



Ministry of Agricultural Development and Food security

ISPAAD Horticulture Business Plan Form

Date of Submission: _____

HORTICULTURE SUPPORT PROGRAME APPLICATION FORM

PART 1.0

APPLICANT DETAILS

Title (tick correct one)	Mr.	Mrs.	Miss	Other
Surname				
Name				
Middle name				
Omang number				
Date of birth				
Gender				
Marital status				
Educational status				
Training background/experience (provide traceable evidence)				
Postal address				
Physical address				
Email address				
Contact details	Tel	Cell	Fax	Other
Name of employer (if applicable)				
Occupation				

Company /partnership/ group

Surname	Name	Omang	Date of birth	Position	% Share in the business	Gender	Qualifications	Contact details

Part 1.1 Applicant Financial funding History

Have you ever received any Financial assistance scheme administered by Government / Private scheme?	
Details	
Year	
Amount	
Type	
Status	

Part 2.0 EXECUTIVE SUMMARY

Business details

Physical address			
Extension area			
Field location			
Ownership			
Amenities	Electricity	Water source	Access road
New /existing project			
Type of horticultural project to be granted for ISPAAD (
Proposed amount to be funded by ISPAAD /Grant			

Project

Start Up	
Expansion	

Project Definition

Project Objectives

Needs Identification/needs/challenges to be addressed by the project

PART 3.0 MANANGEMENT STRUCTURE OF THE FARM

ROLE OF WORKERS

POSITION REQUIRED	EXPERIENCE/EDUCATIONAL BACKGROUND	DUTIES	REMUNERATION
e.g. farm manager			

Crop budgets (list crop by crop)

List exactly what will be purchased or done with the money. Make a cost breakdown for each item needed for the project as per the table below. 3-5 quotations must be attached as to support all required items

Crop

Item	Quantity	Unit price(P)	Total (P)
Seeds /seedlings			
Fertilizers			
Pesticides			

Part 5.0 Financial plan

Income statement

Revenue

Gross sales of crops

Total revenue.....

Cost of production

Seeds

Fertilizers

Pesticides

Energy costs

Total costs of goods.....

Gross profits = total revenue- total cost of goods.....

Expenses

Advertising

Bank charges

Maintenance

Stationery

Wages

Utilities

Association subscriptions

Casual labor

Miscellaneous (state them).....

Total expenses

Net operating income = Gross profit- total expenses.....

CASH FLOW BUDGET

Cash inflows (Income)

	Year 1	Year 2	Year 3
Cash inflows(income)			
Loan			
Sales and receipts			
Other			
Total cash inflows			
Cash outflows (expenses)			
Advertising			
Bank charges			
Maintenance			
Stationery			
Wages			
Utilities			
Association subscriptions			
Total cash outflows			
Cash balance (total cash outflows- total cash outflows)			

PART 6.0 Marketing plan

Market research (include your target market, their market share, the intended gap you are to fill as well as those already in the same business you proposed as well as your competitive edge.

Market strategy

Target Market (Supported by letters of intent)

What will make your products attractive compared to your competitors?

How will you price your produce?

How will you ensure that your produce reach your customers when needed?

How will your customers know that you have a produce (Promotion)?

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SWOT ANALYSIS OF THE BUSINESS

STRENGTH	WEAKNESS
OPPORTUNITIES	THREATS

RISK AND SENSITIVITY ANALYSIS

Risks	Effect of risk	Planned solution

Implementation Plan

Outline the sequence of major activities required to implement the project

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Functional responsibilities

Describe the activities to be carried out from seeding to harvesting each with a specified time frame

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ISPAAD HORTICULTURE SUPPORT PROGRAMME

Compliance List

- Certified Copy of National identity card (Omang).
- Land board certificate or lease agreement.
- Business plan including cropping programme.
- Financial statement of accounts (for existing projects)
- Borehole certificate and water right.
- Water Quality
- Constitution (Group)
- Certificate of Incorporation (Company)
- Letter of resolution (Group/Company)
- Nursery registration certificate (For importation of seedlings)
- Quotations
- Certified certificates or reference letters (Hired Manager)