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**BUSINESS PLAN OF A SMALL CAT FISH MARKETING**

**Executive Summary and brief description of the business**

This business will be established to meet the fish demand in a particular community in Lagos. It will be located in Egbeda, Alimosho local government Area of Lagos state. The main economic significant of the business is to contribute towards narrowing down the fish demand- supply gap deficit in Nigeria as well as the supply of proteins and micro nutrients for feeding the teeming population Lagos State and Nigeria at large. The business would be managed by myself, and two other person who are all part of the management team. They are all experienced in the field of fish farming and have managed different businesses across the state. The catfish industry is a lucrative business as the demand for fish in the country is growing geometrically, the opportunity to expand is necessary because of the growing demand for fish and due to some health benefits attached to consumption of fish as compared to consumption of meat.

**Introduction, Sponsorship, Management and Technical Partnership**

Starting a new business venture is like going into a tropical forest on a treasure hunt. There are rewards to be won, in both material wealth and in personal satisfaction, but there are dangers lurking and you can easily lose your way, which will lead us to the following questions.

What do you really want out of the business?

The answer to this question will fall into two parts. The monetary rewards are obviously important. Set yourself a target. However, money is not all you are in business for. What else? Are you a born ‘loner’, anxious to be free from the constraints of a company set-up? Or someone with a yen to organize their own well-structured corporation? Would freedom to design your own products make your life worth living? Or do you just want to feel useful? Your strategy should reflect your own personal ends. Think, too, about the timescale. Are you determined to make a quick fortune and retire to la dolce vita or to a life of good works? Or conversely, are you so fascinated by some aspects of what other people call ‘work’ that you would happily carry on as long as there is breath in your body? Just jotting down what you hope to achieve will have begun to give shape to your plan. Next you must ask yourself questions about your resources, both mental and material. Consider your temperament and the talents you will bring to the business, and how they will affect your planning. Are you an outgoing sort of person, able to get on with and influence your fellow men and women? If so, the marketing side of business – finding out what people want and selling it to them – is likely to be your strong suit; but with that same temperament, you may find you are not very happy or at your most efficient alone in an office and working out costs or struggling with the books. You may not possess, either, the toughness required to deal with employees who do not perform. You might decide, therefore, against trying to run a production-led business or saddling in writing your plan, both for your own guidance and to reassure your financial backers, you must show that your personal objectives and your resources (both mental and material) are in accord with the strategy you will adopt to exploit the particular feature of your product. This harmony is a major key to success, and careful planning will help you to achieve it. yourself with the book keeping. This takes us to the following approach

**1. A brief statement of objectives.**

The primary purpose of going into this aquaculture business is to meet the growing needs of protein requirements of the teeming population of the people in the location of my business while keeping an eye on profit to meet my financial obligations.

**2. Assessment of the market.**

The fish market is an all commers affair market. The business of fish marketing is still evolving and so do not involve discrimination in terms of gender. The fish market is found in major towns and villages in Nigeria but prevalent in cities. I have done a lot of research about it and found out to be a very lucrative business in Nigeria. The main customers of this business include individuals and families, eateries, hotels and Caterers. It is expected that at the beginning of the business, not much customers will be expected but with time, more and more people will patronize me. One of the ways I intend to build my customer base is to start with the door to door marketing, sales and delivery.

**The skill, experience and finance you will bring to it.**

I intend to start the business with two of my friends who are also into production of cat fish. This is because we intend to build on our individual strength, and weakness as well as bring in our wealth of experience together with our financial resources. I learnt this business from my mother who has been training us on the pros and cons of the business in the last 15 years. This is not to mention the fact that my partners are into catfish production.

**4. The particular benefits of the product or service to my customers.**

The importance of fish in human nutrition include a nutrient profile superior to all terrestrial meats (beef, pork and chicken, etc) being an excellent source of high-quality animal protein and highly digestible energy; a good source of Sulphur and essential amino acids such as lysine, leucine, valine and arginine. It is therefore suitable for supplementing diets of high carbohydrates contents; a good source of thiamine as well as an extremely rich source of Omega-3 polysaturated fatty acids, fat soluble vitamins (A, D and E) and water soluble vitamins (B complex) and minerals (Calcium, Phosphorus, Iron, Iodine and Selenium); has a high content of Polyunsaturated (Omega III) fatty acids, which are important in lowering blood cholesterol level and high blood pressure. It is able to mitigate to alleviate platelet of (cholesterol) aggregation and various arteriosclerosis conditions in adult populations; It reduces the risk of sudden death from heart attacks and reduces

rheumatoid arthritis; Omega-3 fatty acids also lower the risk of age-related muscular degeneration and vision impairment; and it decreases the risk of bowel cancer; and reduces insulin resistance in skeletal muscles. The inadequacies in the supply of animal protein in the diet of Nigerians have resulted in massive importation of frozen meat, fish and chicken with the consequent loss of scarce foreign exchange. Efforts to boost animal production and to bridge the gap between supply and demand are particularly directed at fish production which is traditionally regarded as a cheap source of protein.

