Advanced Agribusiness Management, Finance and Marketing Course

21 – 25 June 2027
Casablanca

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Training Center

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Ref: 1066_178626 **Date:** 21 – 25 June 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Advanced Agribusiness Management, Finance and Marketing Course is a one-week advanced course for agribusiness managers, farm enterprise leaders, value-chain professionals, finance specialists, marketing managers, and cooperative leaders, who leave with an Agribusiness Decision Portfolio. Participants integrate agribusiness strategy, agricultural value chain analysis, enterprise financial planning, working capital management, market intelligence, route-to-market design, risk management, and performance dashboards. The course links commercial choices across farming, processing, distribution, and food enterprises. Agile Leaders Training Center develops integrated agribusiness management capability.

Who Should Attend

- Enterprise teams responsible for agribusiness strategy, operating models, and resource allocation
- Finance teams responsible for budgets, cash cycles, investment appraisal, and funding decisions
- Commercial teams responsible for market intelligence, positioning, channels, and customer value
- Value-chain teams responsible for sourcing, processing, logistics, partnerships, and market access
- Cooperative teams responsible for member economics, collective marketing, and performance oversight

The course assumes participants already make commercial, financial, or market decisions in agricultural or food enterprises, and it leaves introductory bookkeeping and country-specific law, tax, and subsidies outside its scope.

Departments and Industries

The course supports departments and industries that coordinate financial and market decisions across agrifood enterprises.

- Strategy, business development, finance, and investment functions
- Marketing, sales, category management, and distribution functions
- Farming, producer organizations, cooperatives, and input supply
- Food processing, cold-chain logistics, storage, and wholesale
- Agricultural finance, advisory services, and impact investment

Learning Objectives

By the end of this course, participants will be able to:

- Analyze agrifood value-chain economics and competitive position
- Build integrated revenue, cost, cash-flow, and working-capital plans
- Evaluate agribusiness investments using structured appraisal methods
- Apply market intelligence to segmentation, positioning, and channel choices
- Prioritize commercial and operational risks with response actions
- Build performance dashboards linking finance, markets, and operations

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Course Agenda

Day 1: Agribusiness Strategy and Value-Chain Economics

- Agrifood System Boundary and Stakeholder Map
- Agricultural Value Chain Analysis Canvas
- Value-Addition and Margin-Pool Map
- Competitive Position and Capability Matrix
- Agribusiness Strategy Choice Framework

Day 2: Enterprise Finance and Investment Decisions

- Agribusiness Revenue and Cost Driver Model
- Seasonal Cash-Flow Forecast
- Working Capital Cycle Map
- Investment Appraisal Scenario Model
- Funding Structure and Financial Risk Matrix

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Day 3: Market Intelligence and Commercial Strategy

- Agricultural Market Intelligence Plan
- Customer and Buyer Segmentation Matrix
- Value Proposition and Product Positioning Canvas
- Route-to-Market Option Scorecard
- Pricing and Contribution Decision Sheet

Day 4: Risk, Integration and Performance Control

- Supply, Demand and Price Risk Register
- Contracting and Partner Dependency Map
- Integrated Agribusiness Scenario Analysis
- Finance-Marketing-Operations KPI Tree
- Agribusiness Performance Dashboard Design

Day 5: Decision Practice and Capstone

- Exercise: Diagnose a Value-Chain Margin Constraint
- Exercise: Test a Working Capital Decision
- Exercise: Select a Route-to-Market Option
- Exercise: Defend an Integrated Risk Response
- Capstone Exercise: Agribusiness Decision Portfolio

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Practical Exercises

The course uses suggested activities that connect value-chain economics, finance, markets, risk, and performance decisions.

- Suggested activity: compare margin pools for a fresh-produce chain and a processed-food chain
- Suggested activity: test seasonal cash, inventory, and financing choices under alternative demand assumptions
- Suggested activity: score direct, distributor, wholesale, and digital route-to-market options
- Suggested activity: present an integrated investment, market, risk, and KPI recommendation

FAQs

Who suits advanced agribusiness management, finance and marketing training?

Agribusiness, finance, commercial, value-chain, cooperative, and food-enterprise decision makers suit the training. The course assumes practical responsibility for enterprise, investment, market, or operating decisions.

How does agribusiness management training differ from general farm management training?

Agribusiness management connects enterprise finance, investment, value chains, markets, channels, risk, and performance across farm and post-farm activities. General farm management focuses more narrowly on production resources and farm operations.

How does agricultural value chain analysis support investment decisions?

Agricultural value chain analysis reveals actors, flows, costs, margins, constraints, dependencies, and upgrade opportunities. Decision makers can use that evidence to test where investment may improve value creation, resilience, or market access.

How should working capital management reflect agricultural seasonality?

Working capital management should align cash requirements, inventory holding, receivables, supplier terms, harvest timing, processing cycles, and sales patterns. Scenario forecasts show when liquidity gaps emerge and which operating or financing response fits.

What should an agribusiness performance dashboard measure?

An agribusiness performance dashboard should connect financial, market, operational, supply, customer, risk, and value-chain indicators. Measures need definitions, owners, data sources, review thresholds, and decision actions.

Conclusion

Participants take back an Agribusiness Decision Portfolio containing strategy choices, value-chain maps, financial models, market tools, risk responses, and a performance dashboard. The portfolio connects investment, working-capital, market, and operating decisions. Teams can use it to test assumptions, compare options, and govern coordinated action.