NAME:APALOWO TIMILEHIN

MATRIC NO:18/MHSO2/045

DEPARTMENT:NURSING

EXECUTIVE SUMMARY/PROJECT DESCRIPTION

This business plan examines the feasibility of economic viability of three different types of birds (turkey ,domestic fowl-broilers and layers).The poultry farm will produce about 30-40 crates of egg in a month. It will also produce white meat in a production cycle. The egg shell can also be used for the production of soap. Food is one of the basic needs of man. Regardless of the economic situation, human beings must feed and since domestic birds are consumable , that makes poultry farming feasible .With increased awareness on the health implication of red meat, there’s an increased demand for white meat and birds are a source of white meat. Eggs are also used as leavening agents in baked food and as an ingredient also used in the manufacturing of hair shampoo and for the production of egg powder that can later be incorporated into baby food.

Nigeria has a population of over 150 million and growing; and a huge population means a huge demand for food (egg and meat).The business will create economic opportunities ,help to conserve scarce production of white meat and eggs. It will create market access , create a source of income for retailers or people that sell eggs and contribute significantly to food security.

MANAGEMENT

A personnel who will reside permanently in the farm to monitor and see to the well being of the birds .A manager will be employed to oversee the day to day running of the business .The owner also have to supervise the farm to make sure it is in good condition .The owner also have to monitor and supervise the financial activities of the farm.

TECHNICAL ASSISTANCE

A security personnel maybe employed to monitor the in-flow and outflow of people around the farm and to also guard against theft. An accountant can also be employed to record and take note of the financial status of the farm. A personnel should also be put in charge of feeding the birds as well as giving them water and making sure their cage is clean all the time.

MARKET AND SALES

The marketing of chicken follows the traditional channels of distribution. Generally, broilers are distributed in the market through middle men /women and wholesalers. The farm can also supply the egg and other poultry products to major hotels, restaurants and catering outlets. Life chickens and eggs will be sold to registered hawkers on a regular basis.

MARKET POTENTIAL

There is a strong demand for eggs and poultry bird in every part of the country. The eggs and white meat are products that are usually consumed by people almost every day. So poultry products are products that are highly required by people all over the country . it is a business that does not require too much marketing before getting consumers.

PROFITABILITY

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, rain, air, diseases, price fluctuations and other risk factors that can affect yield and profitability. However, technical, scientific and financial based solution will be used to reduce the risk factor and safeguard profit.

TECHNICAL FEASIBILITY

Poultry farming is technically feasible. Some equipments and facilities have to be put in place in order to fully manage a poultry farm. A good house or cage for the birds have to be constructed. Feeders,drinkers,a good waste disposal system,source of water,lightening and heat,egg crates and trays and storage space for keeping feed and eggs.

GOVERNMENT SUPPORT AND REGULATION

The project is in line with the economic diversification objective of the government. it creates economic oppurtinity,market access,improved income for poultry farmer and support food security obvective of the government.it will also contribute significantly to employment,output increase,stable prive and stable exchange rate.

PROJECT TIMELINE

The incubation period of a domestic fowl is 21 days. The bird reaches full maturity between 18-20 weeks. The project can be done within a period of one to two years.

ESTIMATED PROJECT COSTS AND REVENUE

(A)EQUIPMENTS AND APPLIANCES

EQUIPMENTS QUANTITY AMOUNT

I)BATTERY CAGE 30 40 000

II)FEEDERS 20 20 000

III)DRINKERS 20 20 000

IV)EGG CRATES AND TRAYS 40 35 000

SUB TOTAL 115 000

(B)OPERATING COST

EXPENSES NUMBER/QUANTITY AMOUNT

I)1-2 WEEKS OLD LAYERS 40 20 000

II)1-2 WEEKS OLD BROILERS 30 15 000

III)1-2 WEEKS OLD TURKEY 30 21 000

IV)CHICKEN FEED 25BAGS 88 000

V)TURKEY FEED 10 BAGS 45 000

VI)DRUGS 250ML 10 000

VII)TANK OF WATER 1000ML 10 000

SUB TOTAL 209 000

(C)SALARY FOR ONE YEAR

I)MANAGER 20 000 PER MONTH 240 000

II)ACCOUNTANT 15 000 PER MONTH 180 000

III)SECURITY GUARD 12 000 PER MONTH 144 000

IV)PERSONNEL 15 000 PER MONTH 180 000

SUB TOTAL 744 000

TOTAL AMOUNT TO BE USED=1 068 000

FUNDING MECHANISM

Capital will be provided by the business owner. The land to be used will also be provided by the business owner.

CONCLUSION

The project is technically feasible and very profitable. Poultry products are also highly demanded by people all over the world.