

# Business Plan

Longview Club Lambs is a business located in Northern California. They currently are operating with 7 ewes, 2 replacement ewes, and 1 ram. Although their current practices may allow the business to continually operate, it has been observed that the business can make adjustments to become more profitable and efficient. Longview Club Lambs plans to follow the following schedule. They plan to complete the listed tasks by the set date. Additional information will come from the research done prior to the creation of the timeline.



Nutrition and  
Breeding

Social  
Media

Record  
Keeping

Facilities

Financial  
Analysis

Increased  
production  
& efficiency

	Goal Date	Description of the Goal
<input type="checkbox"/>	March 2019	This will be the first season to change the feeding method to the new lambs. The business will provide grain by creep feeding. They will start at the birth of the first lambs until the sale of the last lamb. During this time, the business will also monitor the increase and decrease of feed for lactating and non-lactating ewes.
<input type="checkbox"/>	April 2019	The business should have upgraded their social media accounts to have a higher amount of activity and interaction with the public. The social media accounts will promote the purchase of the lambs and the sheep industry.
<input type="checkbox"/>	May 2019	The business will have worked through the lambing season to perfect their record taking system. The system can then be duplicated each year to compare the results of the year. The records will show the current inventory of breeding stock, including their genetics and production. The records will also list out the plans for the various ewes and their lambs. A separate sheet will list the prices and committed buyers.
<input type="checkbox"/>	June 2019	The business will have created a plan for the upcoming breeding season. They will have selected rams from other breeders. Bringing in outside genetics will allow the business to obtain high quality genetics within their herd. The dates will be set for inserting and removing CIDRs. The times will also be planned for when each of the ewes will be bred.
<input type="checkbox"/>	August 2019	The business will have set up to recreate their facilities. Parts of the current lambing and quarantine areas will be renovated. The pens that currently stand will be enlarged or upgraded. There will be a way to easily move and sort animals from one pen to another. Finally, the structures that currently stand will be renovated to allow them to complete their task.
<input type="checkbox"/>	January 2019	The business will have set up financial analysis records that will allow them to determine the profit or loss for the year. It will also allow them to understand where there is room for growth in their business and where cuts should be made to make the business more profitable.
<input type="checkbox"/>	March 2020	As of March 2020, the business will be able to evaluate the increase in production and efficiency. From this point, adjustments will be made based on the result of the past year. The business will continue to reevaluate their progress each year and then make the needed adjustments.