



STARTUP GUIDE FOR GROWING POTATOES

Business Headline:

Business Name:

Business Manager(s):

Business Contact No.:

Business Location

NICHE & INDUSTRY




Niche:

Industry:

Product(s):

Business Summary:

BUSINESS MODEL FOR GROWING POTATOES

	FARMLAND +	POTATOES	=	>50% PROFIT PER COSTS
VISUAL				
STEP	Find a Farm ₁	Buy Potatoes to Plant ₂		Sell after 3 or 4 Months ₃
COSTS	Varies	Varies		

STARTUP BUDGET

DESCRIPTION	ESTIMATE	ACTUAL
Step One Costs:	Find a farm	
Rent or purchase a farmland	\$1,000.00	\$800.00
Buy necessary farming tools		
Hire labor		
Prepare Farm		
Put Watering System		
Step Two Costs:	Buy potatoes to plant	
Buy Certified seed potatoes to plant		
Buy Fertilizer		
Transport		
Weeding		
Labor		
Step Three Costs:	Sell after 3 or 4 months	
Harvest		
Storage Facility		
Marketing Transport		
Social Media Advertising		
Delivery Service		
Labor		
TOTAL COSTS (CAPITAL)		

LINKS TO ROLE MODELS

1. [Mwape Your AgroPreneur](#): She mainly grows potatoes and has more than 30k active followers on her Facebook page where she posts beautiful images of her farm and produce. She also teaches people how to grow potatoes through online lessons.

2. Additionally, you can organize a journey to go to a nearby farm and ask questions to learn how to grow potatoes. Use the above startup guide to come up with questions to ask.

BUSINESS ESTABLISHMENT PATTERNS

PRODUCTS		SERVICES		PRICING	
Types A. Cabbage B. Egg Plant C. Tomatoes D. Carrots E. Okra F. Onion G. Rape H. Potatoes I. Sweet Potatoes	Properties 1. Fresh 2. Healthy 3. Big Size 4. Medium Size 5. Small Size	Types A. Consulting & Coaching B. Mentoring C. SMMA Service D. SEO Services E. Workshops F. Live Events G. Good Customer Care	Properties 1. Personalized 2. Actionable 3. Empathetic 4. Proven 5. Engaging 6. Professional	Types A. Economic B. Premium C. Penetration D. Demand E. Cost-Plus F. Competitive	Properties 1. Profitable 2. Negotiable 3. Mobile Money Payment Methods 4. Bulk Orders 5. Unit Sales 6. Installments 7. Credit 8. Decoy Effect
PROMOTIONS		PEOPLE		PLACE	
Types A. Discounts B. Giveaways C. Free Service D. Bundles E. Flash Sales F. Loyalties G. BOGO Deals	Properties 1. Limited Time 2. Limited Stock 3. Limited Spaces 4. Anchor Bias 5. Target Audience 6. Goal Oriented 7. Advertisements	Types A. Farmer B. Workers C. Customers: Consumers D. Customers: Food Traders E. Biz Partners F. Sales Agent(s)	Properties 1. Interest 2. Supportive 3. Collaborative 4. Professional 5. Communication 6. Credible 7. Active	Types A. Farmland B. Green Markets C. Food Centers D. Facebook E. Instagram F. Website G. E-books	Properties 1. High Traffic 2. Easily Accessible 3. Inviting 4. Branded 5. Resonant

BUSINESS ANALYSIS

5Ps		
Products		
Services		
Pricing		
Promotion		
People		
Place		

Next Steps To Learn More...



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Emmanuel Aka

God Blesses those who start 🚧

