

# PRODUCT & BUSINESS PLANNING CHART

This chart was developed to help farms, food hubs, small farmer co-ops, and food businesses assess current or future product and service offerings. It may be helpful in assessing how to improve a current product, decide whether to offer a specific service, or when to contract certain areas of production to an outside business. This resource was developed as part of a study of Washington grown produce processing supply chains for school markets. For a more detailed introduction to planning processed locally grown products, see: [www.newventureadvisors.net/blog-frozen-local-is-heating-up/](http://www.newventureadvisors.net/blog-frozen-local-is-heating-up/)

**How to use this chart:** Attempt to fill in answers for each prompt for a specific product or service you are considering. Start in box “A” and move to the right, answering each question. Some questions may require more development, research, or be identified as an area for future work. Then in box “J”, start identifying next steps that may have emerged from previous answers or lessons learned.

<p><b>What is the product or service that you provide?</b></p>	<p><b>What problem is this product solving?</b></p>	<p><b>Who is your customer?</b></p>	<p><b>What other solutions for their problem are available to them?</b></p>	<p><b>How is your solution different than the other solutions?</b></p>
<p>A</p>	<p>B</p>	<p>C</p>	<p>D</p>	<p>E</p>
<p><b>What are the costs of your product or service?</b> (staff time, raw ingredients, supplies, etc.)</p>	<p><b>What is the pricing of your product or service?</b> Costs+profit, going rate, etc. (or enter from calculator)</p>	<p><b>What are your competitors' prices?</b></p>	<p><b>What is your break-even volume at your price?</b></p>	<p><b>Actions &amp; Next Steps</b> Identify actions to address issues from any previous questions.</p>
<p>F</p>	<p>G</p>	<p>H</p>	<p>I</p>	<p>J</p>