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**LEVEL: 200 LEVEL**

**MATRIC NO: 18/law01/171**

To prepare a business plan, there are several guidelines one must consider and they are as follows:

1. Executive Summary/ Brief Description of the Project
2. Sponsorship, Management and Technical Assistance
3. Market and Sales
4. Technical Feasibility, Resources and Environment
5. Government Support and Regulation
6. Timelines of Projects
7. Estimated Project Cost and Revenue
8. Funding Mechanism
9. Conclusion

### Executive summary

This business plan examines the feasibility of and indeed economic viability of the development of a 400hectares of land for Poultry and the establishment of a chicken and turkey meat provider in Elelenwo by Ojemai farms company. The farm will produce about 1000tonnes of poultry meat in a production cycle. The chicken and turkey provider will process about 4,000 tonnes of meat . The demand for this product is high as people tend to eat meat and egg everyday and it is seen as the highest source of protein. This production is currently popular in Anambra State, Bauchi state, Bayelsa state. Nigeria does produce poultry but up to now domestic farmers have not been able to satisfy demand of the country's 200 million people, hence the need for imports.

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange. The entire poultry produce to be processed will be sourced locally through direct production, contract farming in Rivers state and direct purchase from smallholder farmers in other production areas. The project will create market access, improve income of farmers and contribute significantly to food security. It will also generate satisfactory returns for sponsors and investors.

### Sponsorship, management and technical assistance

The project is sponsored by Anwuli Ojo, a well known lawyer and famous business woman. . Anwuli Ojo is promoting the productivity of smallholder farmers in Rivers state through the Ojemai farms company. The individuals involved are experts with many years of

experience in the project being proposed. Justin Agribusiness Ventures & Consultancy will be responsible for the management consultancy of the projects.

The management will comprise of a democratically elected Board of Directors at the apex of the organisation structure. This will be made up of shareholders and member of the cooperative who have stake in the survival, growth and profitability of the business as well as distinguished agribusiness professionals of proven integrity and vast experience in the project area. The prime objective of the board will be to give strategic directions and policies that will ensure long term success of the organisation. The board will ensure that the organisation complied with all standards set by regulatory authorities. The Managing Director/President shall be responsible for the co-ordination of the day to day management of the cooperative business. He is accountable to the Board of Directors; he will mobilise organisation resources to achieve set goals. He will manage business risks and focus on wealth creation.

The company has working relationship with IITA (International Institute of Tropical Agriculture, Ibadan) through an executed MOU. IITA has mandate in Poultry production and processing and will provide technical assistance in this regard. The Company also has a working relationship with BOA (Bank of Agriculture) and we are collaborating on Anwuli's Annual Agric Expo where Anwuli appreciates River state Farmers through monetary award to the best 5 farmers in each local government area of Rivers State and the overall best farmer in the state. Bank of Agriculture has agreed to finance production of the 400hectares of land for poultry production through a loan at 10% interest rate given to the cooperative.

#### Market and sales

Market orientation: domestic; South West & South East, Nigeria

Market Share: 5% niche market in South West, South East Nigeria

Users of Products: edible meat and protein source for human, dung from the animal for fertiliser for crop farmers.

#### Technical Feasibility, Resources and Environment

The projects (production of poultry produce) are technically feasible. In terms of technology, which involves the rearing of poultry, the industrial processes are simple and a specialist in poultry meat processing more than 20years experience is part of our team. The needed equipment for processing this meat are readily available and our experts have hand on experience in the usage and maintenance of the equipment.

On the poultry meat production, we have specialists in taking care of the birds, feeding them, maintaining cage, housing system . We also have specialists in quality and quantity control as part of our management team. The major competitors in the South West are the We are implementing our project using best international practices, sustainable production and due consideration for the environment. Although some degree of deforestation will occur, the EIA(Environmental Impact Assessment) report shows little or no damage to the environment as it relates to the issue of climate change.

#### Government support and regulation

The project conform 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 favourable 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.

#### Timelines of projects

The project will be completed within 10 months preferably between June 2020 to April, 2021 because land clearing seems to be beat done then.

#### Estimated project cost and revenue

##### (A) Land Clearing

ACTIVITY	QUANTITY	COST(Naira)
Land clearing	1 hectare	230,000
Total	400 hectare	92,000,000

##### (B) Equipment

NAME	QUANTITY	COST(Naira)
Feeding trough	2	17,884
Cages	200	4,000,000

Incubator	2	360,000
Water trough	2	145,080
Total		4,522,964

(C) Vehicle

NAME	QUANTITY	COST(Naira)
Pickup truck	1	50,000,000

(D) Operating Cost

WORKING CAPITAL	COST( Naira)
Feeding	1,000,000
Maintenance	500,000
Medical coverage	250,000
Total	1,750,000

(E) Amortisation

Land clearing amortisation (per hectare)	50,000
Land clearing amortisation (400 hectares)	20,000,000

(F) Revenue

Yield per hectare 3 tonnes at 145,000 per tonne	Cost(Naira)
Revenue per hectare	435,000
For 400 Ha	174,000,000
Net revenue for 400 Ha (without amortisation)	67,038,300
Net revenue with amortisation	55,038,000

Net revenue	43,020,180
Annual net revenue	98,058,480

#### Funding mechanism

The company will provide 400Ha of cleared farmland around the site and lease it to members of the cooperative. The company will also lease 6,000MT capacity silo as equity contribution. Equity investor to provide equity for equipment and vehicles purchase

Where possible equity investor to provide equity for working capital or otherwise secure loan at the rate of 9% through government intervention window at the Bank of Agriculture, Bank of Industry and Commercial banks.

#### Conclusion

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