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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.

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.

**My products and services are intended to** supply fast food companies with the quantity and quality of poultry products they need, due to this, the enterprise would be set up in areas where there happen to be fast food chains present to reduce transportation cost and also to make my product easily accessible. Also I plan on supplying feathers to nearby fashion designing companies to aid them in their activities.

**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.

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.

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.

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.

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.