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**5. How you will set up the business.**

This will be the concrete picture of what i will actually do to ‘get the show on the road’? This will involve my answering the following questions. Perhaps you would like to adopt the following method: taking a large sheet of paper for each of the above sections, note down the facts relevant to each of them; then sort them, test for truth and coherence and arrange into a logical pattern. You will prune hard when you come to write the document itself. In the meantime, you will have organized your ideas, you will have noticed gaps and weaknesses, and the business is bound to go the better for it.

**6. The longer-term view.**

Some enterprises are essentially short term. Some should continue to be very profitable over a longer period. Some will be slow-growing, and their financial needs can be met out of profits. Others will have to accelerate fast, and they will need further injections of capital on a pre-planned basis. This business is expected to go from mere marketing and sales into full scale production of cat fish in the nearest future.

**7. Appendices to back up previous statements, including especially the cash flow and other financial projections such as**

■ The expected net profit for the first year;

■ How much of the loan will be paid off in one year;

■ When you expect to pay off the loan entirely;

■ What you hope for in the second year (when payments from the Business

Start-up Allowance, if any, will no longer be coming in

**Estimated projects costs and revenue**

**Land clearing**

|  |  |  |
| --- | --- | --- |
| **ACTIVITY** | **QTY** | **N** |
| Land clearing | 1 hectare | 230,000.00 |
| Cross cutting | 1 hectare | 20,000.00 |
| **total** | **2 hectare** | **250,000.00** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | | | |  |
|  | **SALARY SCHEDULE** |  |  |  |  |  |
| **S/N** | **NAMES** | **NO OF STAFF** | **MONTHLY SALARY (=N=)** | **TOTAL MONTHLY SALARY (=N=)** | **NO OF MONTHS PER CYCLE** | **TOTAL SALARY PER CYCLE (=N=)** |
| 1 | FARM SUPERVISOR | 1 | 40,000.00 | 40,000.00 | 6 | 240,000.00 |
| 2 | ATTENDANT | 3 | 20,000.00 | 60,000.00 | 6 | 360,000.00 |
| 3 | SECURITY | 3 | 20,000.00 | 60,000.00 | 6 | 360,000.00 |
|  | **TOTAL** |  |  | **160,000.00** |  | **960,000.00** |
|  |  |  |  |  |  |  |
| **LABOUR COST PER POND** | | | | | |  |
|  | | | | | |  |
| **S/NO** | **DESCRIPTION** | **UNIT** | **QTY** | **TOTAL COST** | **UNIT COST/POND** |  |
|  | LABOUR FOR 15 PONDS | EACH | 15 | 960,000.00 | 64,000.00 |  |
| 1 | LABOUR FOR 20 PONDS | EACH | 20 | 960,000.00 | 48,000.00 |  |
| 2 | LABOUR FOR 40 PONDS | EACH | 40 | 960,000.00 | 24,000.00 |  |
|  |  |  |  |  |  |  |
| **POND PREPARATION FOR NEW POND** | | | | | |  |
| **S/NO** | **DESCRIPTION** | **UNIT** | **QTY** | **UNIT COST** | **TOTAL COST** |  |
| 1 | TOP NET | EACH | 1 | 2,500.00 | 2,500.00 |  |
| 2 | WOODEN PEG | BUNDLE | 1 | 350.00 | 350.00 |  |
| 3 | ROPE | EACH | 1 | 350.00 | 350.00 |  |
| 4 | FUEL | LITRE | 5 | 143.00 | 715.00 |  |
| 5 | LIMBUS LIME | BAG | 1 | 6,500.00 | 6,500.00 |  |
| 6 | LABOUR | EACH | 1 | 8,000.00 | 8,000.00 |  |
| 7 | TARPAULIN | EACH | 1 | 7,500.00 | 7,500.00 |  |
| **TOTAL** | | | | | **25,915.00** |  |
|  |  |  |  |  |  |  |
| **OTHERS** | | | | | |  |
| **S/NO** | **DESCRIPTION** | **UNIT** | **QTY** | **UNIT COST** | **TOTAL COST** |  |
| 1 | FUEL FOR PUMPING OF POND/POND MAINTENANCE) + MISCELLANEOUS | EACH | 3 | 1,049.00 | 3,147.00 |  |
| 2 | JUVENILE | EACH | 1000 | 25.00 | 25,000.00 |  |
| 3 | MAINTENANCE OF PUMPING MACHINE | EACH | 1 | 3,000.00 | 3,000.00 |  |
| **TOTAL** | | | | | **31,147.00** |  |