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COURSE TITLE: ENTREPRENEURSHIP

ASSIGNMENT TITLE: ESTABLISHING A
SUCCESSFUL ENTERPRISE

Agricultural enterprises are those business concerns engaged in the production of food and fiber, ranching, raising of livestock, aquaculture with all other farming and agricultural related industries.

STEPS IN BUILDING A SUCCESSFUL ENTERPRISE

It is also called the PROJECT CYCLE. It is a continuous sequence of how projects are planned and executed and it consists of 5 stages;

- 1) Identification / selection
- 2) Preparation and Analysis

- 3) Appraisal
- 4) Implementation / monitoring
- 5) Evaluation

Using these 5 distinct stages and steps, I would be able to easily establish an agricultural enterprise.

ILLUSTRATION

Step1: Identification or selection

Project Chosen: Dairy Produce Farming

Dairy farming is a class of long-term production of milk, which is processed either on the farm or at a dairy plant, either of which may be called a dairy, for eventual sale of the dairy product. Dairy farming is an important way for farmers to increase their earnings and access to more nutritious food for their families. Dairy products include; Milk, Butter, Cheese, Frozen desserts.

STEP 2: Preparation / Analysis

Below are things you need to know when establishing a dairy farm;

1. It is important to always remember that a dairy farm is also a business. Development of a detailed business plan and a SWOT analysis (Strengths, Weakness, Opportunities, and Threats) of your plan and the resources you have available will be critical to the success of your business. How many cows will you milk? Where will you market your milk? Will you hire employees? How much money do you need to live on when the dairy bills are paid? Your business plan should include a cash flow plan that will help you set reasonable expectations for your expenses and cost of production.
2. It is important to consult experts in the dairy industry as you develop your business plan and design your management system. Other dairy farmers are good resources due to their experience in the field.

3. Dairy cattle produce a lot of manure, therefore it is important to create a waste management plan. If managed and used properly, the manure can be a great resource on the farm.
4. Build your equity over time. Dairy farming requires a large capital investment, and cows are expensive and few new dairy farmers will have the capital required to purchase everything when they get started in business. Many beginning farmers begin by purchasing their cows first and renting the farm and land. These initial farmers are your farmers' equity.
5. Always remember that the dairy farming is a biological system. The dairy farm is dependent on the cow's ability to live a healthy life, produce milk, and have calves that can become the next generation of the farm. Dairy farming requires detailed programs for herd health, reproduction and calf care in addition to the nutrition and financial aspects on the farm. Working with your Veterinarian, genetics representatives and extension agents can help you develop comprehensive farm plans to create a positive future
6. All dairy farms are different based on the producer's wishes, resource requirements, market needs and more.
7. You are a manager first.

Step 3: Appraisal

This is the formal assessment, typically in an interview of the performance of an employee over a particular period. During this stage, the Appraiser must do a complete visual inspection on the interior and exterior, note any conditions that adversely affect the property's value, such as needed repairs. The report asks the appraisal to describe the interior and exterior of the property, the neighborhood, and nearby comparable sales to see if he / she is gaining or losing.

STEPS IN APPRAISAL PROCESS

1. State the purpose

2. List the data needed and its sources.
3. Gather, record and verify data
4. Gather, record and verify the specific data, such as site development and the likes
5. Gather, record and verify the data for each approach.
6. Analyze and interpret the data
7. Reconcile data for the final estimate
8. Prepare an appraisal report

An appraisal report is a detailed evaluation a property's value that is typically conducted by a professional. The report is based on an inspection of the property and a review of nearby, comparable properties along with their values. The type of value being estimated would be found in the statement of purpose section of the report. An appraiser's report will not have the buyer's financial condition, because how you pay for the property is not relevant to the value of the property itself.

STEP 4: IMPLEMENTATION/MONITORING

Implementation: The process of putting a decision or plan into effect

Monitoring: To observe and check the progress or quality of something over a period of time.

Things to consider during this stage;

- Routine quality control tests: The Resazurin test is the most widely used test for hygiene and the potential keeping quality of raw milk. It is an eye indicator. Under specific conditions will it be dissolved in distilled boiled water. This solution can later be used to test the microbial activity in a given milk sample.
- Production of dairy products: Milk processing allows the preservation of milk for days, weeks or months and helps to reduce food-borne illness. Milk can be processed further to convert it into high value, concentrated and easily

transportable dairy products with long shelf-lives, like butter, cheese, ghee, etc.

- Quality test: The milk slip test; Put a drop of milk on a polished vertical surface, if it stops or flows slowly, leaving a white trail behind, then it is **pure milk**. Milk mixed with water or other agents will flow down immediately without a trace.
- Quality milk measure: Good quality raw milk has to be free of debris and sediment; free of off-flavors and abnormal color and odor; Low in bacterial count; free of antibiotics and of normal composition of acidity. The quality of raw milk is the primary factor determining the quality of its products.

STEP 5: EVALUATION

Dairy cattle evaluation is the process of placing a group of Dairy cows in order from most to least desirable based on Milk production and longevity, where each animal is compared against the **ideal** animal.

STEPS IN DAIRY EVALUATION

- Study the animals with the ideal for the breed in mind, observing strong and weak points.
- To place the animals, weigh the importance of the desirable points and faults of each animal as compared to those of the other animals and the ideal
- Do some thinking and work on terms to be used between workouts.

Dairy Farming is a very important aspect of Agriculture. In this enterprise, farmers tend to gain far more than they lose financially and health-wise.