

A.B.O FARM CARE ENTREPRISE BUSINESS PLAN



WILSON BOAKYE

DESCRIBE YOUR BUSINESS:

A.B.O Farm Care Enterprise aims to supply farmers with high-quality agrochemicals and farm inputs, and to also educate farmers on the best and sustainable use of agrochemicals. Currently, we are looking at providing our services to ninety (90) farmers in the first quarter of the year, with the objective of expanding to more farmers in the Asamankese community and beyond. If we are awarded the loan, we plan to stock a wider range of agrochemicals and farm inputs, provide adequate agrochemical application and proper farm machinery maintenance education, invest in marketing to reach more farmers, and secure a small warehouse for storage. Additionally, the funds would be used to purchase farm inputs such as pumping machines, wheelbarrows, knapsack sprayers, and others, which will be rented out to farmers who cannot afford to purchase such farm inputs but need them for their farm operations. This will help us generate more income to scale operations to meet other business needs, boost our revenue, and pave the way for future growth.

EXPLAIN THE PROBLEM

A lot of farmers in Ghana, especially Asamankese, face challenges in accessing quality agrochemicals, farm inputs, and the best method of application and proper maintenance of farm

equipment, leading to lower crop yields and reduced income, with its associated health risk. Limited access to these essential farm inputs and inadequate education on their application and usage hampers their ability to optimize farm productivity and healthy farm produce.

EXPLAIN YOUR SOLUTION

A.B.O Farm Care Enterprise addresses these challenges through the provision of high-quality agrochemicals and farm inputs directly to farmers, providing education on the method of application and ensuring timely availability and competitive pricing. We also offer advisory services on the proper use and maintenance of these inputs to maximize yields.

BUSINESS MISSION STATEMENT:

A.B.O Farm Care Enterprise aims to empower Ghanaian farmers, especially in Asamankese, with quality agrochemicals and farm inputs, which will help in enhancing their productivity and income through reliable supply and expert advice on their usage and application.

Pitch video:

<https://drive.google.com/drive/u/0/folders/1ZZBVQ2gS0MaHo07KnbdVtN-ZXg5ghLXa>

Income and expense log :

https://docs.google.com/spreadsheets/d/1L7qjqX3nsQ6DNGIRULdkae_OICJICwsG/edit?gid=1427454887#gid=1427454887

HOW LONG HAVE YOU BEEN IN BUSINESS?

A.B.O Farm Care Enterprise has been in business for 6 months after the Pilot stage was successful, and our goal is to establish a strong presence in the agrochemicals and farm inputs market in Ghana.

YOUR NET INCOME:

Income \$1639.72 – expenses \$2397 = net profit \$757.28

Service Or Product Deliverable:

We supply high-quality agrochemicals (fertilizers, pesticides, herbicides) and farm inputs (seeds, tools) to farmers in Ghana. Our service includes delivery to farms or designated pickup points, with advice on product use for optimal yield.

1. herbicides = \$3.69
2. Pesticides = \$4.61
3. Knapsack sprayer = \$16.59
4. Watering can = \$18.43
5. Fungicide = \$9.22
6. Foliar fertilizer = \$23.04
7. Granular fertilizer = \$13.82
8. Wheelbarrow rental = \$2.0
9. Rental of bricks mold = \$2.0
10. Rental of sprayer machine = \$1.5
- 11.

DESCRIBE YOUR BEST CUSTOMER:

Our current customers are individual farmers, Miss Hannah (Asamankese), Mr. Cosmos (Asamankese), and Mr. Maxwell (Oda).

WHY DO CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

We offer competitive pricing, flexible payment options for farmers, and personalized agronomic advice to help increase yields. We also prioritize timely delivery to fit planting and harvesting timelines.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKELY TO FAIL:

A common cause for failure in this type of business in Ghana is:

1. Poor inventory management leads to stockouts during peak seasons
2. Overstocking
3. Failure to adapt to changing farmer needs.

HOW CAN YOU AVOID THESE PROBLEMS?

