

Boer Goat Profits Guide

**How to Start and Run a Profitable
Boer Goat Business**



Special Note from Marc MacDonald, Owner of Boer Goat Profits Guide

Howdy!

Thank you once again for taking my Boer Goat Profits e-course!

This business plan template is an unadvertised bonus for customers who have taken the e-course, and is meant as a companion to my comprehensive program on how to start profitably raising and breeding Boer goats (including interviews with 6 success Boer goat farmers, and 1 world-renowned Boer goat professor!)

To learn more, please visit:

<http://www.BoerGoatProfitsGuide.com/specialoffer/>

In this free business plan template I've provided some important questions that you need to ask yourself before starting to raise Boers. By answering some of these questions you might save yourself thousands of dollars! (Okay, I know- now I'm tooting my own horn a little too much!)

I really hope you get a lot out of this free template, and that you decide to start raising Boers soon. As I mentioned to you before, demand for goat meat is growing like crazy – now's the time to jump in!

To farming profits,



Marc MacDonald
Boer Goat Researcher

P.S. If you would like to learn more about my groundbreaking program, please go here:

<http://www.BoerGoatProfitsGuide.com/specialoffer/>

Annex A: Boer Goat Business Plan Template

“Failing to plan is planning to fail”

Alan Lakein, Author

It's a well-known fact that many businesses fail within the first five years of their existence. But many of those businesses fail because they didn't *think through* their business before they got started.

Take a look at the following list of 10 leading causes of business failures:

- 1) Insufficient business/enterprise planning
- 2) Lack of adequate capital in the start-up and growth stages
- 3) Going into business for the wrong reason
- 4) Manager gets worn out and/or underestimates the time requirements
- 5) Family pressure on time and money
- 6) Being at the wrong place at the wrong time
- 7) Lack of market awareness
- 8) The manager falls in love with the enterprise and cannot make objective decisions
- 9) Lack of financial responsibility and awareness
- 10) Lack of a clear focus

You can see in the list above that many of the reasons why businesses fail is a *lack of planning*.

Having a plan helps you develop a vision of what you want your business to be, define how you will build it, and determine if it's working.

To start, proper identification and written descriptions of a mission and goals for a Boer goat operation will provide a strong foundation for the development of a complete business plan.

Take a moment to write down your mission and goals for your Boer goat operation:

1. Mission Statement:

(Here's an example to get you started: "The mission of John Smith Farm is to be the largest provider of high-quality Boer goat breeding stock in Lubbock County, Texas")

2. Specific Goals of My Boer Goat Operation:

(Examples: "Achieve \$500,000 in annual profits within 5 years"; "Increase my herd size to 100 goats within 2 years")

Goal #1: _____

Goal #2: _____

Goal #3: _____

Goal #4: _____

Goal #5: _____

In the next section of your business plan, you should be thinking about the niche you want your Boer goat business to operate in. In other words, will you specialize in selling breeding stock to other producers? Selling meat directly to consumers off your farm? Selling meat to wholesalers?

3. The niche my Boer goat business will specialize in will be:

Next you want to define the target market for your business. Your market will include where, and to whom, you will sell your goat. Take a moment to answer the questions below:

4. The geographic area that my Boer goat business will focus on will be:

5. The ideal customer for my Boer goat business will be:

Competitor analysis is an extremely important aspect of any business. After all, you won't be the only farm in your state selling Boers (but if that was the case, it would be great for you!).

Give some thought as to who will be your competitors, along with their strengths and weaknesses. (Hint: think about how you can turn your competitors' weaknesses into your strengths.)

6. My major competitors will be:

Competitor #1: _____

Strengths of this competitor:

Weaknesses of this competitor:

Competitor #2: _____

Strengths of this competitor:

Weaknesses of this competitor:

Competitor #3: _____

Strengths of this competitor:

Weaknesses of this competitor:

Related to competition, you need to decide what promotional methods you'll use to market your Boers. Will you only rely on word-of-mouth to spread the word about your business? How about advertising in newspapers? How about the Internet?

