

Module 2

Different Models of rural business strategy and
How to recognize a potential of your region

Practise assignment

Search for a necessary rural product/service and find out how you can start production or, in the case of a service, create it.

Examine the features of the area from the point of view of the new product / service, then prepare a business strategy. If one of the regional features does not meet the requirements, then explain the proposed solutions in the business plan.

Start with the questions:

Name of the product or service

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Region climate properties, is it suitable for the procedure or service?

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Region hydraulic properties, is it suitable for the procedure or service?

Region topography properties, is it suitable for the procedure or service?

Region geology and soil properties, is it suitable for the procedure or service?

Region vegetation properties, is it suitable for the procedure or service?



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Choose an agricultural business model, justify your choice and create a sustainable and profitable vision for 5-10-15 years

Summarise your new product or service based on what you've learned in this module, remember the paragraphs and divide the text into parts.