

# Building an Agricultural Value-Added Business: A Workshop

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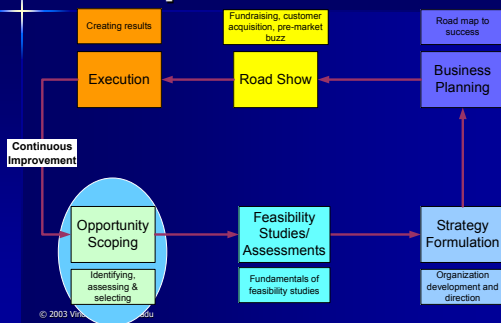
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## Successful organizations .

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- Define, articulate and live a vision of the future they choose to create
- Listen to their customers and respond to what they hear
- Create a culture in which their employees can achieve their personal excellence
- Demonstrate the value in interdependence
- Seek to continuously improve everything they do . . . forever

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## Market-Focus Business Development Model®



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## Workshop Rationale

- Value-added business development is risk-increasing
  - Therefore, those who do it must seek rewards over and above the risks they incur
- In this workshop, we focus on the first steps involved in the process of developing value-added business
  - Opportunity scoping

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## Future Workshops

- The other components will be delivered over the next 12 months in a series of short courses
- The long-term objective is to help producer-entrepreneurs develop the skills necessary for:
  - Spotting winning opportunities
  - Increase the probability of successful execution
  - Building successful wealth-enhancing businesses

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## Opportunity Scoping

Critical Success Factor in Agricultural Value-Added Business Development

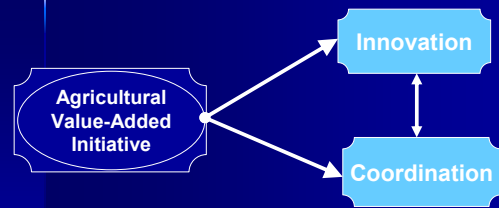
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## Opportunity Scoping



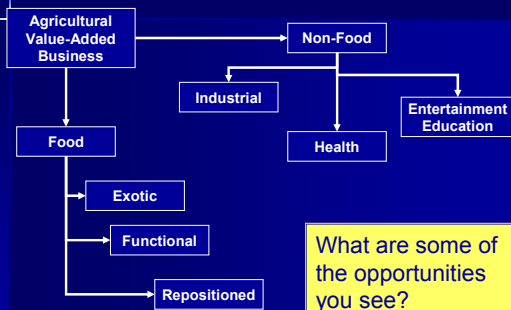
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## Opportunity Slate



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## Opportunity Slate in Agricultural Value-Added Initiatives



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## Traditional Opportunities Scoping

- How do you search for opportunities?
- Traditionally, we use the inside-out approach
  - What do I have?
  - Who wants to buy what I have?
- The challenge of this approach is that you build it and hope they come

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## Market-Focus Opportunity Scoping

- Market-focus implies outside-in mentality
- We first identify someone's REAL need(s) in the marketplace
  - That *someone* becomes the CUSTOMER
- Then we assess how important addressing that need is to the wealth we want to create

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## Market-Focus Opportunity Scoping

- The Market-focus opportunity scoping approach pays **little** attention to what you have and spends inordinate amount of time focusing on what needs exist in the marketplace
- Once the needs are identified, then they are structured into resource requirements
  - What will it take to meet those needs?
  - Do I have what it will take?
  - Where can I find what it will take?

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## Market-Focus Opportunity Scoping

- What current gaps do you see in the marketplace within the domain of agriculture?
- Who is experiencing pain from these gaps?
- How badly are they hurting?
- Do they know they are hurting? Or how willing are they to pay for a solution?
- If they don't know they are hurting, can we show them how much better of they will be with a solution?
- Who is benefiting from the gaps?
- What will they do if you decide to fill the gaps?