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**MATRIC NUMBER: 18/SMS09/084**

**COURSE: AFE202**

**DEPARTMENT: IRD**

**COLLEGE: SMS**

**PREPARE A BUSINESS PLAN ON A CHOOSEN AGRICULTURAL ENTERPRISE FOLLOWING THE GUIDELINES ON THE NOTE.**

**Executive Summary/ Project Description**

This business plan examines the feasibility of and indeed economic viability of the development of a 1000 hectare fish pond and the establishment of fish preservation plant in Ikeja, Lagos. The fish pond will produce about 2800 fishes in the space of 3 months. There is high domestic demand for these product because of the huge population and production constraints leading to shortage of the commodity. Production is currently popular in the south south and south west region of the country with Cross River and Bayelsa the lead producers.

The catfish industry is a lucrative business as the demand for fish in the country is growing geometrically, the opportunity to expand is necessary because of the growing demand for fish and due to some health benefits attached to consumption of fish as compared to consumption of meat. With our dominance, and being the only and pioneering fish farm in this locality, we would flood the whole market with our fish. The business will be a partnership with all partners required to contribute capital according to agreed percentage (40%, 35%, 25%) respectively

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange. The entire fishes to be produced will be sourced locally through direct production, contract farming in lagos state and direct purchase from small holder farmers in other production areas, improve income of farmers and contribute significantly to food security. It will also contribute significantly in food security. It will also generate satisfactory returns for sponsors and investors.

**Sponsorship, Management and Technical Assistance**

The business is a partnership business which is owned by three individuals who will contribute funds according to the following percentages.

Emmanuel Stephen 40%

Hezron Jonathan Shinga 35%

Jacob Valia 25%

The initial capital contribution is N2, 500, 000

**Management**

The management will comprise of the three owners of the business at the apex of the business structure.

**Market and Sales**

Nigeria who is a major consumer of fish has been known for her large importation and totaldependence on fishing in rivers lakes and the sea, yet the demand for fish is still high. States around the west like Lagos, Ogun and Osun realized the business in good time, that’s why at

2007 Lagos state had over 40,000 registered farmers and 20,000 being fish farmers, this statistics is not taking into consideration the non-registered farmers. This large market of life fish has remained untapped by the residence of States in North East, North West and North Central Nigeria, and you are one of the chosen few to enjoy what it has to offer. On daily bases a large number of fish is been imported into the country in order to attempt to meet the unending demand yet the demand never seems to reduce. This is an indication that there is a need for increased fish farming in the North and Central regions of the country

**Competition Analysis**

Our main competitor in this fish farming business is the importers of frozen fish. From our analysis, the cost per kilogram of frozen fish, popularly called ice-fish is N750, to achieve this, weighing three units which give a kilogram of and a unit of that size of fish bought for N250.Currently, the catfish is sold to main distributors at N500 per kilogram, and it is retailed atN600 per kilogram, this makes it reasonably cheaper, survey data has shown that the catfish is preferred to the frozen ice-fish in taste and nutritional value. For other competitors in the cat fish market, we have a considerable advantage, being that fish farming is our passion and our farm is situated right within reach and the market premises which makes supervision easier and effective.

**Tariff and Import Restriction**

Forex restriction on food importation and zero duty on imported agricultural equipment will favour the project under consideration.

**Project Timeline**

The project will be completed within 9 months preferably between November 2020 and April 2021 because land clearing is done mostly in the dry season.

**Estimated Project Costs and Revenue**

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| --- | --- |
|  | **Acquiring Land**a. Land (200 X 200)  N500,000b. Land Rights (CFO, Others)  N70,000c .Excavation and Fencing of Plot  N397,000TOTAL N967,000 |
|  | POND CONSTRUCTION: a. For startup, the firm would need to construct two (2)concrete ponds, each to carry 850 fishes. Each pond will be constructed: 3m X 2.5m by 1.4m, each pond will require 210 blocks. Hence: 420 blocks @ N63,000 b. 1 Trip of Sand N12,000 c. ½ Trip of Gravel N15,000 d. Cost of Labour N20,000 e. Cost of Plumbing (Inlet & Outlet Facilities) N50,000 f. Cost of Well Digging (Water Source) N30,000 g. Cost of pump machine to pump water to Overhead Tank N15,000 h. Cost of Pond Treatment N30,000 i. Cement (15 Bags) N20,000 TOTAL N255,000 |
|  | Fingerlings a. Cost of High breed Fingerlings (N40 each X 1700) N68,000 b. Cost of Feeds (35 bags X 4000) N140,000 TOTAL N 208,000 |
|  | Feeding Equipment N97,000 |
|  | Harvesting Equipment N120,000 |
|  | Second Hand Car for Delivery N350,000 |
|  | Equipments for Maintenance, Monitoring and Repair N 103,000 |
|  | Other Facilities N400,000 |
|  | TOTAL START UP COST N2,500,000 |

**Conclusion**

The project is technically feasible and commercially viable. It is therefore recommended for funding.