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 **THE FRUIT FARM**

**EXECUTIVE SUMMARY**

This sample Fruit Farm Business Plan in Nigeria can be used for Grant Applications, Bank Loans, Proposal writing, Business Concept Note, Competitions etc. Fruit Farm Business Plan is a lucrative business that needs a lot of strategic Planning to start and a business coach like Alhaji Ochofie to help you start the Implementation.

Business Description of Fruit Farm Business Plan in Nigeria

Business: Fruit Farm

Industry: Agriculture (Fruit Farm Business plan in Nigeria)

Fruit Farm is a budding vegetable farm that is involved in production of high quality, nutritional, and flavourful vegetables and fruits for consumption in and around Warri city, Delta state, Nigeria. We are committed to the improvement of food taste and nutritional quality. Our company is being founded to build upon an extensive array of biological and horticultural education, experience, and the research of its founders.

We produce, process and package to meet standard organization of Nigeria and international standard.

The benefits of our products and services are

The provision of high quality, nutritional, and flavourful vegetables and fruits

All year round available of our customers’ choicest vegetables and fruits

Fresh and highly hygienic and well-packaged vegetables and fruits

The provision of high quality planting materials

Sale and distribution of manure compost garden amendment products

Excellent customer care services

Fair and lowest possible prices

Beyond just a science or profession, agriculture is an enterprise I had invested the most of my time as an individual. As a way of practice, I have also devoted the most of my time and resources to managing and expanding my family’s little farmstead into a commercial outfit. Now that I have the opportunity of starting my own firm, I know that the lessons, experience and exposure I had received from those years of working on my family’s garden will prove valuable in running this business. My first degree in Agriculture from the Obafemi Awolowo University, Ile-Ife, will be of great benefit to the growth of this new enterprise. Moreover, there is an insatiable market in my area. I have a great passion for self-reliance and creating job opportunities.

**Management Team of the Fruit Farm Business Plan in Nigeria**

Oyebade Ademobi Ade – is highly knowledgeable in the fruit farm business. He has over 7 years’ experience in the industry. Moreover, he is a graduate of Agriculture from the prestigious Obafemi Awolowo University, Ile-Ife. He is a Project Management Professional and certified Business Consultant. He will be in-charge of day to day activities of the business.

Mr Alhaji Ochofie – (B. Agric., MBA, and PMP): He has over 15 years’ experience in business management, business start-up dynamics, financial management of business and overall business growth and development. He is an alumnus of Enterprise Development Centre (EDC) of the Lagos Business School (LBS), Pan African University (PAU). He is our business development strategist and a strategic partner.

We brought to the business:

Educational skill and practical experience in fruit farm business.

Capacity to consistently provide high quality, nutritional, and flavourful vegetables and fruits all year round.

Valuable processing skills that makes us own the value chain to a good extent. Quality processed product and good understanding of the market trend especially as it is affected by seasons.

Our staff brings operational, marketing and promotional skills to the business.

Materials and Machine for Fruit Farm Business Plan in Nigeria

One large greenhouse, enclosing the vegetable area, Horticultural greenhouse, Filters, water treatment devices, Backwash facilities, Outdoor vegetable facilities, manure composting facility, Business office building which includes sales area, reception, etc.

**Our Goal for the Fruit Farm Business Plan in Nigeria**

To be the leading Fruit Farm in Warri, Nigeria and its environs through the provision of excellent sales services and products.

**Vision for the Fruit Farm Business Plan in Nigeria**

To provide a one-stop location for accessing high quality, nutritional, and flavourful vegetables and fruits in a desirable and conducive environment while offering products at the best possible prices.

**Conservation/Environmental**

The farm has a Soil Conservation Plan, established buffers and filter strips through the local Soil Conservation District CREP Program. We also have a nutrient management plan written by the University of Maryland Cooperative Extension.

Fruit Farms is dedicated to environmentally sustainable management practices.

We hire custom work for the farm as needed due to machinery and equipment cost and maintenance.

The farm includes 25 acres, 1 acre includes the high tunnels, 7 acres in crop production, 6 acres are in conservation, 2 acres are the residence and 6 are in pastures. There are two separate water sources; one well supplies the residence and one well supplies livestock and high tunnels.

The livestock are raised as a hobby and are not currently part of the farm enterprise. The high tunnels are round style high tunnels 26'W x 12'H x 48'L. High tunnels elevate temperatures over a period of time and offer protection from rain, wind, insects, birds and disease. They help to extend our marketing season by having crops early and late in the year.

The high tunnels are for growing specialty fruit and operating at a 40% production level. Varieties available include baby or micro greens and mesclun mixes. We are also experimenting with baby vegetables, such as squash and mini melons and fruits such as blackberries and raspberries.

We continue to research varieties and the market for new varieties and production techniques. We use minimal inputs and utilize our nutrient management plan to be more efficient. We also use scouting and IPM for pest and disease control.

ENTERPRISE ANALYSIS AND PLAN

An enterprise analysis has been completed for both the current enterprises and possible future enterprises.

SUMMARY FOR 2009

GREENS (1&1/2 greenhouse plus 1/2 acre outside) INCOME = 7,875.00 VARIABLE COST = 2,306.91 FIXED COST = 4,623.19 NET INCOME = 944.90

BERRIES ESTABLISHMENT (3 acres outside plus 1 house) INCOME = 0 VARIABLE COST = 6,016.46 FIXED COST = 3,464.71 NET INCOME = -9,481.17

BERRIES ESTABLISHED YEAR 2 (3 acres outside plus 1 house) INCOME = 28,800.00 VARIABLE COST = 10,575.73 FIXED COST = 3,464.71 NET INCOME = 14,759.56

SPECIALTY VEGETABLES (2 acres and 1/2 house) INCOME = 18,900.00 VARIABLE COST = 8,679.85 FIXED COST = 3,675.09 NET INCOME = 6,545.06

IMPLEMENTATION STRATEGY

In order to implement this business plan Fruit Farms will follow 3years production plan which details production and marketing details for each month. We will also need to purchase product liability insurance.

Management decisions will be made by Alhaji Ochofie. Alhaji Ochofie has primary responsibility for managing the marketing to restaurants and farm markets and focuses on production aspects including the high tunnels. As the farm expands Alhaji Ochofie will be more involved in the farm operation. Alhaji Ochofie will also attend a local community college workshop on QuickBooks and business management.

A detailed marketing budget has been created. We will create a logo, signage and packaging for our products. In order to move forward we will work with a local company to design and print our marketing materials. We will also start talking to restaurants and doing follow ups to generate interest in products.

Primary labour will be provided by the immediate family. We have access to neighbourhood youth that we can recruit to help on a seasonal basis. We may need to hire part time labour as the business expands. Were needed we have the ability to custom hire major machinery or tillage operations.

A projected cash flow and income statements have been completed. We will meet with our bank and establish a separate farm account and line of credit for input purchases. The farm accounts will be kept through QuickBooks software.

High quality, nutritional, hygienic and flavourful products

All year round available of our customers’ choicest vegetables and fruits

Fair and best possible prices and discount offers