

Use this worksheet to make decisions about your enterprises using the PRIMER methods. Use the question prompts to think through how these enterprises fit into your farm business. At the end review your responses to see what changes you can make to better meet your farm business goals.

<p><b><u>Profitability</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Does this enterprise have promise to deliver large enough revenue relative to the investment required?</li> <li><input type="checkbox"/> Can I build in special competitive factors that can enable profits to be durable over time?</li> <li><input type="checkbox"/> Is there a considerable up front cost to be incurred?</li> <li><input type="checkbox"/> Can I set specific, measurable, attainable profit goals for this enterprise?</li> </ul>		
Enterprise:	Enterprise:	Enterprise:

<p><b><u>Resources</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is this enterprise adaptable to my area?</li> <li><input type="checkbox"/> Do I have experience with this enterprise?</li> <li><input type="checkbox"/> Do I have, or can I get the resources to produce this product?</li> <li><input type="checkbox"/> Are highly specialized resources required that have limited alternative uses?</li> </ul>		
Enterprise:	Enterprise:	Enterprise:

<p><b><u>Information</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Do I have the “know how” to produce and sell this product?</li> <li><input type="checkbox"/> If I don’t “know how”, do I know how to ask?</li> <li><input type="checkbox"/> Am I willing and able to approach different people for advice?</li> </ul>		
--	--	--

<input type="checkbox"/> Does market research and development appeal to me? <input type="checkbox"/> Is most of the production information readily available?		
Enterprise:	Enterprise:	Enterprise:

<b><u>Marketing</u></b> <input type="checkbox"/> Am I willing to spend as much effort in marketing as in production? <input type="checkbox"/> Is “selling” a new product to a customer something I’m comfortable with? <input type="checkbox"/> Is having people “drop in” at the farm something I can tolerate? <input type="checkbox"/> Are there several promising customers who could be pursued? <input type="checkbox"/> Will I have to do the major part of the marketing? <input type="checkbox"/> Will it require a lot of effort to prepare the product for market?		
Enterprise:	Enterprise:	Enterprise:

<b><u>Enthusiasm</u></b> <input type="checkbox"/> Is this something I will enjoy doing? <input type="checkbox"/> Is there enough variety in the production and marketing activity to keep this interesting? <input type="checkbox"/> Is this something I can get better at with practice?		
Enterprise:	Enterprise:	Enterprise:

---

**Risk**

- Is this enterprise adaptable to my area?
- Are there significant sources of production risk?
- Are there significant sources of financial risk?
- Are there significant sources of marketing risk?

Enterprise:

Enterprise:

Enterprise:

--	--	--