Bakare Kehinde Hammeedat

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Civil Engineering

**EXECUTIVE SUMMARY**

Kehinde Bakare Livestock Farms, LLC is a registered and licensed livestock farming company that will be based in Arepo, Ogun State. We have done our detailed market research and feasibility studies and we were able to secure a hundred acres of land to build our livestock farm and start our livestock rearing business.

Our livestock rearing business is a going to be a standard one hence will be involved in commercial breeding of cows, rams goats and an assortment of poultry such as turkeys and chickens. We will also be involved in boarding services, breeding services, dairy support services and egg delivery services.

In the nearest future, hopefully within the first five years of officially running Kehinde Bakare Livestock Farms, LLC, we will start our meat processing plant and milk processing plant and also start exporting our products to far reaches of the country. Which is why aside from the fact that we’ve secured the required farming land for rearing livestock in a commercial level, we have also hired some key employees who are currently undergoing training so as to be able to fit into the ideal picture of the 21st century animal rearing business workforce that we want to build.

We are in the livestock rearing business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing the Nigerian economy, in national food (meat) production, raw materials production for industries, to export agriculture produce from the Ogun State to other states and over and above to make profit.

**SWOT ANALYSIS**

Kehinde Bakare Livestock Farm, LLC do not intend to launch out with trial and error hence we have conducted a proper SWOT analysis. 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 livestock rearing business that will favorably compete with leading livestock farms in Nigeria.

As a cattle rearing business, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the SWOT analysis that was conducted on behalf of Kehinde Bakare Livestock Farm, LLC;

**Strength:**

Our strength as a livestock rearing business is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the livestock farming industry; both suppliers and buyers within and outside of Ogun State.

We have some of the latest livestock rearing machines; tools and equipment that will help us breed our cattle and poultry in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in the livestock farming industry in our payroll.

**Weakness:**

Our weakness could be that we are a new cattle rearing business in Nigeria and we may not have the required cash to pump into the publicity of our business. 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 opportunities that are available to us cannot be quantified, we know that there are loads of homeowners, and industries that will source for cattle and poultry, beef, and milk and also industries that will source for the raw materials from our livestock farms in Nigeria.

**Threat:**

Some of the threats and challenges that we are likely going to face when we start our livestock farm are global economic downturn that can impact negatively on household spending, bad weather and natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that rears the same animals) as our cattle ranch within same location.

There is hardly anything you can do as regards this threats and challenges other than to continue to work hard and produce quality goods and services.

**MANAGEMENT AND TECHNICAL ASSISSTANCE**

Management Roles and Responsibilities

Chief Operating Officer:

Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

General Farm Manager

Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization; supervises other section manager; ensures compliance during project executions.

Administrator / Accountant

Responsible for overseeing the smooth running of HR and administrative tasks for the organization; defining job positions for recruitment and managing interviewing process; responsible for training, evaluation and assessment of employees; responsible for preparing financial reports, budgets, and financial statements for the organization

Animal Manager / Supervisor

Responsible for managing the commercial breeding of livestock; responsible for managing boarding services, breeding services, dairy support services, livestock health services etc; works closely with the General Manager to achieve the organizations’ goals and objectives.

Sales and Marketing Officer

Identifies, prioritizes, and reaches out to new partners, and business opportunities etc; identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of new business; writing winning proposal documents, negotiate fees and rates in line with company policy.

Field Workers / Contract Staff

Responsible for feeding cattle and other livestock as instructed by the supervisor; responsible for cleaning the cattle ranch; change the water in the water trough / trench as instructed by the supervisor on a regular basis; handles farm implements and machines as instructed by the section manager / supervisor; handles any other duties as assigned by the farm manager

Client Service Executive / Front Desk Officer

Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries; ensures that all contacts with clients provides the client with a personalized customer service experience of the highest level; through interaction with clients on the phone, uses every opportunity to build client’s interest in the company’s products and services; manages administrative duties assigned by the cattle ranch manager in an effective and timely manner

**SALES AND MARKETING STRATEGY**

We are quite aware that the reason why some commercial livestock farms hardly make good profits is their inability to sell off their livestock to a larger market. In view of that, we decided to set up a standard meat and milk processing and packing plant to help us maximize profits.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the livestock farming industry who are likely to refer become our customers.

