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**Business Planning for the Agriculture Sector:
A guide to business plan development for Start-up to Mid-Size
Operations**

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New York FarmNet
Department of Applied Economics and Management
Cornell University
415 Warren Hall
Ithaca, New York
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Company A Limited - Business Plan Commentary

Appendix B - Vertical Sector Growth Drivers

Vertical Sector	Vertical Sector Growth Drivers	Potential Growth Services
Banking, Financial Services, and Insurance	<p>Regulation requiring significant IT investments</p> <p>Increased efficiency by migrating customers to low-cost channels like e-banking and web-based CRM</p> <p>Improved resilience and lower operational risk with a stable, flexible, and scalable IT infrastructure</p> <p>Lower transaction costs through economies of scale</p> <p>Flexibility to embrace new innovative solutions</p> <p>Reallocate time and talent to focus on business rather than IT</p>	Web-based client-facing applications such as call centre and customer relationship applications (CRM)
Manufacturing	<p>Cost reduction, fees based on a specific functionality and capacity to use depending on individual requirements</p> <p>Higher business value benefits, faster and at reduced costs than a purchased solution</p> <p>Reducing the wastage of time, expense and business disruption associated with in-house applications</p> <p>No upfront expenditure on licenses, maintenance contracts and new staff</p> <p>Scalability</p> <p>Availability of industry-specific functionality that best meets a company's needs</p> <p>Availability of expert staff to address issues</p> <p>Advantage of security and risk-mitigation capabilities</p>	Enterprise Resource Planning (ERP) Manufacturing Execution Systems (MES) Supply Chain Management (SCM)
Services	<p>Pay only for the functions used (Pay-As-You-Go)</p> <p>Reduced training Costs</p> <p>Access to the latest technology without IT investment</p> <p>Increase efficiency and cost savings</p> <p>Access to applications for a fraction of the cost</p> <p>Quick implementation process and lower maintenance responsibilities</p> <p>Instantaneous upgrades based on necessity for software products</p> <p>Unprecedented reach and flexibility to access from anywhere, anytime</p>	Hosted solutions - using the internet as an application platform
Government	<p>Choice of different technologies and architectures</p> <p>Reduce the incremental cost for implementation of new solutions as well as the time needed for design and development</p> <p>Improved cost efficiencies for improved ROI</p> <p>Provides a lower-cost option that eliminates traditional investment, setup, and maintenance hurdles</p> <p>Designed to meet the requirements, budgets and needs of individual agency or a large organization</p> <p>Scalability & Flexibility</p> <p>Availability on a monthly subscription fee basis</p> <p>Access securely anytime, anywhere, from any computer with internet access</p> <p>Lower total cost of ownership</p>	e-governance solutions
Communications	<p>IT platforms to offer services that drive subscriber growth and profitability to meet the challenge of creating new revenue opportunities</p> <p>Tailored, industry-specific solutions to solve business challenges</p> <p>Cost effective solutions, with managed servers and updates</p> <p>IT platform to offer advanced services such as voice over IP, wireless and convergent services</p> <p>Complexity in upgrading legacy systems</p> <p>Ease of switching - Facility to switch solutions easily</p> <p>Efficient back up and security</p> <p>Anytime, anywhere accessibility</p>	Web-based back-office applications such as billing, mediation, rating and subscriber management challenges Web-based client-facing applications such as call centre and customer relationship applications (CRM)

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