

Eight-Hour Agri-Business Development Workshop

Session 1: Introduction to Agri-Business Development (1 hour)

- Overview of Agri-Business Industry
- Importance of Agri-Business in Economic Development
- Key Challenges and Opportunities in Agri-Business

Session 2: Market Analysis and Research (1 hour)

- Conducting Market Research in Agri-Business
- Understanding Market Trends and Demand
- Identifying Market Opportunities and Target Audience

Session 3: Farm Management and Operations (1 hour)

- Basics of Farm Management
- Planning and Implementing Farm Operations
- Ensuring Efficiency and Sustainability in Farming Practices

Session 4: Agricultural Value Chain Management (1 hour)

- Overview of Agricultural Value Chains
- Identifying Value-Adding Opportunities
- Managing Supply Chain and Distribution Channels

Session 5: Financial Management in Agri-Business (1 hour)

- Basics of Financial Management for Agri-Businesses
- Budgeting, Cash Flow Management, and Financial Planning
- Accessing Financing Options for Agri-Business Ventures

Session 6: Agri-Business Marketing Strategies (1 hour)

- Developing Effective Marketing Strategies for Agri-Businesses
- Branding and Promoting Agri-Business Products
- Digital Marketing and E-commerce in Agri-Business

Session 7: Sustainable Agriculture Practices (1 hour)

- Introduction to Sustainable Agriculture
- Implementing Sustainable Farming Practices
- Environmental Conservation and Resource Management

Session 8: Policy and Regulatory Considerations (1 hour)

- Understanding Agricultural Policies and Regulations
- Compliance Requirements for Agri-Businesses

- Advocating for Favorable Policy Environment

Throughout the workshop, interactive discussions, case studies, and practical exercises will be used to engage participants and reinforce key concepts. Participants will leave with a comprehensive understanding of agri-business development principles and practical strategies for success in the agri-business industry.