

Rural enterprise Case Study

A business idea in a rural area is to run a stud farm and raise alpacas and other animals

WHY IS THIS A GOOD IDEA?

A horse farm and owning alpacas can be an excellent business idea in the countryside for several reasons. Firstly, both activities are related to agrotourism and ecotourism, which can attract tourists seeking close contact with nature and animals. Furthermore, horse and alpaca breeding can be a profitable source of income through the sale of the animals, their wool, and the organisation of events such as horseback rides or educational visits with alpacas. Additionally, working with horses and alpacas can be emotionally rewarding, offering the opportunity to form a close bond with these animals and promote a healthy lifestyle of outdoor activity.

In addition, such a business can be offered to schools as excursions for whole classes of children, to companies as a team-building outing and to other groups and associations thus widening their customer base.

