

Equine Entrepreneurship I

An introduction to strategic planning regarding the economic and financial feasibility of a business venture with an emphasis on processes for developing a comprehensive enterprise analysis

Objective – Introduction of the participant to the challenges confronting entrepreneurs in the equine industry, and development of a preliminary business plan utilizing the financial statements, sales plans, and marketing plan developed in courses one, two, and three.

Specific topics covered in the course include:

- Introduction to entrepreneurship in the equine industry
- Insurance
- Cash flow projections
- Financing plan
- Marketing plan
- Sales projections
- Enterprise budgeting
- Allocation of fixed expenses and overhead
- Risk analysis and management
- Opportunity costs
- Management information systems

Course Project – Prepare a preliminary business plan for an equine related business