

REVISION OF NARI BUSINESS PLANS



SPHI



Sweetpotato
Profit and Health
Initiative

Rosemary Kihui, Florence Munguti and Srinu Rajendran
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Why the update?



- The initial business plan was done using the recall method, with the work done in the recent past, it is possible to now use describe actual processes and costs.
- Good practice is to revise business plans at most after 2 years for them to remain relevant business tools

Description of process at KEPHIS



- First step was agreeing with Margaret and Srini on what the Table of Contents would look like
- Then met with the team at KEPHIS to do a quick run through of the business plan and identify the things that had changed.
- Identified areas where there was new knowledge

Areas of new knowledge:



- Update on facts eg sweetpotato production figures in the country
- Increase in the number of varieties produced and the reason why
- Improvement in the processes of carrying out business eg investment in irrigation equipment
- More detailed description of marketing strategy and proposed activities.

Proposed Table of Content



Table of Contents for revised NARI Business plan

Executive Summary

Glossary

Background - sub sector analysis, possibly organisation profile

Business Model

- What is the product - is it pre-basic seed, basic seed or both?
- Diagram on technical aspects of production process Stage 0 -
- How do you do business?
 - market analysis, customers/segment, competition, distribution channels
 - Market performance - market sales volume of business/Sales revenue trend
 - Pricing strategy

Operations Plan

- Definition of multiplication calendar - the 2 scenarios and reason for the 2 scenarios
- Linking production to customer requirements and market analysis
- Production targets for the 3 periods and 1 period post project
(narrative describing [excel](#) sheets)

Financial Analysis (2 pages maximum)

- Cost structure
- Include consolidated table [Srinj](#) presented at a DDG presentation, include that with margin and markup columns, and price formation. Describe the process from the table in a narrative format (references CRI and KEPHIS)
- Total production, total expected revenue (Narrative explaining excel sheets)
- Revolving Fund - how this is linked to financials (Income/Expenditure statement). [Pick](#) from assumptions, Carry forward balance
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Appendices

This is the main value proposition for decision makers. Ensure that you include:

- Cost of production
- Break even price
- Pricing strategy