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## *Business Planning Review – Questions to Ask Yourself*

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1. Do you understand the financial statements for a farm business (including a household budget, balance sheet, enterprise budget and cash flow statement)?
2. Does your product satisfy a want or need of your target customer?
3. Have you factored all your cost of production and profit margin into your price? Including your competitive advantage?
4. Have you identified market outlets for your product?
5. Do you have a promotional plan on how you will market your product?

