

Agribusiness Checklist

This checklist is a comprehensive list of things you should keep in mind while starting your agribusiness. It is only intended as a helpful starting point, and not a substitute for professional counsel. Customizing it for your own business would be a good idea.

- Pitch, Business & Marketing Plan Completed and Re-examined Regularly
- Customer Testing & Acceptance
- Competitive Analysis
- Focus Group Validation
- Target Market Defined
- Specific Prospects Identified
- Production Process Written Clearly and Accurately
- Label Appropriate for the Product Developed
- Nutritional Statement Established for each Product
- Bar Code Assigned for each Product
- Shelf Life Learned & Stated in Sales Materials and on Products
- Pack Size Established
- Packaging for Product Found
- Carton Suppliers and Size Identified
- Non-Disclosure Agreement Drafted
- Co-packer Screened & Identified (if you are not manufacturing)
- Test runs are Successful
- Sample Kits Developed
- Point of Sales Materials Completed
- Product Applications & Recipes
- Advisory Board Established
- Budget set for Product Commercialization
- Specific Activities within the Budget Outlined
- Sources and Uses of Funds
- Sufficient Line of Working Capital Established
- Retail & Wholesale Price Analysis Completed
- Calling Plan Set
- Exhibit Created
- Trade Shows/Events Identified and Budgeted