

Business Planning and The Data Driven Agricultural Business for Floriculture and Foliage Growers

Thursday August 29, 2019

5:30 – 7:30 P.M.

Komohana Research & Extension Center



This is the second workshop in the Ornamental Grower Training Series. This workshop will be presented by Shannon Sand (above left), Assistant Extension Agent in Agricultural Finance, and Sarah Rehkamp (below left) Assistant Extension Agent in Agricultural Economics. A business plan is like a roadmap for your business. By truly analyzing your plan for marketing, sales, manufacturing, website design, etc., you greatly improve your chances for success. **Topics discussed will include: an over view of business planning, industry overview, executive summary, vision statement, business structure, roles, SWOT analysis, market analysis, sales and marketing strategy, projections, and growth. Using data to make business decisions will also be discussed. Participants will do a SWOT (Strengths, weakness, opportunity, threat) analysis for their current or future ornamental business.**

WHO SHOULD ATTEND

This is mainly managers, and owners of floriculture and ornamental nurseries who would like more information about developing their business for growth or starting a new ornamental plant nursery.

QUESTIONS?

If you have questions, please contact Dr. Robert Cating, Assistant Extension Agent in Floriculture and Nursery Crops at 969-8256 or rcating@Hawaii.edu.

REGISTER FOR FREE ONLINE BY August 15:

<https://hilofloriculture2.eventbrite.com>



COOPERATIVE EXTENSION

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