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BUSINESS PLAN FOR TIANAH`S COMMERCIAL POULTRY FARMS

AND EGG PRODUCTION COMPANY.

We have considered all the requirements for starting a poultry farm so let’s proceed to the business planning section.

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INDUSTRY OVERVIEW.

 The agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most countries of the world. It is the industry that produces chicken and eggs for the populace. Hens, various birds, quails, guinea fowls, ducks, et al are all birds that can be comfortably reared in a poultry farm. Chicken and birds are widely consumed in all parts of the world hence there is a large market for poultry farmers. Poultry farming is a highly thriving and profitable business venture. Aside from the fact that people consume birds and chickens et al, supply eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chickens for meat, and egg production. The eggs produced may be sold for use as table eggs or hatching eggs.

 The poultry farm and eggs production company industry is indeed a very large industry and pretty much thriving in all parts of the world. Therefore one of the best agricultural industries to leverage on to generate huge income, the best bet would be to start a poultry farm and egg production business. One thing is certain about starting a poultry farming and egg production business, if market research and feasibility is properly conducted, there are chances to not struggle to sell eggs and chickens because there are always food processing companies and consumers out there who are ready to buy from us.

EXECUTIVE SUMMARY.

 Tianah`s poultry farms, is a poultry farm and egg production company that would be based on the outskirts of Abuja, Kuje area counsel. Our poultry farm is going to be a standard commercial poultry farm, hence will be involved in raising, processing and marketing. Chickens and eggs (table eggs produced by battery chickens (white) hatching eggs, specialty eggs, and table eggs produced by free-range chickens) on a commercial level. We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in agriculture industry, to contribute our quota in growing the Nigerian economy in national food production. We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production. Processes as required by the regulating bodies in Nigeria. In Tianah`s poultry farms, our customer`s best interest will always come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our clients’ needs precisely and completely, we will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners employees and for our clients.

Tianah`s poultry farms is a private registered commercial poultry farm and egg production company that is owned by Miss Christianah hafsat Adigun and family members at least for a period of time.

MARKET ANALYSIS.

 Market Trends: The poultry and chicken egg production industry has greatly benefited from campaigns advertising the health benefits of chicken and eggs as a good source of protein. No doubt, the increased demand of chicken and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs has rapidly improved revenue growth for the industry.

In the face of this growth profit margin has suffered from rising fees costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the advancement in technology. Poultry farmers can now comfortably predict and produce the quantities of chickens/birds and eggs per-time.

OUR TARGET MARKET

Naturally, the target market of those who are the end consumer of commercial poultry farm produce and also who benefits from the business value chain of the poultry farming and egg production industry is all encompassing: it is far-reaching.

Every household consumes produce from commercial poultry farms be chicken or egg, So almost all hotels and fast food restaurants sell chicken and eggs. In essence a commercial poultry farmer should be able to sell his or her chicken and eggs to as many people as possible.

We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business.

* Below is a list of the people and business that we will market our chickens and eggs to.
* Households.
* Individuals.
* Hotels.
* Restaurants.
* Fast food eateries.

DESCRIPTION OF VENTURE

Our services Tianah’s poultry farms, is a standard commercial poultry farms and egg production company that committed to raising chickens and producing eggs for the Nigerian market.

We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list

* Raising processing and marketing chickens on a commercial level
* Table eggs produced by battery chickens (white)
* Table eggs produced by battery chickens (brown)
* Hatching eggs
* Specialty eggs
* Table eggs produced by free-range chickens.

SIZE OF BUSINESS

Tianah’s poultry farms, is privately owned and managed commercial poultry farms and egg production business that intend starting small in Kuje, Abuja. But hope to grow big in order to compete favorably with leading commercial poultry farms and egg production companies in the industry in Nigeria and hopefully on a global stage.

We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands within our area of operations.

At Tianah`s poultry farms, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all.

As a matter of fact, profit sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as a greed by the board of trustees of the company in view of the above we have decided to hire qualified and competent hands to occupy the following positions.

* Chief operating officer
* General farm manger.
* Human resources and admin manager.
* Accountant/cashier.
* Sales and marketing executives.
* Field employees.
* Front desk officer.

MARKETING PLANS.

We are quite aware that the reason why some commercial poultry farms and egg production companies hardly make good profit is their inability to sell off their chicken and eggs as at when due. Our sales and marketing team will be recruited based on their vast experience in the poultry farming and egg production industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal Tianah`s poultry farms. Over and above, we have perfected our sales and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of chicken and eggs from the poultry farms and egg production industry that are likely to become our customers.

