School of Agriculture, Policy and Development



## Designing and implementing agri-food based business plans



Dr Yiorgos Gadanakis Programme director BSc Agricultural Business Management University of Reading

## **THE FARMING SECTOR IS CHANGING!**

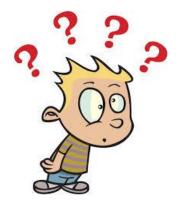


- Understand how to appraise businesses and evaluate problems
- Demonstration of the ability to apply management tools to decision making and business development
- Understand the food supply chain and how each sector contributes into it
- Explore market trends and consumer needs
- Understanding how to develop appropriate plans for the introduction of new enterprises / major changes to a rural business
- Produce clearly written reports that meet specific criteria
- Deliver clear and informative presentations



## Thank you for your attention

## **Questions?**



LIMITLESS POTENTIAL | LIMITLESS OPPORTUNITIES | LIMITLESS IMPACT