Training Course on Comprehensive Business Planning and Feasibility Studies for Agri-Ventures

Professional Development Training Course Outline

Category	Agriculture	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s evolving agribusiness landscape, the need for strategic planning and feasibility assessments has become crucial for the sustainability and profitability of agri-ventures. Training Course on Comprehensive Business Planning and Feasibility Studies for Agri-Ventures is tailored for farmers, agripreneurs, investors, cooperatives, development agencies, and government officials aiming to develop solid, scalable, and sustainable business models in the agricultural sector. This program equips participants with vital tools to design, assess, and execute investment-ready agri-business plans through data-driven feasibility studies, strategic financial modeling, and innovative market entry strategies.

By combining global best practices, case-based learning, and participatory approaches, this course provides hands-on experience in assessing agri-enterprises’ viability. Participants will gain in-depth knowledge of value chain analysis, risk management, and resource optimization techniques. With an emphasis on innovation, climate-smart practices, and digital integration, this training ensures that every business concept is transformed into a bankable proposal aligned with current agribusiness trends.

Programme Curriculum

Training Course on Comprehensive Business Planning and Feasibility Studies for Agri-Ventures

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Course Objectives

1. Understand the fundamentals of agribusiness business planning.
2. Conduct detailed market research and competitive analysis.
3. Develop bankable agribusiness plans for funding opportunities.
4. Perform financial forecasting and cash flow analysis.
5. Execute thorough technical feasibility assessments.
6. Analyze value chain linkages and stakeholder mapping.
7. Integrate climate-smart agriculture principles in planning.
8. Assess legal, regulatory, and environmental considerations.
9. Apply digital tools and data in feasibility study execution.
10. Mitigate risks using agricultural risk assessment frameworks.
11. Craft effective marketing and distribution strategies.
12. Use investment appraisal tools to attract agri-financing.
13. Design and pitch investor-ready agri-business models.

Target Audience

1. Agri-entrepreneurs and startups
2. Extension service providers
3. Agribusiness investors and funders
4. Government agriculture officials
5. Development practitioners in food systems
6. Agribusiness consultants
7. Farmer-based organizations and cooperatives
8. University students and researchers in agri-economics

Course Duration: 10 days

Course Modules

Module 1: Introduction to Agri-Venture Business Planning

- Understanding agribusiness systems
- Principles of strategic planning
- Visioning and goal setting
- Stakeholder identification
- Basics of the business model canvas
- **Case Study: Planning a Cassava Processing Business**

Module 2: Market Research and Competitive Analysis

- Defining target markets
- Consumer behavior in agriculture
- Market segmentation strategies
- Competitor profiling
- Tools for market analysis
- **Case Study: Tomato Value Chain in East Africa**

Module 3: Technical Feasibility Assessments

- Site selection and land evaluation
- Resource inventory (labor, water, etc.)
- Infrastructure and logistics planning
- Agri-tech and mechanization options
- Environmental assessments
- **Case Study: Feasibility of a Dairy Cooling Hub**

Module 4: Financial Planning and Budgeting

- Capital requirements estimation
- Revenue modeling
- Cost of production analysis
- Break-even analysis
- Sensitivity analysis
- **Case Study: Small-Scale Poultry Farm Financial Plan**

Module 5: Business Model Development

- Value proposition mapping
- Revenue streams and pricing models
- Partnerships and resource networks
- Customer segmentation
- Channels of delivery
- **Case Study: Vertical Farming Start-Up Canvas**

Module 6: Legal and Regulatory Compliance

- Business registration and licensing
- Land ownership and tenancy laws
- Food safety and quality regulations
- Labor laws in agribusiness
- Taxation and subsidies
- **Case Study: Legal Set-Up for an Export Mango Farm**

Module 7: Environmental and Social Impact Assessment

- Sustainability in agriculture
- Environmental impact assessment (EIA)
- Climate adaptation planning
- Community engagement approaches
- Gender and youth inclusion
- **Case Study: Organic Horticulture & Local Impact**

Module 8: Value Chain Analysis

- Mapping the agri-value chain
- Identifying value addition points
- Input-output flows
- Service delivery nodes
- Constraints and opportunities analysis
- **Case Study: Maize-to-Market Chain in Uganda**

Module 9: Risk Assessment and Management

- Identifying agribusiness risks

- Climate and market risk tools
- Financial risk mitigation
- Insurance options
- Contingency planning
- **Case Study: Flood-Resilient Rice Farming**

Module 10: Agri-Marketing and Branding Strategies

- Marketing mix for agriculture
- Branding rural products
- Digital agri-marketing tools
- Distribution channel design
- Customer relationship management
- **Case Study: Coffee Branding for International Markets**

Module 11: Digital Tools and Data for Planning

- Digital platforms in agri-business
- Using mobile apps for market insights
- Remote sensing and GIS
- Cloud-based farm management systems
- ICT in farm records and inventory
- **Case Study: Mobile App for Market Price Forecasting**

Module 12: Financial Modeling and Investment Appraisal

- Creating investment summaries
- Net Present Value (NPV) and IRR
- Payback period and ROI analysis
- Funding options and sources
- Structuring financial proposals
- **Case Study: Greenhouse Vegetable Production ROI**

Module 13: Preparing Bankable Business Plans

- Structuring the agri-business plan
- Executive summary development
- Key performance indicators (KPIs)
- Alignment with lender requirements
- Review and improvement techniques
- **Case Study: Goat Farming Plan for Microfinance**

Module 14: Monitoring and Evaluation Framework

- M&E in agribusiness
- Setting SMART indicators
- Logical framework development
- Data collection and reporting
- Continuous improvement strategies
- **Case Study: Performance Evaluation of Avocado Export Enterprise**

Module 15: Investor Pitching and Communication

- Structuring an investment pitch
- Storytelling in agribusiness
- Visualizing data for investors

- Pitch deck development
- Handling Q&A during investor sessions
- **Case Study: Shark Tank-Style Pitch for Bee Farm**

Training Methodology

- Interactive lectures with expert facilitators
- Hands-on group work and simulations
- Use of real-world agribusiness case studies
- Field-based feasibility tools and templates
- Peer-to-peer learning and feedback
- Presentations and business pitch sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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