Creating an Efficient Business Plan for Longview Club Lambs
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Introduction: Longview Club Lambs

- Small startup business in Lincoln, CA
- Goal is to become a high-quality club lamb production system within the next three years and maintain a high level of efficiency and productivity to compete with other club lamb businesses (Longview Club Lambs 2018)
- Needed adjustments include comparing its current operation to large-scale club lamb operations, evaluating types of nutrients the lambs, ewes, and rams should be fed, creating an effective marketing plan for the lamb crop each year, facilities must be able to accommodate operation size and efficiency, the health and care for animals must be pre-planned or have plans for possible situations, the genetics and time of lambing must be organized to provide lambs at the demanded time of year, and finally, the finance of the operation must be properly budgeted and managed (Bowles 2015)

Methodology:

- Facility: 10 acres will be re-designed to include lambing/quarantine pens, rotated pasture area, and feed paddocks in various sizes
- Water: 2 inches and a free flowing creek is readily available, which will be used to irrigated pasture area
- Nutrition: Ewes will be fed based on their stage of breeding/factation. Ram will be fed to maintain his weight and provide energy during breeding. (Fournier 2018)
- Breeding: the breeding of each ewe will be planned and will correspond with appropriate demand in the market, i.e. county fairs
- Social Media: posts will be made on a regular basis and will constantly promote and advertise the business and its success
- Record Keeping: the business will use a digital record keeping system that will help track overall heard health/production and individual animal health/production
- Financial Documents: Excel will be used to create a balance sheet, cash flows, and income statement

Background:

- Nutrition: crude protein based type and age (Fournier 2018)
- Time of Feeding: 8pm to 8am is the best time to increase feed intake (Marshall 2018)
- Facility: allow for separation, movement, and organization of various lamb groups. This includes pasture allowing for forage growth and pens adequate for lambing (Kintzel 2010)
- Knowledge: prepared to answer questions for customers on certain animals (Chaddock, F., & Stulz, R. 1998)
- Social Media: manage social media accounts current with sales and success of lambs (Saravanakumar and Lakshmi 2012)
- Record Keeping: record of the herd and individual lamb should be used. (Bracken 2017). Programs include Sheep Manager, FlockFlier, and SheepTracker.
- Financial Documents: Financial information should be maintained to ensure efficiency. Revenues, expenses, and cash flows should be recorded (Arzeno 2004).

Moving Forward

The business will follow the document created to adjust the listed areas of their business. The business plan will not be completed quickly. It takes multiple years for all projects to be completed or efficiently implemented. These changes will help to create a more efficient business overall.

Works Cited