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Business Management for the Equine Industry

Sharon Eastwood, Anne-Lise Riis Jensen, Anna Jordon

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Business Management for the Equine Industry Sharon Eastwood, Anne-Lise Riis Jensen, Anna Jordon Written by a team of consultants who combine modern business knowledge with decades of direct experience of working in the equine industry, this book bridges the gap between modern business theory and equine business practice. After providing overviews of the equestrian industry and the livery sector as a detailed example, Part I (Assessing a Business) sets out how to access the business environment, externally, competitively and with regard to its internal resources.

Part 2 (Management) goes on to deal with resource management and how to go about strategic planning and marketing, concluding with an overall Business Plan. Part 3 sets out a series of case histories to illustrate the principles as discussed in Part 1 and 2.

No other book applies a truly modern business approach to equine enterprise.

The Authors

Sharon Eastwood, Anne-Lise Riis Jensen and Anna Jordon work together at Dark Horse Consultancy, a team of equine business consultants offering a wide range of advice and services to the industry.

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