

Idea for business plan

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Dairy farming business idea Cleveland area is a high traffic business region where many types of businesses are operated. The dairy has been left out by many investors, and it forms a viable business opportunity. Despite not having many investors, the business requires better performance in order to outdo the existing businesses in the sector. Better performance is characterized by high-quality products, friendly prices and convenience to the consumer.

The business will produce products such as milk, beef, cheese and butter. However, the major products will be milk and cheese since they are the first-hand products of dairy farming. The competitors in the industry are large-scale dairy farmers and milk processing companies. Large scale farmers produce dairy products in large amounts and hence most customers will prefer their products since they are sure of a constant supply. Processing companies are big competitors since they have loyal customers.

Nevertheless, the business people in the venture do not produce enough supply of dairy products and hence small businesses have a chance for growth under the stiff competition. The business will ascertain that its products are of high quality, and cleanliness will be paramount. Customers of dairy products mainly consider quality and health before making purchases and hence the business will be at a better position to thrive. The business will offer delivery services that will lure many customers into making orders from my firm.

Dairy farming has a lot of opportunities in the greater Cleveland area since most milk products are brought from other places. Operating the business in Cleveland will minimize the operational costs and hence I can use price as a competition tool.

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