

# KEY SUCCESS FACTORS IN SEED BUSINESS

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SEED ENTERPRISES MANAGEMENT INSTITUTE

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# High Quality Production

- Value for Money
- Customer/Farmer Confidence

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# Cost Effective Production

- Have to Make Money
- Balance Quality and Cost

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# Good Marketing

- Competitive Advantage
- Customer Confidence
- Trust

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# Financial Resources

- Profits/Retained Earnings
- Cash flow/Staying Afloat
- Investors
- Bankers/Lenders

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# Good Planning Skills

- Strategic Plan
- Operational Plans

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# Execution/Implementation

- Why CEOs fail
- Lack of Strategy
- Incorrect Vision
- Poor Team Building
- Lack of Execution

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# Ability to Build and Keep a Good Team

- Build a Strong Team

- Appreciate People

- Allow People Space to Achieve

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**Thank You**

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