Tianah`s poultry farm will adopt the following strategies in marketing our commercial farm produce:

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, household, hotels, restaurants and agriculture produce merchants’ et al.
* Leverage on the internet to promote our business.
* List our commercial poultry farm and egg production business on yellow pages ads.
* Attend related agriculture and food expos, seminars, and business fair et al.
* Engage in direct marketing.
* Encourage the use of word for mouth marketing (referrals).

PRICING STRATEGY.

Some of the factors that will help us set our farm produce at the right price that will guarantee that you make profits is dependent on your strategy, while some of the factors are beyond our control, for example, if the climate condition is unfavorable and if there is natural disaster in the location where we have our commercial poultry farm and egg production business, the it will directly affect the prices of our chicken and eggs. Over and above, if you want to get the right pricing for our chicken and eggs, then we would ensure to choose a good location for commercial poultry farm, choose a good breed that will guarantee bountiful harvest, at the cost of running our poultry farm to the barest minimum and of course try as much as possible to attract buyers to our poultry farm as against taking my eggs and chickens to the market to source for buyers. With this, we would have successfully eliminated the cost of transporting the goods to the market and other logistics.

We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our eggs and chickens is to sell them at competitive prices hence we will do all we can to ensure that the prices of all our poultry farm produces are going to be what all other commercial poultry farmers would look towards beating. One thing is certain; the nature of commercial poultry farming makes it impossible for poultry farmers to place prices for their eggs and chickens based on their discretion without following the bench mark in the industry. The truth is that it’s one of the means of avoiding running into loss.

PROMOTION.

Below are the platforms we will leverage on to boost our commercial poultry farm and production brand and to promote and advertise our business.

1. Encourage the use of word of mouth publicity from our loyal customers.
2. Leverage on the internet, social media, and other platforms to promote our business.
3. Distribute our first and hand bills in target areas in and around our neighborhood.
4. Contact corporate organizations, households, landlords, associations and schools by calling them up and informing them of Tianah`s poultry farms and the poultry produce we sell.
5. Advertise our business in our official website and employ strategies that will help us pull traffic to the site.

PUBLICITY AND ADVERTISING STRATEGY.

Any business that wants to grow beyond the corner of the streets or the city we are operating from must be ready and willing to utilize every available means to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial poultry farms and egg production business. Below are the platforms we will leverage on to boost our commercial poultry farm and production brand and to promote and advertise our business.

* Place adverts on community based newspapers.
* Encourage the use of word of mouth publicity from our loyal customers.
* Leverage on the internet and social media platforms like, youtube, instagram, facebook, twitter, snapchat and other platforms to promote our business.
* Ensure that we position our banners in strategic positions all around kuje, Abuja.
* Distribute our fliers and handbills in target areas in and around our neighborhood.

SALES FORECAST.

From the survey conducted, we were able to discover that the sales generated by a commercial poultry farm and egg production business depends on the size of the poultry farm , the types of birds available in the poultry and of course the size of their marketing network. We have been able to critically examine the poultry farms and egg production business and we have been able to come up with the following sales forecast. The sales production is based on the information gathered on the field and some workable assumptions as well with respect to the nature of commercial poultry farm and egg production business that we run.

Below are the projections that we were able to come up with for the first three years of running Tianah`s poultry farms.

* First fiscal year- N50, 000,000.
* Second fiscal year- N90, 000,000.
* Third fiscal year- N130, 000,000.

N.B: this projection is done based on what is obtainable in the industry and with the assumption that there won’t be any major economic meltdown that can impact negatively on household spending, bad weather cum natural disasters (Draughts epidemic) and unfavorable government policies.

- PAYMENT OPTIONS: the payment policies adopted by Tianah`s poultry farm is all inclusive because we are quite aware that different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Nigeria.

Here are the payment options the Tianah`s poultry farm will make available to her clients.

* Payment via bank transfer.
* Payment with cash.
* Payment via online bank transfer.
* Payment via check.

In view of the above, we have chosen banking platforms that will enable our clients make payments for farm produce purchase without any stress on their part. Our bank account numbers will be made available on our promotional materials to clients who may want to deposit cash or make online transfer for chickens and eggs.

CAPITAL.

Generating funding/startup capital for Tianah`s poultry farms is a very important factor when it comes to starting a business such as commercial poultry farming. No doubt raising start-up capital for a business might not come cheap but it is a task that an entrepreneur most go through.

Tianah`s poultry farms is a family business that solely owned and financed by Tianah`s poultry and her immediate family members. We do not intend to welcome any external business partner, which is why we have decided to restrict the sourcing of the startup capital to 3 major sources.