We intend to avoid these problems through:

1. Robust inventory management system linked to sales data and maintaining relationships with multiple suppliers for agrochemicals and inputs.
2. Building flexibility in our operations to adapt to changes in demand or market conditions.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES.



Herbicide - \$3.69
Herbicide - \$3.69



fungicide - \$9.22

Spraying machine - \$16.5



HOW DO CUSTOMERS KNOW THAT YOU EXIST?

1. Through social media marketing by using platforms such as Facebook, WhatsApp, and TikTok.
2. Through agricultural fairs and exhibitions in Ghana.
3. We will also partner with local farmer cooperatives and through word-of-mouth referrals from satisfied farmers.
4. And advertisements through community information centers.

WHY DID YOU CHOOSE THIS BUSINESS?

The agricultural sector in Ghana is growing, and farmers need quality inputs and a timely supply of agrochemicals for better yields to enhance food security. As a result, we chose this business to support farmers and contribute to food security and healthy farm produce.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS.

1. Partner with local agricultural extension officers.
2. Attend agricultural shows in Ghana.
3. Use social media for promotions and engagement.
4. And continuous advertisements at community information centers.

Insert pictures of your business activities here and give a brief explanation of each:



Purchase of products from the supplier.
customers.

Products are ready to be delivered to



Giving feedback to my supplier after delivery of products to customers
as a part-time job.

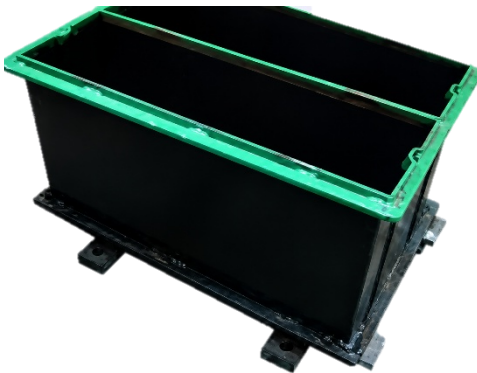
HOW WILL YOU USE THE MONEY?



1. \$138.25 to rent this shop to start operation.



2. \$524.33 as initial capital for stocking agrochemicals and farm inputs.



Bricks mold = $(\$45.45 \times 2) = \90.9



Wheelbarrow = (\$ 72.73*2pcs) = \$145.46

Income Statement

Instructions: Type your information into the white cells

Your name is: WILSON BOAKYE
 Business name: A.B.O Farm Care Entreprise
 Current Date: 30th April,2026

