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**BIOMEDICAL ENGINEERING**

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**AFE 202**

POULTRY FARM

OBJECTIVES:

poultry farming practice is a profit making business and it is also safe, eggs should be produced from healthy livestock using management practices that are sustainable for the livestock welfare, economic and environmental perspective.

Poultry farmers should maintain the following areas:

- egg safety
  
- animal feed
  
- animal welfare;
  
- environmental factor
  
- socio-economic management.
  
- Animal health

- Egg safety: the eggs should be collected and stored under safe and hygienic conditions.

Equipment used to collect and keep the eggs should well maintained and always sterilized

- Animal feed: with good feed or variety of feeds Animals can be fed to a satisfactory level and water to drink with products of suitable quality and safety to give the maximum products required from them,

- 4. ANIMAL WELFARE: Animals should be kept according to the following ‘five freedoms’:

- • Freedom from thirst, hunger and malnutrition

- • Freedom from discomfort

- • Freedom from injury and disease

- • Freedom from fear

- • Freedom to engage in relatively normal patterns of animal behaviour

- ENVIRONMENTAL FACTORS
- Egg production should be done in an environment suitable for livestock convenience with the local environment surrounding the farm.
- SOCIO-ECONOMIC MANAGEMENT: poultry farming provides economic and social benefits to farmers and their communities with employment opportunities, manure etc.

ANIMAL HEALTH: health is the first thing to be considered before going into poultry farming. Egg producing livestock need to be healthy and an effective health care programme should be in place.

Poultry farming practice can also help to manage economic risks regarding the business

#### OVERVIEW;

The agricultural industry is a very wide industry with several business or goods you want to invest in and a profit maximizing business of poultry farming is one of them. The fact about the agriculture industry is that there is market for all the products in the industry. poultry farm is a hard and profitable business because of the provision of egg and sometimes chicken. Many people do not eat beef, maybe due to old age or other related issues so they either eat chicken or

egg, and use their feathers and bones also. With egg , many things can be made food, shampoo and other poultry related bi-products.

Investors in poultry farms industry mainly rear livestock for egg and sometimes chicken. this industry usually take part in egg sales and exclude the production of calcium, shampoo, food etc. but some poultry farmers often engage in other related business within the industry due to availability of capital and interest In it.

Recently, due to the present corona virus pandemic the price of poultry products has increased voluminously, leading to inconsistency in profit making for the poultry industry. in some countries back then, the price of egg increased due to the increase in demand, leading to another source of revenue generation and employment opportunities.

Although with the increase, the industry will experience appreciable increase in growth rising up . For some time now time , poultry feed has been costly, which mostly cost up to about half of the poultry farm's total expenses, which has been a major problem.

Poultry Farms Industry is surely a large industry and pretty much active in most part of the world in countries such as Saudi Arabia, USA, Spain , UAE, Egypt, China, Germany, Turkey, Malaysia Nigeria and almost all other parts. The competition between poultry farmers is relatively high so no dominance of a company that has dominate market in the industry so other interested poultry farmers can venture in to the business and successfully make profits.

The commercial egg laying industry is comprised of over 273 million laying hens, of which about 237 million produce table eggs (the eggs you buy at the supermarket) and the rest were for fertile hatching eggs as replacement for the laying flocks. In 1991 the United States produced about 5.7 billion dozen eggs. Connecticut is a small state and has about 3.6 million laying hens. The poultry meat industry is comprised of the broiler and turkey industries. In 1991 there were 6.1 billion broilers processed in the United States. This represents about 19.7 billion pounds of ready-to-cook broiler meat. Per capita consumption of broiler meat was at about 70 lbs. in 1991. Turkey productions was at about 276 million in 1991 which represents about 4.6 billion pounds or about 18 lbs. Per person consumed. In Connecticut about 10,000 broilers and about 35,000 turkeys were raised in 1991. As can be seen, the poultry industry is a large business. It generated in excess of 20 billion dollars in 1991, in the United States. It is worth an estimated 150 million dollars to Connecticut.

As an person with much interest entrepreneur and also looking forward mainly on the agriculture industry to generate huge income in a country like Nigeria, then one of the things to do is to engage in poultry farming. This is because the business is all about mass – rearing of livestock (hen, ostrich, vulture, pigeon, quail, ducks etc.) for the main purpose of providing egg and chicken for private and commercial purposes and also for making profits.

