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QUESTION

PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE.

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Chapter One

IDENTIFICATION AND SELECTION

* 1. EXECUTIVE SUMMARY

Poultry are domesticated birds kept by man for their eggs, meats or feathers. These birds are most typically members of the Superorder Galloanserae (fowl), especially the order Galliformes which include; Chicken, Quails and Turkey. Poultry also includes other birds that are killed for their meat, such as young Pigeons(squabs) but does not include similar wild birds hunted for sports or food know as Games.In Nigeria, Poultry is one of the most common businesses in agriculture being second to the rearing of cattle by farmers. This is part why I am choosing a Poultry Enterprise. Personally, I feel like it is one of the most underutilized industries and with the right facilities, it can increase the country’s GDP, and a very good source of Income. I choose poultry enterprise is mostly because of the shortage of food supply in Nigeria. A lot of people can barely get through day on empty stomachs; however poultry birds provide both eggs and their meat for consumption which to some extent would reduce the rate of hunger where it is located. Also, feathers are tools for fashion and a form design as so; the birds would be used for multiple sources of income.

* 1. MISSION AND VISION

The Vision of my enterprise is to reduce the hunger rate in the country step by step in any way that it can because hunger is one of the biggest issues in the world.

The mission of my enterprise is to provide a hundred percent services to my customers, providing them with quality products and most especially at affordable prices, along with taking proper care of the birds.

* 1. 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.

* 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. Thus, 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.

CHAPTER TWO

PREPARATION ANALYSIS

2.1 BUSINESS NAME

VEE POULTRY; OUR SERVICES INCLUDE:

• SALES OF LIVE CHICKENS (OLD LAYER AND BROILERS),TURKEY, PIGEON AND DUCKS.

• LIVESTOCK FEEDS.

• EGGS (WHOLESALE AND RETAIL).

* PROVISION Of RAW MATERIALS TO INDUSTRIES

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.

2.2 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.

2.3 TARGET MARKET AND DEMOGRAPHIC

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.

CHAPTER THREE

APPRAISAL

3.1 COMPETITORS

My Competition would be individuals or other enterprises who are involved in poultry farming like I am and are located around in the same area that my enterprise is located. A survey would be necessary before the commencement of my enterprise to know the price at which they render their services, the quality and quantity of services they render and how to better my completion.

My advantage over my competition is the fact that I will be rendering more services than just consumption to the public as because I will also be offering feathers to the fashion industry, besides that, the survey I would have taken on my competitors would give me the edge as I would make my products and services more affordable but not too underpriced

3.2 HUMAN RESOURCES

I would need sufficient human resources as I alone cannot work the enterprise alone. I would start with about 20 workers first, this would include workers that will feed the birds, individuals that would be in charge of customer service, individuals in charge of finance and supplies. However more workers would be employed based on the rate of turnover and profit of the business which would lead to expansion. My workers would also be gaining some experience as I would have some seminars to educate each person in each line of work to be better at their field, and improve specialization and increase the level of productivity. Each worker would be paid a fixed amount of money that is likely to increase based on their performance in helping the business progress. The initiative is to improve hard work and dedication amongst workers because they would have in mind that the harder they work, the more they earn and vice versa.

3.3 FINANCIAL PROJECTORS

To start the business, I have estimated a starting budget of about N400,000. This would be adequate enough to get a good work space, employ workers, get the adequate poultry birds I will need and carrying on all other logistics. This would also guaranty quality services to customers as I would have the entire tool to provide those quality services and properly fulfill the mission of the business.

In the short run of the business, when everything goes according to plan, I expect the business to make 60 percent more than the capital invested, this would be within the period of 1-3 years. In the long run however, the business is to make 150 percent more than the capital invested which would of course lead to expansion of the business and a massive increase in turnover.

CHAPTER FOUR

IMPLEMENTATION AND MARKETING

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 OPERATIONS

. The supply of poultry birds would not be much of a problem as I plan on working closely to with a nearby farmer whom I have built a personal relationship with, hence, I would get discounted poultry birds and their feeders at a discounted price, therefore, I would spend less in purchasing products for my business which would improve income because the cost of raw materials is minimal.

Good customer service is would be in order to get feedbacks from customers on how to better my services and the quality of the product. This would be one of the key parts of enterprise because the customers are important. Also with good customer services my enterprise would be able to correctly pass our messages.

4.3 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.

4.4 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 FIVE

EVALUATION

My business would be run with a hands on approach with individuals performing different functions to provide quality services, the business would be based on the hard work and commitment of the workers. It would be capitalist and commercial in nature which means it is solely profit oriented and would have a profit motive, although it would work to provide quality service for the customers and guarantee it, the main goal would be make profit and that is how it will run.

The most effective way to get the job done would be by properly motivating the workers to do their jobs whilst also avoiding procrastination. The workers must know their importance to the business and how important to it, only then they would be able to worker diligently and properly deal with the challenges they face whilst carrying out their day-to-day activities. Personally, I would also work hard and diligently in providing the customers with quality and affordable services and products to keep the turnover up.