There are areas we intend to generate our startup capital.

1. Source for soft loans from family members and friends.
2. Apply for loans from banks.

N.B: we have been able to generate about N15, 800,000 (personal savings N10, 000,000 and soft loan from family members N5, 800,000) and we are at the final stages of obtaining a loan facility N90, 000,000 from our bank. All the papers and document have been signed and submitted from now our account will be credited with the amount.

ROLES AND RESPONSIBILITIES.

Chief executive officer- CEO: increase management, effectiveness by recruiting, selecting, training, coaching, counseling and discipline managers, Communicating values, strategies and objectives assigning accountabilities planning, monitoring and appraising job results, developing a climate for offering information and opinions providing educational opportunities.

* Responsible for providing direction for the business.
* Creates, communicates, and implements the organizations vision, mission and overall direction, leading the development and implementation of the overall organization`s strategy.

General farm manager: responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization.

* Services other section managers.
* Provides advice on the management of farming activities across all section.
* Represent the organizations interest at various stakeholders meetings.
* Ensure that the farming goals desired results are achieved; the most efficient resources (man power, equipment, tools and chemicals).

Human resources and admin manager: Responsible for overseeing the smooth running of HR and administrative tasks for the organization.

* Updates job knowledge by participating in educational opportunities reading, professional publications, maintaining personal network participating in professional organizations.
* Defines job positions for recruitment and managing interviewing process.
* Carries out staff induction for new members.
* Responsible for training, evaluation and assessment of employees.
* Oversees the smooth running of daily office.

Account/cashier: Responsible for preparing financial report, budget and financial statement for the organization.

* Provides managements with financial analysis, development budget, and accounting report, analyzes financial projects, conduct market research to forecast trends and business conditions.
* Responsible for financial forecasting and risks analysis.
* Performs cash, management, general ledger, accounting, and financial reporting for one or more properties.
* Responsible for developing and managing financial systems and policies.
* Responsible for administering payrolls.
* Ensure compliance with taxation, legislation.
* Handles all financial transactions for Tianah`s poultry farm, sales and marketing manager.
* Manages external research, and coordinates all the internal sources of information to retain the organization`s best customers and attract new ones.
* Models demographic information and analyze the volumes of transactional data generated by customers.
* Writes winning proposal documents, negotiates fees and rates in line with organization`s policy.
* Responsible for handling business research, market surveys, and feasibility studies for clients.
* Develops, execute, and evaluates new plans for expanding increase sales.
* Creates new market cum business for the organization.
* Empowers and motivate the sales team, to meet and surpass agric targets.

Field workers/contract staff: responsible for daily collection of eggs.

* Responsible for feeding chickens and other birds as instructed by the supervisors.
* Responsible for cleaning poultry and the entire environment.
* Changes the water for the birds as instructed by the supervisor on a regular basis.
* Handles poultry farm implement and machines (hatchery) as instructed by the section manager/supervisor.
* Assist in handling the chickens and other birds’ et al.
* Carries out task in line with the stated job description.
* Assists in transport working tools and equipment from the poultry farm and back to the designated store room.
* Handles any other duties as assigned b y the line manager.

Front desk/customer`s service officer: welcomes client and potential clients by greeting them in person, online or on the telephone, answering or directing enquiries.

* Ensures that all contacts with clients, (email, work-in, SMS or phone) provide the clients with personalized customer service experience of the highest level.
* Thorough interaction with clients on the phone, uses every opportunity to build clients interest in the company`s products and services.
* Manages administrative duties assigned by the creative director in an effective and timely manner.
* Consistently stays abreast of any new information on the organization`s product, promotional campaigns, etc to ensure accurate and helpful information is supplied to clients when they make enquiries.

ASSESSMENT OF RISK.

SWOT Analysis

Tianah’s poultry farms, do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis.

We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured commercial poultry farm and egg production company that favorably compete in the highly competitive commercial poultry farms and egg production industry in Nigeria part of what the tea of business consultant did was to work with the management of our organization in conducting a SWOT analysis for Tianah’s poultry farm here is a summary from result of the SWOT analysis that was conducted on behalf of tianah’s poultry farm.

* Strength

Our strength as a commercial poultry farm and egg production company is the fact that we have healthy relationship with loads of major players (agriculture merchant) in the industry both supplies of poultry feeds and medication and buyers of chicken and eggs within and outside of Nigeria

We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress Aside from our relationship (network) and equipment , we can confidently boast that we have some of the most experienced hands in kuje, Abuja In our payroll.

