



Developing and Executing a Cooperative Agenda





Knowing what you want and having a roadmap to get there!

- Assistance
- Core Group
- Research
- Marketing
- Executing Plan





Assistance

Nebraska Cooperative Development
Center For Rural Affairs
University of Nebraska
Legal
Accounting
Business





Core Group

No secrets

Compromise a must

Willingness to work hard

A good working group a must





Research

- Know your product Inside and Out
- Customer Base/Target Market
- Feasibility Study





Marketing

- Know your market before you begin!!!
- What is your market, niche, specialty, commodity, or something else.
- You do the marketing
- Know your customer and their needs
- Why build it if you do not have a market?





Executing Plan

Business Plan

Work Together

Many long hours!



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