

Business Development Roadmap for Passion Fruit

FINANCIAL & BUSINESS PLANNING

STAGE
01

STAGE
02

STAGE
03

BUSINESS & MARKET EVALUATION



Do you have the right resources and markets for growing passion fruit?

- Collect all the information you need about growing passion fruit.
- Look at the resources needed: Do you have land, labour and enough capital?



Location and the climate conditions

- Does passion fruit do well in this area? Are the soils and weather conditions good?



Identify the markets for your produce before planting

- Find out which markets there are and what kind of fruit they need.

The Business Canvas, Business Plan booklet, Financial Management booklet and Environmental Skills Sheet found in the AgriBiz in a Box will help you to collect the information you need to answer these questions.



What's the goal of your business and how will you succeed?

Business Plan

- What are your goals, mission and vision?
- Who's in your team?
- What are the costs and what income can you expect in 1, 2 and 3 years?
- Will your business make a profit?

Marketing plan

- Answer the 4 P's
- Product (what is it and how does it stand out?)
- Price (what's the best price to sell at?)
- Promotion (how will you advertise?)
- Place (where will you sell?)

Funds: Savings/Grants/Loans

- Do you have enough money to start, will you get a grant or do you need to take a loan?

The Business Plan book in the AgriBiz in a Box will help you define the goals of your business and map out how you can ensure a profitable business.

SETTING UP THE VINEYARD



Do you have the required labour, inputs and services to start farming?

- Decide who you want to manage the farm and agree how.
- Apart from selling the passion fruit, how else can your farm make money (e.g., value addition, farmer trainings).
- Look at your business plan weekly and update it as needed.
- Get started and remember to ensure your passion fruit vineyard is managed using the best farming practices at all times.

The Environmental Skills sheet, Nursery Blueprint, Crop Journal, Business Plan and Financial Management Template will help you with this section.

Business Fact Sheet

GOALS

MISSION

VISION

COST & INCOME

Costs and anticipated income for years 1, 2 and 3

TEAM

PRODUCT

PRICE

PLACE

PROMOTION



SCAN ME
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