7. The main ways I will market my Boer goat business will be through:

a. _____

b. _____

c. _____

Now we get to the boring stuff – the financial planning ☹ Planning the costs of your Boer goat business might cause you to yawn, but it’s necessary - so let’s get to it!

Starting a Boer operation is going to require both upfront and ongoing investment from you. In return, you expect to get some money back in the form of profits – hopefully much more than you put in!

The upfront investment will consist of “**capital investment**” - in other words, money that you’ll use to buy assets to start your business (assets like land, fences, and the Boer goats themselves).

Take a moment to look at the categories in the sample Capital Investment table below. Then come back to the table once you’ve figured out the investments that will be necessary for your own business.

Capital Investments Required to Set Up Boer Goat Business

	Investment
Land	
Crop land (10 acres)	
Improvements & Facilities	
Utilities (enterprise share)	
Pole shed (15’ x 30’)	
Perimeter fencing	
Cross fencing	
Fence line feeders	
Pens	
Total Improvements & Facilities	
Stock	
Breeding does	
Breeding bucks	
Predator control dog	
Total Stock	
Equipment	

Electric fencer	
Hoof trimmers	
Small tools	
Truck (enterprise share)	
Waterers	
Total Equipment	
Total Investment	

Next step in estimating your costs is to look at how much money you'll be spending to keep your business going – in other words, the **estimated operating costs**. You can combine an estimate of these costs with **estimated revenues**.

Below is a sample budget sheet that includes estimated costs and revenues, and arrives at an estimated profit at Year 3 of a Boer goat operation:

Sample Budget Sheet

Projected Revenues	No.	Weight	Price	Year 3	Your Snapshot
Meat (weanling) bucks					
Meat (weanling) does					
Breeding doelings					
Cull does					
Value of increased inventory					
Government grants					
Total Projected Revenues					
Projected Direct Costs					
<i>Feed costs — Does</i>					
Hay					
Grain					
Salt & mineral					
<i>Feed costs — Weaned offspring</i>					
Hay					
Grain					

<i>Total Feed Costs</i>					
Pasture management expense					
Veterinary costs					
Bedding					
Marketing					
Fuel & repairs					
Machinery costs					
Facility repairs					
Utilities					
Office expenses					
Manure removal					
Interest on operating					
Total Projected Direct Costs					
Return Over Direct Costs					
Projected Indirect Costs					
Operator labour (X hours @ \$X/hour)					
Land taxes, licences & insurance					
Depreciation on improvements					
Depreciation on equipment					
Total Projected Indirect Costs					
Total Projected Direct & Indirect Costs					
Gross Operating Profit					

Once you've gone through all of the steps outlined in this Boer Goat Business Plan Template, there will still be some nitty-gritty questions that you will need to ask yourself.

Asking these questions of yourself will allow you to develop a mental “action plan” to get your business up-and-running. (Here’s another tip: write down the answers to these questions, then prioritize them by date. This will give you a timeline that you can follow to set up your business.)

The following questions are from Jack Mauldin’s excellent website, www.JackMauldin.com:

Questions to Ask Yourself About Your Environment:

- Do you have sufficient fencing to keep your goats in and predators out?
- Will you need any cross-fencing to separate some animals?
- Will you need some type of guard animal?
- Do you have sufficient shelter for your animals during bad weather?
- Do you have the ability to pen up sick animals?
- How will you transport animals?
- How will you pen animals to doctor?
- Will you have to supplement grazing with grain/hay?

Questions to Ask Yourself About Your Animals:

- Where will you purchase your animals?
- Where will you sell your animals?
- How will you track breeding sire if you will be registering animals?
- How close will you monitor and participate in birthing?

Medical Questions to Ask Yourself:

- How will you gain knowledge about medical requirements?
- Is the vet in your area that is knowledgeable about goats?
- What type of maintenance program will you have for goats?
- What type of medical supplies will you need and where will you get them?
- How will you learn how to administer medicine?

General Questions to Ask Yourself:

- What type of goat manuals and magazines will you get?

- What type of record keeping will be required?
- Will you join any goat associations?
- How will you determine price to pay or set for animals?