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# AFE 202 ASSIGNMENT

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[Document subtitle]



## QUESTION:

PREPARE A BUSINESS PLAN  
ON A CHOSEN  
AGRICULTURAL  
ENTERPRISE FOLLOWING  
THE GUIDELINES IN THE  
NOTE.

## **WHAT IS A BUSINESS PLAN?**

a business plan is a roadmap for your small farm. It is both process and product. During the writing of a farm business plan, you'll develop an overall vision and mission for your business.

it curtails setting objectives and strategies for achieving them .

## **AGRICULTURAL ENTERPRISE IN STUDY;**

### **VEGETABLE FARMING BUSINESS**

### **FEASIBILITY REPORT**

### **EXECUTIVE SUMMARY**

VEGGIE FARMERS MARKET NIGERIA is a new farm specializing on vegetable farming. We involve in the production, sales and distribution of highly nutritious disease free, high-quality, organically cultivated green leafy vegetables. We are targeting consumers throughout Lagos and Ogun state.

### **COMPANY**

VEGGIE FARMERS MARKET (VFM) is established as a limited liability company owned by Age Mayowa and Other investors, the farm is directed and managed by Ige Mayowa and another experienced agro-allied specialist that were also hired.

### **TECHNICAL ASSISTANCE**

With the monetary aid from my investors , we will be making use of the factors of production we pulled in with the help of our investors, since the capital is enough to

start, our method of carrying out our work is mostly labor intensive but we will be making use of a few machinery to aid in our work in order to make work faster .

## **MARKET AND SALES**

Market orientation: domestic; south west & and south east

Market share: 3% niche market in South West, South East, Nigeria

Users of production: edible and healthy consumption for people, livestock's

## **VISION**

To be among the first three largest vegetable producer/distributor in Nigeria by 2025

## **MISSION.**

- Firstly, to cultivate organically grown evergreen vegetables in commercial quantity
- Secondly, to give our customer the very best products and provide excellent customer products and provide excellent customer service so that we ANNJ earn their trust and ensure continued business transaction.

## **OBJECTIVES**

- Increase revenue from the sales of vegetable to N 60,000,000 over 5 years
- To maintain profit margins at 20-25% through close attention to expenses and cost of vegetable production
- To drive awareness and generate sales through mentions in both local print and

digital media, listings on online stores.

### **COMPETITION ANALYSIS**

The competition in the demographic over the past few years in Nigeria is just increasing, due to the fact Vegetables are just beginning to bring in demand. Daily consumption of vegetables in Nigeria's, as in most countries is below recommendation even though vegetables are considered a standard meal in Nigeria. According to FMARD (2018), the demand gap for vegetables (tomato) is 2.3 million tones, for onion 0.8 million tones and for Okra,

The agricultural fresh Produce growers and exporters association of Nigeria (AFPEGAN) says between 55 per cent and per cent 72 per cent of fresh produce grown in the country perish before there consumed.

It wasn't until the early 2019 that vegetables have been well preserved and now in high demand so it's a very good foundation for our enterprise to start and keeping up with other competition.

### **TARRIF AND IMPORT RSTRICTION**

Forex restriction on food importation and zero duty on imported agricultural equipment will favor the project under consideration.

### **MARKET POTENTIAL**

as earlier said, there's a high demand for vegetables and its other forms in the south western part of Nigeria. The state of infrastructure though not perfect still supports

production and trade with Nigeria.

### **PROFITABILITY**

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, water, air, soil conditions, varieties of seed, pests, diseases, price fluctuations and other risks e.g. cow invading the farm could affect yield and profitability. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit. Irrigation option will be factored in to ensure two cycle of production in a year.

### **TECHNICAL FEASIBILITY**

The projects (production of vegetables and its other forms) are technically feasible. In terms of technology, which involve the preservation of healthy vegetables, the industrial processes are simple and an agro-allied specialist which specializes in the management of green houses with experience of 8 years. They experts are readily available in the usage and maintenance of the equipment.

On the vegetable production, we have specialist in mechanization of sun roof / solar panel plating, irrigation, farm management, crop production, weed science, market development, Agric extension and accounting as part of our management team.

### **GOVERNMENT SUPPORT AND REGULATION**

The project conforms with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government. It

creates economic opportunities, market access, improved income for farmers and support food security objective of government. The project will benefit from government intervention fund in the agriculture sector. The project will also benefit from the favorable policy of zero duty for agricultural and equipment import. Restriction of forex for all food products will also widen market opportunity. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

## **PROJECT TIMELINE**

### **ESTIMATED COST AND REVENUE**

#### **(A) Land Clearing**

<b>Activity</b>	<b>QTY</b>	<b>₦</b>	<b>K</b>
Land Clearing	1 acre	350,000	00
Cross cutting	1 acre	30,000	00
Rome ploughing	1 acre	50,000	00
<b>Sub total</b>	1 acre	<b>250,000</b>	<b>00</b>
<b>Total</b>	1.69 hectares	<b>530,000</b>	<b>00</b>

#### **(B) Equipment**

<b>Name</b>	<b>QTY</b>	<b>MODEL</b>	<b>USD</b>	<b>₦</b>	<b>K</b>
Tractor	1	YTO-904(90hp)	24,450	8,802,000	00

Disc harrow	1	IBJ- 3.0	3,520	1,267,200	00
Sub spoiler	1	IS-200G	3,250	1,170,000	00
Soy seeder	1	2BFY-6C	4,950	1,782,000	00
Tripper	1	7CX-8T	9,450	3,402,000	00
Combine Harvester	1	4YZ-6	103,500	37,260,000	00
Boom sprayer	1	3W-1000L-18	6,950	2,502,000	00
Front loader	1	TZ10D	6,570	2,365,200	00
Sub total			159,390	57,380,400	00

**(C) Vehicle**

TYPE	MODEL	QTY	₱	K
VAN	FIAT 242	3	1,650,000	

**(D) Irrigation**

TYPE	QTY	MODEL	USD	₱	K
SPRINKLERS	60	MELNOR XT TURBO OSCILLATING SPRINKLERS			705,900

<b>Hose Reel</b>	<b>1</b>	<b>140 – 440MT</b>		<b>1,0146,960:</b>
	<b>1</b>		<b>28,186</b>	<b>00</b>
	<b>1</b>			

**(e) Green house**

<b>TYPE</b>	<b>QTY</b>	<b>PRICE(USD)</b>	<b>AMOUNT</b>	<b>DESCRIPTION</b>
Pre-cut wood	<b>80</b>	<b>1.90</b>	<b>152</b>	<b>Spruce wood (with Vernier finish)</b>
Glass (double pane)	<b>200</b>	<b>6.66</b>	<b>1320</b>	<b>Heat strengthened glass (2x8", 2x7")</b>
Polycarbonate	<b>60</b>	<b>5.00</b>	<b>300</b>	<b>Multiwall polycarbonate sheets</b>
Benches	<b>300</b>	<b>15.00</b>	<b>4500</b>	<b>For Pot plants</b>
Polyethene	<b>80</b>	<b>7.50</b>	<b>600.8</b>	
PVC fabric	<b>80</b>	<b>8.00</b>	<b>640</b>	
Fiberglass	<b>120</b>	<b>12.00</b>	<b>1440</b>	<b>Toughened</b>
Pot plants	<b>1050</b>	<b>40.27</b>	<b>42,283.5</b>	<b>Black</b>
Concrete(porous)	<b>30</b>	<b>20.00</b>	<b>600</b>	<b>porous</b>



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## **CONCLUSION**

The project is technically feasible and commercially viable. It is therefore recommended for funding.