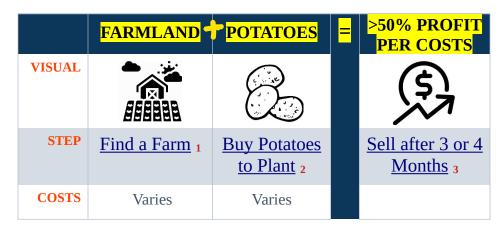


# STARTUP GUIDE FOR GROWING POTATOES

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**



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

## **BUSINESS ANALYSIS**

5Ps	
Products	
Services	
Pricing	
Promotion	
People	
Place	

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Emmanuel Aka

God Blesses those who start