Kehinde Bakare Livestock Farms, LLC is in the livestock breeding industry for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives.

In essence we are not going to rely only on the sale of our livestock to generate income for the business. Below are the sources we intend exploring to generate income for Kehinde Bakare Livestock Farms, LLC;

Sale and export of cotton wool and other dairy products

Sale of cattle and milk

Sale of processed meat (beef) / can – beef

Boarding services

Breeding services

Dairy support services

Livestock health services

Livestock farming related consultancy and advisory services

Sales Forecast

From the survey conducted, we were able to discover that the sales generated by a commercial livestock farm / cattle rearing business depends on the size of the ranch, the network of the business.

We have perfected or sales and marketing strategies and we are set to hit the ground running and we are quite optimistic that we will meet or even surpass our set sales target of generating enough income / profits from the year of operations and build the business from survival to sustainability.

Payment Options

The payment policy adopted by Kehinde Bakare Livestock Farms, LLC is all inclusive because we are quite aware that different customers prefer 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 that Kehinde Bakare Livestock Farms, LLC will make available to her clients; Payment via bank transfer, payment with cash, payment via online bank transfer, payment via check, payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part.

**ESTIMATED PROJECT COST AND REVENUE**

Below are some of the basic areas we will spend our start – up capital in setting up our cattle rearing business / cattle ranch;

The Total Fee for incorporating the Business in United States of America – =N=200,000.

The budget for key insurance policies, permits and business license –=N=1,000,000

The amount needed to acquire / lease a farm land – =N=10,000,000

The amount required for preparing the farm land (for construction of cattle ranch and cages / fencing etc.) – =N=1,000,000

The cost for acquiring the required working tools and equipment / machines / fencing etc.– =N=750,000

The amount required for purchase of the first set of livestock (cows, rams, goats, chickens, turkeys etc.) – =N=50,000,000

The amount required for payment of workers for a period of 3 months – =N=3,000,000

Additional Expenditure (Business cards, Signage, Adverts and Promotions etc.) – =N=700,000

Going by the report from detailed research and feasibility studies conducted, we will need an average of =N=67,000,000 to start a standard livestock rearing / commercial livestock farming business in the Nigeria.

The sales projection is based on information gathered on the field and some workable assumptions as well with respect to the nature of cattle rearing business that we run. Below are the projections that we were able to come up with for the first three years of running Kehinde Bakare Livestock Farms, LLC;

First Fiscal Year-: =N=5,200,000

Second Fiscal Year-: =N=10,450,000

Third Fiscal Year-: =N=20,700,000

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, epidemics), and unfavorable government policies.

**Our Pricing Strategy**

One thing is certain; the nature of cattle rearing business we are involved in makes it possible for farmers to place prices for their livestock / farm products based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss. The easier you sell off your livestock when they are mature the better for your business.

**FUNDING MECHANISM**

Finance is a very important factor when it comes to starting a business such as cattle rearing. No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through.

Kehinde Bakare Livestock Farm, LLC is a family owned business and it will be financed by the owners of the cattle ranch. These are the areas where we intend sourcing for fund for Bakare and Family Farms Ltd;

Generate part of the start – up capital from personal savings and sale of stocks

Generate a larger chunk of the startup capital from the bank (loan facility).

We have been able to generate about 40% (from personal savings) and we are at the final stages of obtaining a loan facility of the remaining 60% from our bank. All the papers and document has been duly signed and submitted, the loan has been approved and any moment from now our account will be credited.

**CONCLUSION**

A market research has been carried out and the project has been deemed to be feasible. It is our hope that Kehinde Bakare Livestock Farm, LLC will become a lucrative business opportunity and provide our products and services all across Nigeria.