GET STARTED RIGHT: BUSINESS PLANNING FOR LOCAL FOOD ENTERPRISES

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WHAT IS BUSINESS PLANNING?

- Process
  - Mission/Goals/Activities/Strategies, overall business model
  - Ongoing process

- Used at Start-up, growth, or other turning point (acquisition, etc.)

- Needed regardless of expertise or stage of business

- Food related businesses need process to investigate and evaluate best business model for success

- Some forms are simplistic, some more complicated
WHY IS BUSINESS PLANNING NEEDED?

- Commonly used as fundraising tool; Attract investment
- But its so much more…
  - Internal tool for understanding business
  - Monitor progress
  - Control the fate of the business
  - Forces one to see connections and opportunities that would otherwise be missed
  - Attracting talent and partners
  - Creates the appropriate attitude towards how you run the business
- Not just For Profit… CREATE SUSTAINABILITY
- What is more valuable; The plan, or the planning?
TYPES/MODELS OF BUSINESS PLANS

- Traditional Model:
  - Executive Summary
  - Overview/Description of Business/History
  - Description of Product/Service (detailed)
  - Market Analysis (Competition, Niche Market, Demand, Short & Long Term)
  - Marketing Plan (4 P’s)
  - Management and Organization
  - Financial Analysis: I/S, B/S, C/F, B/E, Funding
TYPES/MODELS OF BUSINESS PLANS

Business Model Canvas
OTHER RESOURCES

- Alaska Small Business Development Center
  - AKSBDC.org
  - Free business advising
  - Online tools and resources
  - USDA, UAA, UAF
- Business Plan Pro Software
- http://p2pweb.org/resources/
- Haa Aaní Community Development Fund, Inc.
THANK YOU

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