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 **QUESTION**

**PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE.**

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 **CHAPTER ONE**

* 1. **BUSINESS NAME**

  **MAURICE POULTRY FARM**. OUR SERVICES INCLUDE:

* SALES OF LIVE CHICKENS (OLD LAYER AND BROILERS),TURKEY, PIGEON AND DUCKS.
* LIVESTOCK FEEDS.
* EGGS (WHOLESALE ONLY).

 Poultry farming is a branch of agricultural farming in Nigeria. Chicken production is a serious business in Nigeria and all over the world. More people are becoming conscious of the need to consume lean, rather than meat for health reasons.

 Poultry farming is the second most considered sector which is under animal husbandry in the agricultural sector. It is easy to run, it requires less expertise as well as less capital to run.

* 1. **TARGET MARKET AND DEMOGRAPHICS**

 Before setting up our poultry farm, we at MAURICE POULTRY FARM considered who our customers will be, who our business will attract and whom we can supply to. We have positioned our business to attract consumers of chicken and eggs not just in Nigeria alone but other parts of the world. We have conducted our market research and we will ensure that we meet and surpass the needs of our customers as well as well as the expectations we set for the business.

Below is a list of people and business that we will market our chickens and eggs to:

* Households
* Hotels
* Individuals
* Agricultural merchants
* Eateries, Restaurants etc.

**1.3 PRICING**

 Pricing is one factor that will help a poultry farmer sell his farm produce. That a poultry farmer makes profit is dependent on their strategy while some of the factors are beyond their control. Example: If the climatic condition is unfavourable and if there is natural disaster at the location where we have our poultry farm, then it will affect the prices of your chickens and eggs. To get the right pricing for your farm produce, then ensure to pick a good location for commercial poultry, choose a good breed that will guarantee bountiful harvest, cut the cost of running your poultry farm to the barest minimum and try to attract buyers to your poultry farm to avoid taking them to the market to source for buyers. For example; if my competitors are charging nine hundred naira per crate for the same size of egg, I will charge eight hundred naira.

* 1. **PROFIT**

Poultry farming is a profitable business, for example, if a poultry farmer starts his poultry farm with about five hundred chickens (hens and cocks) and they are allowed to mate, at the end of about three months, the farmer can have about one thousand chickens and over hundred crates of eggs which can be sold at eight hundred naira per crate depending on the size. After sales and all the money made is sent to the company’s account, I as a farmer willing to make more money, gain more customers and supply to other countries, will reinvest in other business and try opening branches of my poultry in different states and countries.

 **CHAPTER TWO**

 **2.1 EXECUTIVE SUMMARY**

 **MAURICE POULTRY FARM** is a world class and licensed poultry farm and egg production company that is based on the outskirt of River State, Port-Harcourt; Nigeria. We have done our detailed market research and survey and have been able to secure about eight plots of land to start up our poultry farm and egg production business. Our poultry farm is going to be a standard commercial poultry farm therefore, we will be involved in marketing chicken, eggs and livestock feeds.

 **MAURICE POULTRY** is a private registered commercial poultry farm, egg production company and sales of livestock feeds. It is single handedly owned by a renowned Biochemist and Agriculturist. MISS UMANAH MARGARET MAURICE. She is well experienced and qualified to run this type of business.

**2.2 MISSION/VISION**

* **MAURICE POULTRY FARM** is a world class and registered commercial poultry farm and egg production company that is committed to raising chicken, producing eggs and selling livestock feeds for both the Nigeria market as well as the global market.
* Our vision is to become one of the leading commercial poultry farm and egg production brands all over the globe.
* We want our chickens, eggs, livestock feeds to flood over all the countries in the world.

**2.3 PURPOSE**

 Our purpose is to breed the best chickens which will produce the finest eggs as well as produce the best feeds for livestocks. Also to gain fame over the globe with our poultry farm thereby attracting customers from every nook and crannies of the world.

 **CHAPTER THREE**

**3.1 TARGET MARKET**

 Naturally, the target market of those who are the end consumer of commercial poultry farm produce and also those who benefits from the business value chain is all encompassing. Every household consumes produce from poultry farms. Almost all restaurants and eateries sells chicken or eggs. In essence, a commercial poultry farmer should be able to sell his/her products be it chicken or egg to as many people as possible.

 In view of that, we have positioned our business to attract consumers both in Nigeria and the overseas. We are hoping to reach and surpass the expectations we set for the business.

**3.2 COMPETITORS**

 We are fully aware that there are competitions when it comes to selling commercial farm produce all over the globe, which is why we decided to carry out thorough research so as to know how to take advantage of the available market in Nigeria and other countries. As a matter of fact, entrepreneurs are encouraged by the government to embrace agricultural production business. This is so because, part of the success of any nation is her ability to cultivate her own food and export to other countries.

**3.3 HUMAN RESOURCES**

 They are responsible for training, evaluation as well as assessment of employees. The human resource team oversees the smooth running of the daily office. They enhance department and organization reputation by accepting ownership for accomplishing new and different requests, exploring opportunities to add value to job accomplishments. They also carry our staff induction for new team members. Additional staffs will be needed to run the poultry farm, they must have at least two to three years of experience. They should be able to cater for the chicks, clean their pen and separate the eggs to be sold from those that are meant to hatch.

 **CHAPTER FOUR**

**4.1 VENDORS/SUPPLIERS**

 They are responsible for the daily collection of the eggs, for feeding chickens and other birds as instructed by the supervisor. They are responsible for the sales of the farm produce and as well supply to hotels or other industries that are in need of their services. They are responsible for cleaning the poultry and the entire environment. They also assist in handling the chickens and other birds.

**4.2 MARKETING PLAN**

We are aware that why some commercial poultry farmers hardly make good profits is their inability to sell off their chickens and eggs when they are due. In summary, we would adopt the following strategies in selling out our farm produce:

* Advertise our business in agriculture and food related magazines and websites.
* Leverage on the internet to promote our business.
* Engage in direct marketing.
* Encourage the use of mouth marketing (referrals).
* List our commercial poultry farms and egg production business on yellow pages ads.
* Introduce our business by sending introductory letters alongside brochure to stakeholders in the agriculture industry, households, hotels and restaurants as well as agriculture produce merchants.

**4.3 FINANCIAL PROJECTORS**

 When it comes to calculating the cost starting a commercial poultry farm, there are some key factors that should serve as a guide. The different type of birds to be raised in a commercial poultry determines the total cost of setting up the business. Under financial projectors there are some major factors to be considered while raising a commercial poultry farm and egg production company. MAURICE POULTRY FARM started with about five hundred thousand naira.

* Sources of income.
* Sales forecast.
* Sustainability and expansion strategy.
* Check list and milestone.