

# REAL Agricultural Entrepreneurship Workbook



**REAL**  
Entrepreneurship  
*Learning by Doing*

## Table of Contents

**Unit 1** ..... Error! Bookmark not defined.

**Introduction to REAL Agricultural Entrepreneurship and Business Planning...** Error! Bookmark not defined.

What is Agricultural Entrepreneurship? ..... **Error! Bookmark not defined.**

What is NC REAL? ..... **Error! Bookmark not defined.**

The Business Plan..... **Error! Bookmark not defined.**

Business Planning Journals... **Error! Bookmark not defined.**

REAL Agricultural Business Plan Outline ..... **Error! Bookmark not defined.**

**Unit 2** ..... Error! Bookmark not defined.

**Self-Assessment** ..... Error! Bookmark not defined.

Entrepreneurial Characteristics and Agricultural Skills Assessment**Error! Bookmark not defined.**

Personal Finances ..... **Error! Bookmark not defined.**

**Unit 3**..... Error! Bookmark not defined.

**Site Analysis** ... Error! Bookmark not defined.

Site Analysis . **Error! Bookmark not defined.**

Community Analysis ..... **Error! Bookmark not defined.**

Developing Business Ideas ... **Error! Bookmark not defined.**

**Unit 4**..... Error! Bookmark not defined.

**Market Feasibility** ..... Error! Bookmark not defined.

Identifying Your Target Market..... **Error! Bookmark not defined.**

Analyzing Your Competition .. **Error! Bookmark not defined.**

**Unit 5**..... Error! Bookmark not defined.

**Introduction to Financial Concepts and Feasibility Analysis** .... Error! Bookmark not defined.

Enterprise Budgets ..... **Error! Bookmark not defined.**

**Unit 6** ..... Error! Bookmark not defined.

**Marketing Plan** Error! Bookmark not defined.

Product and Service Mix..... **Error! Bookmark not defined.**

Pricing..... **Error! Bookmark not defined.**

Place..... **Error! Bookmark not defined.**

Promotion ..... **Error! Bookmark not defined.**

People ..... **Error! Bookmark not defined.**

**Unit 7** ..... Error! Bookmark not defined.

**Business Operations** ..... Error! Bookmark not defined.

**Unit 8** ..... Error! Bookmark not defined.

**Financials** ..Error! Bookmark not defined.

Cash Flow Projections and Assumptions . **Error! Bookmark not defined.**

Break-even Analysis ..... **Error! Bookmark not defined.**

Personal Financial Statements ... **Error! Bookmark not defined.**

Choosing a Bookkeeping System..... **Error! Bookmark not defined.**

**Glossary** Error! Bookmark not defined.

**Business Planning Journals**