



# See the Potential; Unlocking the Growth & Profitability in Beekeeping

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# Beekeepers

**Managing Past - "What for"**

**Trying to manage the Future - "What If"**



# Types of Beekeepers



## “What for”

- Looking Back
- False sense of Security
- Fear of Change
- What for; what's the point; it won't help
- Majority of Beekeepers

## “What If”

- Greater the odds, determine
- Dare to Dream
- Fearless
- Admit cannot do as fathers
- Share
- Encourage

# Manage the Future - What If



- **Dare to be Columbus**  
easy; Scary; control  
Little Black Book
- **In Wild, Fortune favour the Brave**  
Goals
- **Early bird catches the Worm**
- **Not all exported apples sell**
- **Diversity = Our Strength**



**Great ideas - Action**

**Importance of : Selfbelieve,  
preserverance, strategizing**

**Consistent Steps**

**Embrace Little Black Book**

**Understand Strengths &  
Weaknesses**



# Business lessons to remember:

1

**Power  
Courtesy**

2

**Possitive  
People**

3

**Admit  
Mistakes**

4

**2 Ears &  
1 Mouth**

# Business lessons to remember:

5

**Seize  
every  
occasion**

6

**Don't look  
back -  
smash  
opportunities**

7

**Kinder-  
garten  
Rule**

8

**Law of  
Serendipity**



# THANK YOU!

