Table of Contents

Executive Plan 4
Mission, Objectives and Keys to Success 5
Mission 5
Vision 5
Objectives 5
Core Values 5
Keys to Success 5
Company Summary 6
Business Description 6
Products and Services 6
Ownership 7
Choosing and Managing the Ownership Structure 7
Company Structure 8
Detailed Staff Responsibilities 9
Operational Requirements 11
Machinery And Equipment 11
Types of Tomatoes 12
Tomato Cultivars/Varieties 13
Tomato Growing Systems 13
Land And Soil Requirements 14
Planting Tomatoes 17
Fertilisation 19
Water Requirements And Irrigation 20
Growth Stages And Fruit Development 23
Diseases And Control 24
Weed And Pest Control 26
Tomato Management Tips 30
Harvesting Tomatoes 31
Grading, Packing And Storage 31
Integrated Crop Protection and Traceability 32
Practical Management Guide 34
Managing the Operating Cycle 34
Planning a Staggered Crop 34
Calculating Plant Population 34
Comparing Market Channels 35
Investigating a Low Saleable Yield 35
Responding to Irrigation Failure 35
Closing the Season 35
Building a Practical Management Record 36
Purchasing and Supplier Decisions 36
Cash, Credit and Owner Drawings 37
Staff Training and Cover 38
Maintenance and Business Continuity 38
Measuring Performance Without Creating Unnecessary Administration 39
Growth, Partnerships and Exit Planning 39
Building the Field and Harvest Records 40
Planning the Harvest Team and Dispatch 41
Buying Seedlings and Crop Inputs 41
Reviewing Buyers and Market Returns 42
Turning Pick Records Into a Reliable Availability List 42
Recording Ripeness Requirements Before Picking 43
Measuring Loss at Each Handling Stage 44
Scheduling Picking Around Packing Capacity 45
Managing Returnable Crates Across Customers 46

Comparing a Price Offer With the Whole Grade Mix 46
Keeping a Trial Buyer Separate From the Main Programme 47
Building an Irrigation Fault Timeline 48
Making Harvest Quality Instructions Visible to the Crew 49
Reviewing a Missed Delivery Window 50
Keeping Market Deductions Explainable 51
Planning the Last Picking of a Block 51
Reconstructing a Lot After a Mixed Packing Shift 52
Reviewing the Cost of an Extra Collection Trip 53
Preparing a Block Close Record Before Replanting 54
Operational Strategy 55
Water reliability 55
Pests and disease 55
Weather and crop establishment 55
Price and buyer concentration 55
Harvest and postharvest loss 55
Inputs and nutrition 55
Marketing Strategy 56
Promotion 56
Market Analysis 58
Demand for Tomatoes 58
Uses and Product Requirements 58
Fresh Produce Markets 59
Wholesalers and Informal Traders 59
Retailers and Food-Service Customers 59
Direct Sales and Local Customers 60
Prices and Net Returns 60
Seasonality and Supply Continuity 60
Competition and Buying Behaviour 61
Market Position 61
Industry Analysis 62
Place in South African Horticulture 62
Production Regions and Seasons 62
Open-Field and Protected Production 62
Planting Material and Crop Performance 63
Water and Crop Nutrition 63
Pest and Disease Management 63
Harvesting and Post-Harvest Performance 64
Marketing Channels and Price Formation 64
Small-Grower Participation 64
Employment and Skills 65
Industry Risks and Outlook 65
SWOT Analysis 66
Strengths 66
Weaknesses 66
Opportunities 66
Threats 66
PEST Analysis 67
Political 67
Economic 67
Social 67
Technological 67
Financial Statements 68
Start up Costs 68
Financing and Bank Loan Amortisation 69
Loan Repayment and Cash Coverage 70

Projected Income Statement 71
Forecast Assumptions 72
Forecast Assumptions continued 72
Staffing and Salary Assumptions 74
Revenue and Expenses 76
Monthly Cash Flow Statement 77
Projected Annual Cash Flow 81
Projected Balance Sheet 82
Breakeven Analysis 83
Payback Period Analysis 84
Financial Graphs 85
Risk Analysis 87
Water reliability 87
Pests and disease 87
Weather and crop establishment 87
Price and buyer concentration 88
Harvest and postharvest loss 88
Inputs and nutrition 88
Labour and traceability 88
Seasonal cash 89
Monitoring and Corrective Action 89
Potential Sources of Finance 90
Equity Financing 90
Debt Financing 91
Matching Finance to the Operating Need 94
Top Reasons for failure of Tomato Business In South Africa 95
Directory 97
Other Business Plans 104
BIZBOLTS Disclaimer and Copyright 107

Other Business Plans

We offer the following business plans in PDF, Word & Excel. Visit www.bizbolts.co.za to learn more or purchase.

- Animal Feed Manufacturing Business Plan
- Auto Parts Store Business Plan
- Bakery Business Plan
- Beef Cattle Farming Business Plan
- Bottled Water Business Plan
- Brick Manufacturing Business Plan
- Broiler Chicken Farming Business Plan
- Butchery Business Plan
- Cabbage Farming Business Plan
- Car Wash Business Plan
- Catering Business Plan
- Cattle Fattening Business Plan
- Cleaning Services Business Plan
- Clothing Boutique Business Plan
- Coffee Shop Business Plan
- Construction Company Business Plan
- Courier Services Business Plan
- Dairy Farming Business Plan
- Detergents Manufacturing Business Plan
- ECD Day Care Centre Business Plan
- Fast Food Restaurant Business Plan
- Food Truck Business Plan
- Free Range Chickens Farming Business Plan
- Funeral Parlour Business Plan
- Furniture Manufacturing Business Plan
- Goat Farming Business Plan
- Guest House Business Plan

- Gym Business Plan
- Hair & Beauty Salon Business Plan
- Hardware Store Business Plan
- Hatchery Business Plan
- Honey Beekeeping Business Plan
- Hydroponics Farming Business Plan
- Internet Cafe Business Plan
- Laundry Business Plan
- Layers Egg Farming Business Plan
- Liquor Pub Business Plan
- Macadamia Nuts Farming Business Plan
- Maize Farming Business Plan
- Meter Taxi Business Plan
- Minibus Taxi Business Plan
- Mutton Sheep Farming Business Plan
- Onion Farming Business Plan
- Petrol Station Business Plan
- Pharmacy Business Plan
- Pig Farming Business Plan
- Potato Farming Business Plan
- Rabbit Farming Business Plan
- Recycling Business Plan
- Rental Property Business Plan
- Security Company Business Plan
- Sheep Farming Business Plan
- Shisa Nyama Business Plan
- Solar Installation Business Plan
- Spaza Shop Business Plan
- Supermarket Business Plan
- Toilet Paper Manufacturing Business Plan

- Tomato Farming Business Plan
- Trucking Business Plan
- Tyre Fitment Centre Business Plan
- Waste Management Business Plan

Business Plan Packages (PDF, Word & Excel)

Our business plan packages generally include these four files:

1. Comprehensive business plan - PDF
A detailed guide covering the business, market, operations, management, financial projections and practical guidance for running the business.

2. Comprehensive business plan - editable Word document
The detailed plan in Word format, ready to customise for your business.

3. Funding business plan - editable Word document
A shorter version to personalise for a bank loan, investor or other funding application.

4. Automated financial statements - Excel workbook
Update the inputs to reflect your business. The linked financial statements and forecasts update automatically.

Contact Bizbolts

Website: www.bizbolts.co.za
Email: sales@bizbolts.co.za
Call / WhatsApp: +27 60 633 4830