* Weakness

Our weakness could be that we are a new commercial poultry farms and eggs production company in Nigeria and perhaps it might take us sometime to attract big time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

* Opportunities

The opportunity that are available to us as a standard commercial poultry farm and egg production company cannot be quantified we know that they are lots of households, food restaurants that can’t do without daily supply of chicken and eggs we are well positioned to take advantage of this opportunity.

* Threat

Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts epidemics), unfavorable government policies and the arrival of a competitor within some location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue on to work for your good.

OUR COMPETITIVE ADVANTAGE.

It is easier to find entrepreneur hocking towards an industry that is known to generate consistent income which is why there are more commercial poultry farmers in Nigeria and of course in most part of the world.

Entrepreneurs are encouraged by the government to embrace commercial farming cum poultry farming and egg production business. This is so because part of the success of any nation in her ability to cultivate her own food and also export food to other states.

Tianah’s poultry farms, is 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 market research so as to know how to take advantage of the available market in Nigeria .

We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the market place; some of the factors are effective and reliable poultry farming and egg production processes that can help us sell our produce at a competitive prices, good network and excellent relationship management another competitive advantage that we are bringing to the industry is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry, both suppliers of poultry feeds and medications and buyers of chicken and eggs within Nigeria

We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress. Aside from our relationship and equipment, we can confidently boast that we have some of the most experienced hands in Kuje, Abuja in our payroll.

Lastly our employees will be well taken care of, and their welfare package will be among the best within our categories in the in industries it will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

We know that if we get it right from the onset we would have succeeded in creating the foundation that will help us build a standard commercial poultry farm and egg production company that will favorably compete with leading commercial poultry farm and egg production companies.

FINANCIAL PROJECTION AND COSTING

When it comes to calculating the calculating the cost of starting a commercial poultry farm, there are some key points to follow.

1. The total fees for incorporating the business (commercial farm) in Nigeria N290, 000.
2. The amount needed to be acquired lease a farm land N15, 000,000.
3. The amount required for preparing the farm land (poultry fencing et al) N10, 000,000.
4. Legal expenses for obtaining license and permits as well as the accounting services (software, POS machines and other software) N1, 000,000.
5. Marketing promotion expenses for the grand opening of Doll house furniture in the amount of , N 1,000,000 and as well as flier printing (2,000 fliers at N5 per copy) for the total of N10,000.
6. The total cost for hiring business consultants N720,000
7. The total cost for payment of insurance policy (general liability, workers, compensation, and property casualty) coverage at a total premium #3,000,000.
8. The amount required for the purchase of the first set of chickens N3,600,000
9. The cost for acquiring the required working tools and equipment/ machines/ hatchery et al N18, 000,000.
10. Operational cost for the first 3 months (salaries of employees, payments of bills et al – N21,000,000
11. The cost of launching an official website-N216, 000.
12. Additional expenditure (business card, signage, adverts and promotions et al) – N720, 000.

Going by the report from detailed research and feasibility studies conducted, we will need an average of N 100,000,000, to start a standard commercial poultry farm and egg production business in Nigeria.

FINANCIAL PROJECTION.

* Source of income:

Tianah`s poultry farms is in the poultry farm and egg production line of business for the purpose of maximizing profits, hence we have decide to explore all the available opportunities within the industry to achieve our corporate goals and objectives.

Below are the source we intend exploring to generate incomes for Tianah`s poultry farms.

* Raising, processing and marketing chickens on a commercial level: we export chickens, processed chickens and eggs.
* Table eggs produced by battery chickens (white)
* Table eggs produced by battery chickens (brown).
* Hatching eggs.
* Specialty eggs.
* Table eggs produced by free-range chickens.

CHECK LIST:

* Business registration- Not yet.
* Opening of corporate bank account- Not yet.
* Security point of sales (POS) machines – Not yet.
* Opening mobile money account- Not yet.
* Opening online payment platform- in progress.
* Application and obtaining tax payers ID- Not yet.
* Application for business license and permit- Not yet.
* Purchase of insurance for the business- Not yet.
* Gathering of farm land- Complete.
* Building of poultry house- Not yet.
* Conducting feasibility studies- Not yet.
* Application of loan from the bank- in progress.
* Writing a business plan – complete.
* Drafting of employees handbook- complete.
* Drafting of contract document and legal document- Not yet.
* Design of a company`s logo- complete.
* Printing of packaging marketing/ promotional materials- Not yet.
* Recruitment of employees- in progress.
* Purchase of needed furniture, electronic appliances and CCTV- in progress.
* Creating official website for the company- In progress.
* Creating awareness for the business around the community – in progress.
* Compilation of list of products that will be available in our store- completed.

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