***LEARN HOW TO DO AN AQUACULTURE BUSINESS PLAN TO MAKE YOU MORE EMPLOYABLE IN INDUSTRY***

*Designing and planning a realistic aquaculture enterprise with assistance from industry mentors as part of the DIFS Honours course was the most valuable thing I learned in university.*

Gavin Johnson, CEO Aquaculture Consulting Management Services*.*

The DIFS honours course provides students with real experience of the South African aquaculture industry through the Honours aquaculture field trip and business planning exercise with industry mentors.

Students are provided with an understanding of the elements of an aquaculture business plan including farm design, production planning, product development and marketing, finance, human resources, preparing financial statements and indicators of business performance.

Students then work in pairs to research and pitch an aquaculture business idea. They are then assigned an industry mentor for real world technical inputs and compile a Business Plan report.

The exercise provides specialist skills and the ability to:

* Think of aquaculture as a business.
* Design and plan an aquaculture facility.
* Cost an aquaculture development.
* Plan a business cash flow.
* Compile financial statements.
* Experience in engaging with industry players.
* Learn to work in a team.
* Ability to apply aquaculture knowledge in an industry context.
* Innovative, analytical and strategic thinking.