

NAME: LAWAL SALIHA ABUBAKAR

MATRIC NUMBER : 18/MHS02/103

COLLEGE: MEDICINE AND HEALTH SCIENCE
S

DEPARTMENT: NURSING SCIENCE

COURSE: AFE 202 (FOOD PRODUCTION AND
HEALTH AWARENESS)

1. PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE

What is a business plan

A business plan is a roadmap for your small farm. It involves both process and product. During the writing of a farm business plan, you will develop an overall vision and mission for your business. You will think about your short and long term goal. You will set the direction for your business to develop over the next five years.

If you have already established a business, your new business plan will show where you are going next. A good business plan should be:

1. Realistic
2. Simple
3. Specific
4. Complete

STEPS TO TAKE WHEN MAKING A BUSINESS PLAN

1. Mission statement
2. Goals
3. Background information
4. Farm strategy
5. Marketing strategy and plan
6. Management summary
7. Financial analysis
8. Pull it all together

AGRICULTURE FARM BUSINESS PLAN

BOTANICAL BOUNTY BUSINESS PLAN

1. EXECUTIVE SUMMARY

Botanical bounty is an existing farm dedicated to the production of botanical perennials. Botanical Bounty located at No 15 Gana street Maitama, Abuja Nigeria. Botanical Bounty is working hard to become a leading producer of botanical plants for the natural supplement industry as well as plant nurseries. By leveraging a well thought out business plan executed by a skilled management team, Botanical Bounty will generate over \$216,000 in year three sales.

2. KEY TO SUCCESS

A Implementation of strict financial controls, production efficiency will be maximized.

B Never ending pursuit of the highest concentration of botanicals in every plant .

C Ensuring that all customers needs are met and they are satisfied with the purchased products.

3. PRODUCTION:

Botanical Bounty is a 10 farm that concentrate on the growing of botanical medicinals. Botanical bounty has chosen five plant species that have significant market demand as well being well suited for growth in the Willamette River Valley.

4. MARKET:

Botanical Bounty has three district customers supplement companies, processors of botanicals for supplement companies and nurseries that resell the plants. The first two customers purchase the plant for use in their product which they ultimately sell to the end consumers. The market for natural supplements is quite exciting.

5. MANAGEMENT TEAM:

Botanical Bounty will be lead by the mother and daughter team , Miss Sally and Mrs Jasper. Mrs Jasper brings a wealth of business and project management skills to the company. While working at yahoo!, Mrs Jasper was

responsible for the successful launch and market lead capture of yahoo!'s driving direction section. Utilizing this skills, Mrs Jasper will be responsible for the business operations of the farm. Miss Sally , with a background In botany will be the driving force of the operation, growing the highest active ingredient contents plants in the country.

6. PROJECT MANAGEMENT PROCESS

Project management process provides the framework to consistently deliver projects within the agreed upon triple constraint scope, schedule and cost. This includes management of the following:

1. Integration
2. Scope
3. Time
4. Cost
5. Quality
6. Human Resources
7. Communications
8. Risk
9. Procurement

Project management is broken down into five process groups that maybe executed multiple time throughout the life of the project.

1. Initiating
2. Planning
3. Executing
4. Monitoring and Controlling
5. Closing

7. WAYS GOVERNMENTS CAN SUPPORT AGRICULTURAL BUSINESS:

1. Insurance as part of agricultural policy
2. Government as driving force of market development
3. Different government level same goal
4. Cooperation with private sector

8. FINANCIAL PLAN

Botanical Bounty began as a hobby for Mrs Jasper and Miss Sally two years ago, Over the last two years they have worked out all of the bugs related to production. Additionally, they are now quite hungry to succeed, creating one of the premier botanical perennial farms in the country. To finance our growth and full-time production, we need to purchase \$35,000 worth of new equipment as long-term assets. To that end, we are seeking a \$100,000 10-year loan. Sales forecasts conservatively indicate that \$190,000 revenue will be generated in year two, rising to \$216,000 the following year.

9. OBJECTIVE

The Botanical bounty has identify several objectives for the business:

1. Become a leading supplier of botanical perennials for the health and vitamin industry.
2. Reach the point of sustainable profitability
3. Enjoy work while making a good living.

10. MISSION

It is Botanical Bounty mission to become the leading provider of botanical perennial industry. This will be accomplished by providing quality plant at fair prices while exceeds customers expectations.