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MATRIC NUMBER: 19/MHS02/132

DEPARTMENT: NURSING

LEVEL: 200 LEVEL

AFE 212 ASSIGNMENT

WRITE A BUISNESS PLAN FOR AN  
AGRICULTURAL ENTERPRISE

CHOSEN: POULTRY INVESTMENT

Name of firm: Simi Agro Ventures.

Project: Production of Broiler Chicken and Eggs.

Location: 4b Adenuga street Akinyele local government Oyo state.

## BUISNESS OWNERSHIP

Type of ownership: Partnership.

Date of completions: 23<sup>rd</sup> of march 2020

Place of birth: Oyo state

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## INTRODUCTION

SIMI AGRO poultry is a farm focused on both egg and meat production that provides for a large market range. It also produces manure as a by-product. It is based in Oyo state. The founders have noticed the health implication of red meat and are creating a business to meet the increased demand for white meat and eggs. Chickens happen to be a great source of white meat and are also largely known for egg production.

## OBJECTIVES

SIMI AGRO poultry will measure its success by its ability to achieve the following objective:

Becoming the "Best and most hygienic poultry producer in the area" complying by the national standards for food and drugs.

## MISSION STATEMENT.

Simi Agro (SA) poultry's mission is to provide customers with quality, fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. To provide investors with opportunities to receive a nice return on investment and high-quality growth. To contribute to the community through physical and social programs. Simi Agro (SA) poultry farm intends to have the largest poultry farm products.

Examples SA poultry will follow these principles in order to achieve success in its market:

State of art cage framework accommodating an optimum number of chickens with lessened possible hazards. Hencube poultry is owned by six persons. They are namely Faustin Hategekimana, Aisha Alimi, Eric Hagenimana, Lawal Nura bada, Khadijah Ibrahim Khalid and Asmau Abubakar Umar. It is a partnership and each person has an equal share in the business and is also equally liable for any business debts or claims.

Owners

Faustin Hategekimana 20% Shares

Aisha Alimi 20% Shares

Eric Hagenimana 20% Shares

Lawal nura bada 10% Shares

Khadijah Ibrahim Khalid 20% Shares

Asmau Abubakar Umar 10% Shares

## START UP SUMMARY

Our business has start-up cost and we will need a bank account, we chose our bank to be GTBank because of its proximity in the area. This section of the plan shows projected startup costs prior to our opening. A plot of land and roffing or housing for the chickens and eggs.

## STARTUP COSTS

Items Costs	NAIRA
Business cards	70,000
Printer	200,000
Leaflets	10,000
Blank invoices	20,000
Computers	500,000
Internet	500,000
Insurance	500,000
Plot of land and building	2,000,000
Feeders and drinkers	80,000
Crates	15,000
Lighting system	50,000
Egg tray	50,000
Cages	100,000
Salary for first 5 months of 3 staffs	1,500,000
Total Capital required	4,580,000

## PRODUCTS AND SERVICES

We offer chicken eggs and chicken meat that will be gotten from layers and broilers to our target market. We plan to take pride in the uncompromising quality of our products. We also offer fertilizer in the form of chicken manure. This is mostly used in vegetable farming and as an ingredient for feed in fish farming.

## **FUTURE PRODUCTS**

We have big plans for the future. We plan on supplying cracked eggshells for some detergent companies for use. These special detergents are used in washing basins and pots. Another thing we have planned for the future is the sale of processed chicken meat.

## **PROMOTION STRATEGY**

SWOT stands for Strength, Weakness, Opportunities, and Threats and we have made an analysis in each case.

### **Strengths**

- Produce high quality eggs enriched with protein
- Relatively good infrastructure systems
- Good marketing system
- Eggs and chicken are not seasonal products and can be eaten any time of the year
- In this area, the poultry business hasn't been over-exploited
- Poultry are environmentally friendly

### **Weaknesses**

- Capital intensive: Starting a poultry business requires a large capital base.
- Outbreak of disease can ruin entire business, leading to loss of resources.
- Poultry odour is quite unpleasant.

### **Opportunities**

- Expansion into large scale production of by-products (fertilizer and detergent).
- Export to neighboring towns.
- A large and successful poultry will ensure food security.

### **Threats**

- More competition.
- Avian diseases.
- High feed ingredients prices.
- Threat of import of frozen chicken.

PEST Analysis

Examples

Eating habits

We plan on servicing our customers by providing home delivery for customers who are willing to buy at least a certain amount of our products. In the future, we plan on creating a restaurant that has eggs as its main menu. It will be like a breakfast restaurant. If this business gets expand enough, we would also like to build our own bakery. A major ingredient in most baked goods is eggs and we will fund it through the poultry.

#### PRICING STRATEGY AND PRICE.

The price of the chicken would range from N1500 up to N1700 depending on the size and quality. Also, the price for a crate of eggs ranges from N600 to N1000. The price of a wheelbarrow of manure costs about N200. These prices would also vary depending on the existing market price of poultry meat and eggs.

#### WEB STRATEGY

SIMI AGRO poultry also has a website where customers can interact with us and get a feel of what the business is about. We know a site or two where we can place online advertisements and we would also make mentions of our poultry in online newspapers.

#### SALES STRATEGY

- Better farm management practices.
- Regular visit by veterinary doctors.
- Recycling wastes as fertilizer.

#### CONCLUSION

SIMI AGRO VENTURES sees its self as a top agricultural business supplying hotels, restaurants kitchens and canteens In Africa. We would also be providing job opportunities for young youth and adults to make end meets.

Thank you.