In other business, if you are able to conduct your market research and feasibility studies before going into poultry farming, you are more likely to sell your egg chicken and other products because most people eat chicken and eggs and other farmers use the waste for their industries as source of manure and poultry products from in manufacturing their products.

There are usually few barriers to entry into the poultry industry. Usually, all inputs are readily available. In the nearest future, people in this industry may face the highest costs associated with technology, especially in relation to genetic modification engineering in livestock breeding.

So also, intellectual property to providing new inventions and technology may mean that new entrepreneurs coming into the industry will need to pay license fees and this of course will cause increase in the start – up fee for starting poultry rearing business.

## IMPORTANCE

### **1. Income generation**

No doubt it, poultry farming is a source of generating income. No amount of money spent in setting up a poultry farm that is waste, you will surely make gain from your investment.

Take for instance, with just ₦40,000 you will successfully raise 100 broilers for just 6 to 8 weeks before you will start selling them.

When you broilers are 6 weeks old, you can start selling them, by selling them ₦ 650 to ₦ 700 per one, at the end you will be getting about ₦ 65,000 (\$206) and ₦ 70,000 (\$223) at the end. By my calculation, you will be having between ₦-25,000 (\$70) and ₦ 30,000 (\$95) at the end.

Therefore no amount of money you invest that you will not get from it, so just give it a try today you will make it.

**2. Employment opportunity:** this is when you will need to put into consideration, weather you have work or not, with little capital you have. Because,you/willbeyourownboss

poultry farm will add more value to your life and you may even quit the job you are doing by the time you invest little into this and see your profit,

### **3. It gives rapid return on investment**

whatever you invest in setting up a poultry business you start getting them in very short time compare to other investment out.

Imagine starting a business and begins making profit from it in less than three months,



## ***Roles and Responsibilities***

### **Operating Officer:**

- He causes effectiveness by recruiting, selecting, orienting, and disciplining managers; communicating values, and objectives; assigning, planning, monitoring, and appraising job results; developing incentives; offering information and opinions; providing educational opportunities.
- provides direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

### **General Farm Manager**

- Responsible for the planning, management and coordinating all farm activities on behalf of the organization
- Supervise other manager
- Ensures compliance during project executions
- Provides advice on the management of farming activities

- Responsible for carrying out risk assessment
- keep track of people and progress of the growth of livestock
- Ensures that dairy farm goals desired result are achieved, the most efficient resources are utilized

- **Accountant**

- Responsible for the smooth running of administrative tasks for the organization
- Provide space for recruitment and managing interviewing process
- In charge of induction for new team members
- Responsible for evaluating and assessment of employees
- prepares financial reports, budgets, and financial statements for the organization
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures tax payment
- Handles all financial transactions for the farms

- **Marketing Officer**

- **Provide new skills of marketing products**
- reaches out to new partners, and business opportunities

- Identifies development opportunities, participates in the structuring and financing of new business
- negotiate fees and rates in line with company policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Server as middle man between customers and industry or advocate for the customer's needs, and communicate with clients
- innovate new plans for expanding increase sales
- Documents all customer contact and information
- Helps to increase sales and growth for the company

### **Field Workers**

- Responsible for picking eggs
- Responsible for feeding livestock as instructed
- Responsible for cleaning the cage
- Change the water when necessary
- Handles farm implements and machines
- Carries out task in line with the stated job description
- Handles other related things as instructed

## Client Service Executive

- Welcomes guests and clients and 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 client , uses every opportunity to build client's interest in the company's products and services
- Tell the customers about any new company's products, etc.
- Receives parcels / documents for the company
- Circulates information in the industry
- **Opportunities:**

As poultry farmers The fact that almost everybody eats chicken or egg makes the business highly profitable. there are other businesses and industries that will provide egg and chicken both in Nigeria and other parts of the world. We are well positioned to take advantage of these opportunities as they come our way.

- **Threat: in every** business there is there are threats and challenges that we are likely going to face and can impact negatively on household spending, bad weather cum

natural disasters, government policies and the arrival of a competitor within same location.

There is hardly anything you can do as regards this threats and challenges other than to be innovative and hardworking in other to standout.