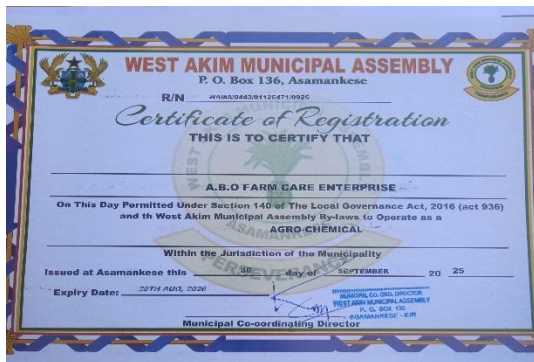
Month	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6 Forecast	Month 7 Forecast	Month 8 Forecast	Month 9 Forecast	Month 10 Forecast	Month 11 Forecast	Month 12 Forecast	Total
Sales revenue	\$ 527.09	\$ 453.36	\$ 693.36	\$1,181.09	\$1,181.82	\$1,272.73	\$1,272.73	\$1,318.18	\$1,336.36	\$1,381.82	\$1,363.64	\$1,272.73	\$13,254.91
Total transactions or units sold	195	158	234	381	390	410	415	430	431	480	450	400	4,374
Revenue per transaction or unit	\$ 2.70	\$ 2.87	\$ 2.96	\$ 3.10	\$ 3.03	\$ 3.10	\$ 3.07	\$ 3.07	\$ 3.10	\$ 2.88	\$ 3.03	\$ 3.18	\$ 3.03
Expenses													
Self salary	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 45.45	\$ 545.45
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw Materials	\$ 639.73	\$ 246.00	\$ 360.45	\$ 484.27	\$ 307.45	\$ 507.27	\$ 467.82	\$ 499.36	\$ 379.09	\$ 458.27	\$ 363.36	\$ 446.91	\$ 5,159.98
Store Rent	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 18.18	\$ 218.18
Advertising	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 5.45	\$ 65.45
Transportation	\$ 1.82	\$ 1.82	\$ 1.82	\$ 1.82	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.73	\$ 2.73	\$ 2.73	\$ 26.82
Loan repayment	0	0	0	0	0	0	0	0	0	42	42	42	\$ 126.00
Taxes/Fees	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 0.82	\$ 9.82
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	\$ 711.46	\$ 317.73	\$ 432.18	\$ 556.00	\$ 379.63	\$ 579.45	\$ 540.00	\$ 571.54	\$ 451.27	\$ 572.91	\$ 478.00	\$ 561.55	\$ 6,151.71
Expense per transaction or unit	\$ 3.65	\$ 2.01	\$ 1.85	\$ 1.46	\$ 0.97	\$ 1.41	\$ 1.30	\$ 1.33	\$ 1.05	\$ 1.19	\$ 1.06	\$ 1.40	\$ 18.69
Net Income to reinvest	\$ -184.37	\$ 135.63	\$ 261.18	\$ 625.09	\$ 802.19	\$ 693.28	\$ 732.73	\$ 746.64	\$ 885.09	\$ 808.91	\$ 885.64	\$ 711.18	\$ 7,103.20
Net Profit Margin	-35%	30%	38%	53%	68%	54%	58%	57%	66%	59%	65%	56%	54%

WILSON BOAKYE
A.B.O Farm Care Entreprise

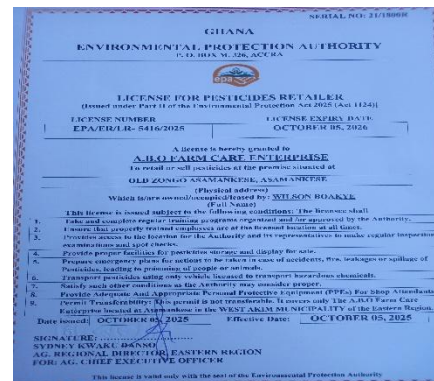
CashFlow	January,2026	February,2026	March,2026	April,2026	May,2026	month 6 forecast	month 7 forecast
Income	\$ -184.37	\$ 135.63	\$ 261.18	\$ 625.09	\$ 802.19	\$ 693.28	\$ 732.73
- Fixed expenses	\$ 63.63	\$ 63.64	\$ 63.64	\$ 63.64	\$ 63.64	\$ 63.64	\$ 63.64
- Loan payment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
- Variable expense	\$ 647.82	\$ 254.09	\$ 368.54	\$ 492.36	\$ 316.00	\$ 515.82	\$ 476.37
= Profit (or loss)	\$ 527.08	\$ 453.36	\$ 693.36	\$ 1,181.09	\$ 1,181.83	\$ 1,272.74	\$ 1,272.74
Starting cash	\$ 681.82	\$ 1,208.90	\$ 1,662.26	\$ 2,355.62	\$ 3,536.71	\$ 4,718.54	\$ 5,991.28
Available cash	\$ 1,208.90	\$ 1,662.26	\$ 2,355.62	\$ 3,536.71	\$ 4,718.54	\$ 5,991.28	\$ 7,264.02

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH?

The profit was used to secure the following documents to be able to start operations once given the grant.



\$52



\$63

What did you learn from the practice pitch you gave to your area supervisor's Rotary club? What was the date of that practice pitch event?

The pitch gave me an insight into the relevance of paying attention to how money comes into my business and how money goes out of the business. The income statement and the use of the cash flow system, which I learnt through the pitch, have really been helpful in tracking financial records in my business.

Share about your family and picture here:



Starting from right to left: my mom, myself, my elder sister, and my elder brother.



From right: my niece, my nephew, and his daughter.

CONTACT DETAILS:

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