

Starting an Aquaculture Business:

Aquaculture has grown rapidly in volume and complexity around the world in the last several years. In South Africa a lot was said and strategies drafted on the development of Aquaculture in the near future. There are many different reasons why an Aquaculture business can fail. Aquaculture is a management-intensive business. It is a high risk industry with mostly moderate profit margins. The need for intensive and skilled management stems from the high level of capital invested in the facilities, and the high levels of operating capital required to operate a competitive and profitable business. While aquaculture has a centuries-long history as a source of food for households in Asia and Africa, the most dramatic change in more recent years has been the development of aquaculture businesses into complex industries. These industries operate on national and international levels. Throughout aquaculture, under capitalization (not having enough capital to make payments and survive the sometimes lengthy startup periods) has been a consistent problem. Individual companies must answer a series of questions that involve pricing, output and market positioning. No company can survive in the modern world unless it plans for the future. Business/Marketing planning is the technique that enables a company to decide on the best use of its scarce resources to achieve its corporate objectives. The business plan is the passport to this future. Now a days big financial institutions all have their own business plan templates which the client have to complete to apply for funding from them.

The process of developing your own business plan can look as follow:

Step 1 – Planning the development of the business plan (structure etc.)

Step 2 – Scanning your environment

Step 3 – Establishing goals and objectives

Step 4 – Developing Marketing Strategy

Step 5 – Developing Marketing Tactics

Step 6 – Forecasting for your Business Plan

Step 7 – Calculating important financial ratios for your Business Plan

Step 8 – Presenting the Business Plan

Step 9 – Implementation

(From: The Marketing Plan, William A. Cohen)

The structure of your own complete business plan can look as follow:

-Table of Contents

- Introduction

- Summary

- Situation analysis including

- Assumptions

- Sales (History and/or Budget)

- Review of Strategic Markets

- Review of Key Products

- Review of Key Sales Areas

- Marketing objectives

- Marketing Strategies

- Schedules

- Sales Promotion

- Budgets

- Profit and loss account

- Controls

- Update Procedures

(From: The Marketing Plan, A Step-by-Step Guide, John Westwood)

The main objective of a business plan is to explain to a reader what the nature of the enterprise is and what its business strategy for the following three or more years will be.

The business plan must indicate exactly:

- which activities the enterprise is currently engaged in;
- what the mission, objectives and goals of the enterprise are;
- what strategy must be followed to attain these goals; and
- what control measures have been taken if goals are not attained.

There are no fixed rules for drawing up a business plan; nor are there fixed rules for who should draw up the business plan. However, it is important that competent people draw up a business plan. It is desirable that a business plan is drawn up by the entrepreneur and/or the management team, because the enthusiasm for the business idea is then usually reflected in the business plan.

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