategy along with milestone

Step 4
Describe planned activities as per cost category
Identifying responsible person for each activity
Tracking activity status

Step 5
Fill log sheet for the respective production activities based on type of activity (i.e., qty, labour, machinery log sheet)

Step 6
• Once activity is completed, cross-check by staff-in-charge and certify that it is correctly entered.

Step 7
• Once it is certify by staff-in-charge, it must be handed over to Agri. Economist to record information into the cost estimate sheet.
• Store all the log sheet safely by AE

Step 8
• Carry out financial analysis and make sure that it is linked to revolving fund.
• Make sure that this excises has to be done before the stakeholder meeting.
• Draft financial report

Cross-checking at each step
## Seed Multiplication Calendar (Macro Picture)

<table>
<thead>
<tr>
<th>STAGES</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1 (TC Plantlet)</td>
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<td>S2 (Hardening Material – cutting)</td>
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<tr>
<td>S3 (Pre-basic – Cuttings)</td>
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</tbody>
</table>
Product & Financial Tools

- Product: breeder material (stage 0); TC Plantlet (stage 1); Hardening Material (stage 2); pre-basic (stage 3)
- Variety: Vitta and Kabode
- Financial Cost and Benefit Analysis
- Budget Enterprises Model
- Breakeven Price – cost per outcome unit
- Transaction Cost – marketing cost
- Gross and Net Margin
- Markup (% of total production cost)
- Proposed selling price based on commitment level from the buyers
# Revolving Fund Management

## WHAT

- **A revolving fund** is a fund or account that remains available to finance an organization’s continuing operations without any fiscal year limitation, because the organization replenishes the fund by repaying money used from the account.
- May be called as a working capital fund

## WHY

- To run a sustainable business after the project period.
- Fund raising cycle or raising revenue

## HOW

- Strategically assign the funds based on existing financial system or .
- Strengthening initial investment or infrastructure facilities or marketing strategies or technical innovations to meet the future demand or to create a future demand.
- Price strategy
- Revenue target based.
Suggestions and comments are welcome

Thank You