## **MARKET ANALYSIS**

- **Market Trends**

poultry farming industry shows that most farms with the capacity do not just concentrate in the commercial production of eggs for households and businesses that are involved in the production of egg products, chicken and other related things.

in line with their core business. It is a means of maximizing profits and increasing source of revenue generation.

poultry farm has been in existence since time , that does not make the industry to be over saturated; poultry farmers are exploring new technology to continue to improve egg production processes and also preservation and packaging process.

### ***Competitive Advantage***

entrepreneurs are known to venture into an industry that is known to generate consistent income which is why there are poultry farmers almost everywhere.

entrepreneurs are also encouraged by the government to embrace commercial farming This is so because part of the success of any nation is her ability to cultivate her own food and also export foods to other nations of the world.

### ***SALES AND MARKETING STRATEGY***

A major reason why farms hardly make good profits is their inability to sell off their products to a larger market. In view of that, we decided to set up a standard egg and chicken processing and packing plant to help us maximize profits.

we have perfected our sale and marketing strategies first by contacting companies that rely on eggs from the poultry industry who are likely to refer become our customers.

- Advertise our business food related magazines and websites
- List our products on advertisement programme
- Attend related agriculture seminars
- Leverage on the internet to promote our business
- Engage in direct marketing

## Sources of Income

Below are the sources we intend exploring to generate income

- Layers livestock
- support services
- Dairy cattle farming
- Farrier services
- Sale and exportation of bi products
- Sale of chicken and eggs
- consultancy and poultry services

## *Sales Forecast*

the sales generated by a poultry farm depends on the capacity of the poultry farms and of course the importance of the business.

we are quite sure that we will reach our target of generating enough income / profits from operations and build the business for sustainability.

We have been able to critically examine the farms and we have analysed our chances in the industry and we have been able to come up with the following sales forecast.

- **Year 1-:** 350,000000

- **Year 2-:** 50,000000
- **Year 3 -:** 75,000000

### **Advertising Strategy**

For a business to grow advertisement is a must so to advertise and promote the business. So we business which is why we have to advertise our plans to build our brand by every means.

Creation of strategies will also help us boost our brand awareness and to create a corporate identity for our business. Some of the ways we can advertise or boost our sales brand are below

- newspapers and magazines and electronic media platforms
- Sponsored events or programs
- social media platforms like; Instagram, Facebook , twitter, YouTube.
- Installation of Bill Boards on strategic locations
- Distribute our fliers and handbills in target areas company



## *Financial Projections and Costing*

*To start up a business there are some key factors that should serve as a guide. The amount egg to be produced per time and other related dairy products will determines the total cost of setting up the business.*

in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

To start a poultry farms business; Below are some of the basic areas we will spend our start – up capital in setting up our dairy farms;

- Incorporating fee for the Business – **350 000.**
- lease a dairy farm land – **20,00000**
- The amount required for preparing the farm land **90,000**
- Legal obtaining of licenses and permits as well as the accounting services **500000000.**
- Marketing promotion expenses for the grand opening 70000.
- cost for hiring Business Consultant – **20,000.**
- cost for payment of insurance policy covers – **70,000**
- amount required for the purchase of the first set of livestock – **50,000**

- The cost for acquiring the required working tools and equipment – **750,000**
- Operational cost for the first month (salaries, payments of bills) **60,000**
- Cost of Launching an official Website – **7000**
- Additional Expenditure (Business cards) – **1,000**
- *Sustainability and Expansion Strategy*
- The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.
- A way of gaining approval and winning customers over is to sell our products a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while. We know that they will be more committed to help us build the business of our dreams.

### **Check List**

- Business Name Availability : **Completed**
- Business Registration: **Completed**

- Opening of Corporate Bank Accounts: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Obtaining Tax Payer's ID: **In Progress**
- Application for business license and permit: **Completed**
- Insurance policy for the Business: **Completed**
- building of poultry farm: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital : **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Recruitment of employees: **In Progress**
- Purchase of the Needed materials: **completed**
- Creating Official Website : **completed**
- Creating Awareness for the business : **In Progress**
- Health and Safety : **Secured**
- launching party planning: **In Progress**

- Compilation of our list of products that will be available : **Completed**
- Establishing business relationship with vendors: **In Progress**

