BUYER READINESS WORKSHEET / FREE STARTER GUIDE

Build an Agribusiness Buyer Brief

Connect a buyer's needs with product quality, capacity, handling and reliable delivery.

Allow 25 minutes for reading and practice. No account required.



Illustrative African business or field scene, created with AI. Not an actual engagement.

Begin with the buyer's specification

A crop name is not a complete commercial specification. Ask what product form, quality, packaging, quantity and delivery pattern the potential buyer needs. Record which requirements are written and which are still assumptions. Avoid promising a grade or certification that has not been established. The purpose of this brief is to organise the questions that determine whether your operation can meet a particular buyer's needs.

Work back through the operation

Trace the proposed order from delivery back to storage, processing where relevant, aggregation and production. At each stage, identify capacity, timing, handling needs and the evidence available. Ask where quality could change and how batches would be identified. When specialist standards or destination requirements apply, confirm them with competent sources. Keep the operating plan tied to the actual product and route rather than a generic promise of export readiness.

UNDERSTAND THE LIMITS / TEST YOUR REASONING

Test the fit before promising volume

Build a small evidence-based plan for discussing a sample, trial order or supplier assessment where appropriate. Note the costs that must be understood before quoting: product, handling, packing, transport and relevant services. Do not turn uncertain capacity into a sales commitment. A good learning exercise ends with a list of gaps, an owner for each and a next conversation that can resolve them.

A fictional practice scenario

A fictional cocoa cooperative receives an enquiry for regular deliveries. It knows its total seasonal production but has not confirmed storage, grading or the buyer's delivery schedule.

What should the cooperative establish before promising a monthly quantity?

A. The buyer's specification and schedule, then the operation's ability to meet them.

B. Only the largest annual harvest number.

C. A promotional slogan for the product.

Worked response

The strongest response is A. Annual production is not the same as a reliable monthly supply. Clarify the specification and schedule, then work through capacity, handling and delivery requirements.

Reading and context

OECD-FAO: Guidance for Responsible Agricultural Supply Chains

The explanations and worksheet are original Capital Africa material. Follow the linked publishers for their own guidance. Educational material does not replace legal, financial, tax or engineering advice, laboratory testing, or current guidance from relevant authorities.

YOUR WORKING DOCUMENT

Make the learning practical.

Work through a fictional example first. Use these prompts to organise your notes; keep confidential information out of shared learning discussions.

1. Buyer, intended use and written specification

2. Product form, quality and packaging requirements

3. Proposed volume and delivery schedule

4. Production, aggregation, storage and handling capacity

5. Specialist checks and evidence still needed

6. Trial or next discussion, with responsibilities and dates

Next action / owner / review date: