

ENTERPRISING RURAL FAMILIES

What are we? A Business Description

Summarize what your business is. Include the physical, production, and human resource components, An example of a business description of a family farm business may look like the following:

“We are a second generation nursery; our business consists of 5 thousand feet of poly green house situated on 15 acres in east Surrey. The business involves 3 families and their adult children, along with 2 full time non-family employees and 8 casual employees. We produce 100,000 stems of roses and manufacture clay vases...” etc.

To help you clearly present your family business as it exists today, answer the following questions:

Today’s date: _____

1. How many employees? F.T. _____ P.T. _____ Seasonal _____ Family _____

Non-Family _____

2. List employee (family and non-family) names with corresponding positions.

3. Type of business: _____

4. How long has the business been in operation? _____

Date/year started: _____

5. Number of generations involved: _____

Number of family members involved: _____

6. Size of business (gross annual income and/or number of units produced and/or area

covered, etc.): _____

7. Location: _____

8. Overall condition of business: poor _____ moderate _____

well kept and maintained _____

9. Condition of equipment: old _____ moderate _____ up-to-date _____

10. Overall proficiency of operation: lacking _____ moderate _____ high _____

11. Production measurements and level of efficiency: _____

12. Facilities and equipment effect on the business: negative _____ effective _____

positive _____

13. Additional statements of description: