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MATRIC NUMBER: 19/SMS09/082

COURSE CODE: AFE 202 (FOOD PRODUCTION AND HEALTH AWARENESS)

QUESTION: Prepare a business plan on a chosen agricultural enterprise following the guidelines in the notes. Minimum of five pages, times new roman size 12 with double spacing.

**OBJ VEGETABLES**

What are Vegetables?

Vegetables are parts of plants that are consumed by Humans or other Animals as food. The original meaning is still commonly used and is applied to plants collectively to refer to all edible plant matter, including the flowers, fruits, stems, leaves, roots and seeds. The alternate definition of the term is applied somewhat arbitrarily, often by culinary and cultural tradition. It may exclude foods derived from some plants that are fruits, flowers, nuts, and cereal grains, but include savory fruits such as tomatoes and courgettes, flowers such as broccolis, and seeds such as pulses.

Originally, vegetables were collected from the wild by hunter-gatherers and entered cultivation in several parts of the world, probably during the period 10,000 BC to 7,000 BC, when a new agricultural way of life developed. At first, plants which grew locally would have been cultivated, but as time went on, trade brought exotic crops may from elsewhere to add to domestic types. Nowadays, most vegetables are grown all over the world as climate permits, and crops may be cultivated in protected environments in less suitable locations. China is the largest producer of vegetables, and global trade in agricultural products allows consumers to purchase vegetables grown in faraway countries. The scale of production varies from subsistence farmers supplying the needs of their family for food, to agribusinesses with vast acreages of single-product crops. Depending on the type of vegetable concerned, harvesting the crop is followed by grading, sorting, processing, and marketing.

Vegetables can be eaten either raw or cooked and play an important role in human nutrition, being mostly low in fat and carbohydrates, but high in vitamins, minerals and dietary fiber. Many nutritionists encourage people to consume plenty of fruit and vegetables, five or more portions a day often being recommended.

**OBJ VEGETABLES**

**EXECUTIVESUMMARY**

OBJ Vegetables is located in FCT, Abuja. It is named after the Ogbaje family name, The OBJ vegetables started from one acre of land and is now about 8 hectares of land, it consists of various vegetables, the main aim why OBJ vegetables was created was to help citizens stay healthy and get vegetables at affordable prices. OBJ vegetables is based on the sound principles of conserving natural resources, limiting the carbon footprint, growing, hiring and eating locally grown and prepared foods, and making the world a better place to live in. This unique perspective clearly shows in the quality of the produce, the well cared for gardens, and natural friendliness and ease of its owners. OBJ vegetables was created to meet the growing needs of a community that shares these same views and is concerned about what they eat and feed their children. This is a community that is tired of ‘fresh’ tomatoes bought at the local grocery store. When more than likely the “fresh” tomatoes were picked while still unripe, 4,000 miles over several days/weeks, and then artificially “ripened” using ethylene gas thus rubbing it of practically all of its nutritional value.

**MISSION STATEMENT**

OBJ Vegetables mission is to raise the best tasting and finest quality vegetables for the public. OBJ Vegetables uses only natural and sustainable farming methods, free from pesticides or fertilizers. Natural foods and natural farming methods leaves a smaller carbon footprint while simultaneously improves the health of its customers. The benefits of our products, they are;

1. To provide healthy vegetables to the public.
2. To provide vegetables to people at affordable prices.
3. To provide fresh and well packaged vegetables to the public.

**MANAGEMENT TEAM**

This business would be headed by Ogbaje David as the Chairman of the company, also a team of 30- 60 employees to cover all activities that would be done, David has knowledge in agricultural sciences, also working hand-in-hand with him are his Board Of Directors who have broad knowledge in agricultural sciences and several of them have their masters degree under agricultural sciences.

**MARKET ANALYSIS STRATEGY**

OBJ Vegetables has decided to do a market research on the total market and having gotten then statistics and analysis, deciding to do market segmentation strategy and has a population of 15,000 individuals. This research involves employing individuals to move round the market to find out what retailers don’t like about the products which they get.

**MARKET SEGMENTATION**

OBJ vegetables has identified different target market segments which they will sell to:

Supplement companies; which are retail shops that would purchase products of OBJ vegetables and sell it in bulk to the local markets around.

Selling the products to some larger organizations

Selling the products to the five main channels of distribution

**FINANCIAL MODEL**

Projected revenues for 1 year to year 4 are N40, 000, N8, 500, N50, 000, and N70, 800. Additionally, the OBJ vegetables estimates that once fully operational, income per product, per annum would be as follows;

Vegetables (50,000)

START-UP REQUIREMENTS

Legal

N20, 000

Consultants

N24, 000

Organic Herbicides

N4, 000

Facilities Modification

N290, 000

Seed

N700

Insurance

N9, 000

Research and Development

N25, 000

Expensed Equipment

N250, 000

Other

N50, 000

TOTAL START-UP EXPENSES

N684, 600

Start-up Assets

Cash Required

N245, 400

Start-up Inventory

N150, 000

Other Current Assets

N250, 000

Long-term Assets

N500, 000

TOTAL ASSETS

N1, 145, 400

Total Requirements

N1, 830, 000

**CHART OF OBJ VEGETABLES**

This chart shows the financial model of OBJ Vegetables between four years. The first year rises to N40, 000 in the money market due to the outburst of the fresh vegetables and the multitude of consumers buying. In the second year it drops to N8, 500 which partially is caused by the absence of consumers and no fresh vegetables. Following the third and fourth year, the prices move up because of the continual production of fresh vegetables which attracts more consumers.

In conclusion, OBJ Vegetables is going to make profit for the family and it’s going to be of good use to the public. The company tries to sell its products at affordable prices helps people to stay healthy.