

# Drafting the alternative enterprise plan for your property, committing to the budding business

## Goals of this Worksheet:

- *Derive enterprise possibilities from resource inventory*
- *Projecting revenue streams from enterprise selections*
- *Performing costs analysis of enterprises*
- *Estimating gross income*
- *Developing the checklist for enterprise completion*

What are the range of activities and services you will offer to guests?

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Looking at your resource map, what physical and wildlife resources offer the best enterprise selections?

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What experiences will you offer to capture revenue from these resources?

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United States Department of Agriculture  
National Institute of Food and Agriculture



Will you offer services along with these experiences?

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*In the chart below estimate your enterprise offerings, the price at which you will charge, and what each person will receive for this price.*

Enterprise Activity	Price	Service
(ex) White-tail Deer Lease	\$25 Per acre	Hunting club for 8-10 members



*In the chart below calculate the annual revenue for your enterprise:*

Enterprise	Estimated Revenue	Percent of Total
Wildlife Leasing	\$25,000 annually	33%
<b>Total Revenue</b>		

What are the seasons when people will use your enterprise(s?)

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What are the peak seasons when your enterprise will have the highest use, and why?

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What will be the highest use during the week? Week days vs. Weekends:

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*In the chart below estimate your Annual Enterprise Calendar:*

Actions	Spring	Summer	Fall	Winter
(ex) Plant food plots	Yes		Yes	

How should you calculate costs of operation?

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What will be the costs for operating your enterprise? Annually, Monthly, Weekly

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How will these costs be covered prior to revenue generation? Will you need to take out a business loan?

*In the chart below calculate relevant (Direct Costs) business expenses for your enterprise:*

Direct Costs	Unit	\$ per Unit	# Units	Total
(ex) Labor	Person	\$10 per hour	1 X 40 hours	\$400
<b>Total Direct Costs</b>	-----	-----	-----	

*In the chart below calculate relevant (Indirect Costs) business expenses for your enterprise:*

Indirect Cost	Cost	Cost for Year 1
(ex) Advertising	\$75 per ad	\$900
(ex) Equipment	\$50,000 per Tractor	\$50,000
<b>Total Indirect Costs</b>	-----	

*From the information gathered in the previous charts what will be your annual projected income? Use the chart below to assist you:*

Revenue	Direct Cost	Indirect Cost yr. 1	Income

