

Has the farm operator...	Yes	No	Priority Ranking ¹	Comments
...assessed the resources and amenities on the farm?				
...evaluated how well an agritourism enterprise fits with his/her lifestyle and personality?				
...carefully defined <u>all</u> activities, products, and services that will be provided to customers?				
...researched products, services and pricing offered by competitors?				
...determined how (if) he/she will differentiate the operation from competitors (what is the 'unique selling proposition')?				
...developed a pricing plan for each activity, product, and service?				
...set realistic and measurable marketing and business goals (e.g., an annual revenue goal)?				
...conducted break-even analysis to evaluate pricing/sales volumes required to cover costs?				
...analyzed business strengths, weaknesses, opportunities, and threats that will affect reaching stated goals (SWOT analysis)?				
...determined what he/she want to be "best known for" in the minds of customers?				
...determined which promotion and advertising strategies will be used (and budgeted accordingly)?				
...developed a farm website?				
...developed a social media plan for promotion and advertising?				
...allocated staff time to manage online and other "public realations"?				
...explored opportunities for cross promotions with other businesses?				
...trained employees on proper customer service?				

¹H = High Priority, M = Medium priority, L = Low priority

Has the farm operator...	Yes	No	Priority Ranking ¹	Comments
...instructed employees on how to respond to frequently asked questions (e.g., farm information, other local businesses, etc.)?				
...provided apparel that helps identify employees and brand the farm?				
...implemented procedures for keeping the farm safe, clean, and visually appealing?				
...considered how to best accommodate visitors with special needs (e.g., young children, persons with limited mobility, etc.)?				
...established a process for receiving and responding to customer feedback?				
...developed a written marketing plan for the agritourism operation that contains:				
<i>Enterprise mission statement and values?</i>				
<i>Description of target or niche markets?</i>				
<i>Description of service/products?</i>				
<i>Detailed plan of promotion strategies?</i>				
<i>Description of existing competition?</i>				
<i>Marketing budget?</i>				
<i>A SWOT analysis?</i>				
<i>Quantifiable goals?</i>				
Other farm-specific considerations:				

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September 2013

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