



A METHOD OF STRATEGIC MANAGEMENT AND PLANNING TO OBTAIN COMPETITIVENESS IN FARMING BUSINESS

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Outline

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Problem Statement

- This reality of agribusiness requires a new vision from farmers to understand the demand and the events that affect their businesses and it also requires investments in the improvement of management and operational efficiency of the farm's development as a strategy to survive in the activity.
- How can farmers be updated with the changes and trends of the environment and be concerned about issues such as climate, topography, seasons, rainfall, etc.?
- How can they strategically plan and manage their business completely, from "inside the gate" to "outside the gate"?



Objectives

- Propose a method of strategic planning and management of competitive farm businesses;
 - A planning tool for the medium and long term, providing farmers or farm managers better results in their businesses' operations, systematizing ideas and organizational objectives into strategic projects to be implemented according to their priorities.



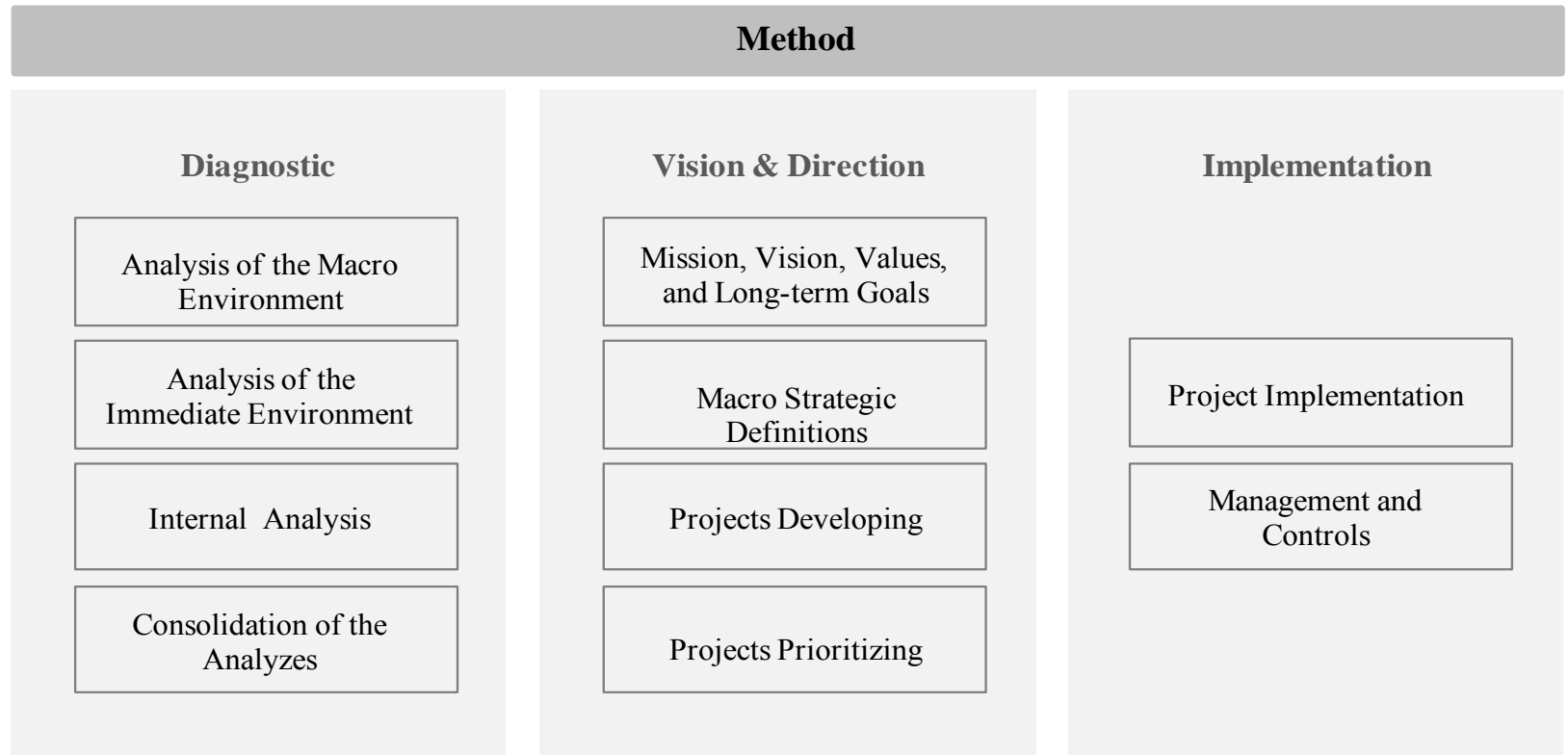
Procedures

- The methodology consisted of a systematic literature review covering concepts and methods of strategic planning and management of rural enterprises, aiming to compile a more comprehensive and applied set of components extracted from other existing methods of strategic planning and management for rural business;
- An adaptation of methods was made in order to create one, more fit to the reality of Brazilian farmers.



Results

- Three stages: Diagnosis; Vision & Direction; and Implementation;
- Each of these stages is divided in 11 phases.





Conclusions

- Following the steps and phases of the method is important, since they help the manager to think of all the variables related to the farm, from the most distant variables to the lowest level of detail;
- The external environment is dynamic, therefore it is important to often do the reassessment analysis (diagnostics), and ascertain the possible adjustments to the direction and strategic objectives of the farm;
- The strategic management and planning to obtain competitiveness in farming business should be a continuous process, so it is important to invest in new tools, researches and analysis.



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Thank You

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