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Fresh Farming Enterprises

Fresh farming enterprises is a snail farming and agricultural training outfit involved in breeding and selling of table size live snails of different breeds including Archachatina marginata, Achatina achatina etc targeting Nigeria and international market.

My business will meet the need and demand for: the provision of fresh and healthy white meat(snail meat), a much cheaper source of healthy animal protein for our teeming population, for increased consumption of white meat as opposed to red meat in our diets. I'm delving into this business because I have discovered an unsatisfied market in my area and I have a strong passion for self-reliance and creating of job opportunities.

Sponsorship

The project is sponsored by Fresh Farming Enterprises, the management consultancy of project would be handled by Fresh Farming Enterprises.

Management

This will comprise of members of cooperative and shareholders who have stake in the growth, survival and profitability of the business also distinguished agribusiness professionals of proven integrity and wide experience in the area of the project . The main aim of the board will be to give well planned out directions and policies that will ensure long term success of the business. The board will make sure that the board abides by the standards set by regulatory authorities. The President will be responsible for the carrying out of daily management of the business, mobilize organizational resources to meet set goals and manage the risk of the organization while focusing on creation of wealth. The president is accountable to the board of directors.

Market and sales

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

Market Share: 10% niche market in South West, South East, Nigeria

Users of Products: healthy table size snails, foundation breeding stock of best quality of different species, excellent customer service, online ordering for both products and training services, doorstep delivery.

Government Support and Regulation

The project is in line 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.

Resources, location & environment

The snail pen is located at Odili road, no.5 Echem street, Port harcourt, Rivers state. This location was picked for the project because the soil is humid enough and this essential for snail survival and they're a lot of vegetation which is necessary to protect the snail from harsh weather conditions. We have capable employees, conducive pens and snail feed.

Competition analysis

Fresh farming enterprises has excellent customer services, pocket friendly prices, the weight and quality of our snails are certified to be GnRH free, we sell healthy and organically raised snails if the best quality breed, sale of well packaged snail meat and prompt home delivery.

Project timeline

The project will be completed within 6 months. Duration: May 2020 - October 2020

We have a total of 10 pens

A= 8.1 by 6.1 4m square to stock 2,000 snails

B = 8.1 by 6.1 4m square to stock 2,000 snails

C= 8.1 by 6.1 4m square to stock 2,000 snails

D= 8.1 by 6.1 4m square to stock 2,000 snails

E= 8.1 by 6.1 4m square to stock 2,000 snails

F= 8.1 by 6.1 4m square to stock 2,000 snails

G=8.1 by 6.1 4m square to stock 2,000 snails

H= 8.1 by 6.1 4m square to stock 2,000 snails

I= 8.1 by 6.1 4m square to stock 2,000 snails

J=8.1 by 6.1 4m square to stock 2,000 snails

A total number of 20,000 snails would be at 13333 would be expected and harvested at at an average weight of 600g per snail we expect a total of 12000000g of fish in 6 months doubling 240000000g in 12 months cycle.

Feeding schedule 1st quarter (100 bags)

Month	Days	Weight	Monthly qty(bags)	Biomass (kg)	feed size (kg)
1	1-30	100g	50	30	0.5
2	31-60	200g	70	35	0.5
3	61-90	300g	90	40	0.5

Name of pen	calcium qty	Organic Fertilizer qty
A	12kg (1 bag)	15kg
B	12kg (1 bag)	15kg
C	12kg (1 bag)	15kg
D	12kg (1 bag)	15kg
E	12kg (1 bag)	15kg
F	12kg (1 bag)	15kg
G	12kg (1 bag)	15kg
H	12kg (1 bag)	15kg
I	12kg (1 bag)	15kg
J	12kg (1 bag)	15kg

Quarterly distribution of 2000 bags for the second cycle of the year

Cycle	I	II
Month	1-6	7-12
Day	1-185	186-365
Qty of feed	1,000 bags	1,000 bags
Cost of feed	12,000	12,000
Weight of feed	10,000kg	10,000kg
Biomas	230kg	230kg

Application of feed

Divide the daily feed into 40 equal parts

1. One part to pond A

2. One part to pond B

3. One part to pond C

4. One part to pond D

5. One part to pond E

6. One part to pond F

7. One part to pond G

8. One part to pond H

9. One part to pond I

10. One part to pond J

Feeding schedule summary

Total food for two cycles - 2,000 bags

Cost of feed - 24,000

Feed qty - 15% protein

Feed rate - 40% body weight

Food composition of 1 fish - 300 g

Salary structure

Post	no.	Amount
Managing director	1	90,000

Accountant	2	60,000
Snail farmer supervisor	2	50,000
Outlet sales	2	45,000
Pen attendant	20	40,000
Cleaner	25	15,000
Security men	2	25,000
Total	54	325,000

Cost of equipment and machines

Equipment	cost(#)
Land	1,000,000
Pen construction	500.000
Generator	1,000,000
Net	500.00
Feeding troughs	200,000
Water troughs	150,000
Hand trowel	1,000
Sterilizer	15,000
watering can	1,500
Weighing balance	3,500
Total	3,450,000

Working capital

Source	Amount
salary	325,000 (per month)
Utility bill	100,000 (per month)
Fuel	40,000 (per month)
Miscellaneous	30,000
Bill	495,000

Summary of project cost

Equipment and machines	3,450,000
Working capital	495,000
Total	3,945,000

Funding of project cost

Fresh Farming Enterprises CEO personal savings - 3,945,000

Total= 3945,000,000

Depreciation of assets, machines & equipment

	Rate Amount	Depreciation
Assets, machines & equipment	15% of 3,450,000	3,450,000
Total		3,450,000

Sales projection

Source	Weekly projection	Monthly projection	Annual projection
Giant African Land Snail	200,000	800,000	1,200,000
Total	200,000	800,000	1,200,000

Cash flow analysis

Particulars	Year 0	Year 1	Year 2	Year 3
Fresh farm enterprises	3,945,000	——-	———	——-
Great African Land Snail	——	200,000	800,000	1,200,000
Sub total	3,945,000	200,000	800,000	1,200,000
Machines	3,450,000	3,450,000	3,450,000	3,450,000
Working capital	495,000	495,000	500,000	500,000
sub total 2	3,945,000	3,945,000	3,950,000	3,950,000
Gross profit	—-	40,000,000	60,000,000	80,000,000
Loss	——	60,000	10,0000	5,000
Depreciation	12,0000	14,000	12,000	13,0000
Net profit	—-	38,000,000	58,000,000	78,000,000

Profitability analysis

Profitability rate= Net profit/investment x 100%

78,000,000/3,450,000x100% = 65,765.861 ~ 65,765.9%

The project has the capacity of making 65,765.9% profit every year.