**NAME: ATTAH JOY ELEOJO**

**DEPT: NURSING 200L**

**MATRIC: 18/MHS02/048**

**COURSE CODE: AFE 202**

**A BUSINESS PLAN FOR THE DEVELOPMENT OF A FIVE HUNDRED HECTARES PLANTAIN PLANTATION AT THE INTERNATIONAL INSTITUTE OF TROPICAL AGRICULTURE, IBADAN, OYO STATE BY BIP PLANTATION AND CONFIDENTIALITY AGREEMENT.**

* **EXECUTIVE SUMMARY**

Our commercial plantain farming is going to be standard commercial plantain farm hence we will be involved in both commercial plantain cultivation and involved in both commercial plantain cultivation and plantain processing and packaging of plantain. We will be involved in both organic commercial plantain farming and non-organic commercial plantain farming.

We have put plans in place that will help us launch a standard and world- class plantain processing plant within the first three years of officially running BIP plantation. We will process and package plantain chips and ensure that they flood the market both in the United States and other countries of the world; we want to compete with the best in the industry.

Which is why aside from the fact that we’ve secured the required farming land and most of the farming equipment and machines, we have also hired some key employees who are currently undergoing training so as to be able to fit into the ideal picture of the 21st century commercial plantain farm work force that we want to build.

We are in commercial plantain farming business because we want to leverage on the vast opportunities available in the commercial farming industry, to contribute our quota in growing in growing Nigeria’s economy, in national food production, raw materials production for industries, to export agricultural produce from Nigeria to other countries and over and above to make profits.

BIP Plantation is a family business owned by Mr. Venoprasad Mikel and his immediate family members. The farm cum business will be fully and single handedly financed by Venoprasad Mikels and his immediate family members.

* SWOT ANALYSIS

BIP Plantation, do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard commercial plantain farm that will favorably compete with leading commercial plantain farms in Nigeria and in the rest part of the world.

As a world-class commercial plantain farms and plantain processing company, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the SWOT analysis that was conducted on behalf of BIP Plantation.

* Strength:

Our strength as a commercial plantain farm is the fact that we have healthy relationships with loads of major players (agriculture merchants who deal in plantains) in the commercial farms industry; both suppliers and buyers within and outside of Nigeria.

* Weakness:

Our weakness could be that we are a new commercial plantain farms in Nigeria, and perhaps the fact that we decided to diversify our farming activities could count against us initial. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

* Opportunities:

The opportunities that are available to us cannot be quantified; we know that there are loads of individuals who consume both organic and non-organic plantains in different forms both in Nigeria and other parts of the world. We will ensure that we maximize the opportunities available to commercial plantain farmers.

* Threat:

Some of the threats and challenges that we are likely going to face when we start our own commercial plantain farm are global economic downturn that can impact negatively on household spending, bad weather, cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that cultivates same crops) as our farms within same location. There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

* MARKET ANALYSIS
* Market trends

One of the commonest trends in the commercial plantain farming line of business is that most players in the industry are no longer concentrating only on non-organic plantain farming. They now find it easier to run both organic plantain cultivation and non-organic plantain cultivation. It is fact that despite that organic food are expensive, the sale for organic food is on the increase and it indeed profitable.

Despite the fact that commercial plantation farming has been in existence since time immemorial, which does not in any way make the industry to be over saturated; commercial farming are exploring new technology to continue to improve the cultivation processes and also plantain preservation and processing processes; merchandized farming has indeed increased the tons of food produced by farmers. The fact that there is always a ready market for plantains makes the business highly thriving and profitable.

Lastly, it is a common trend to find standard commercial plantain farmers run a plantain processing business alongside their farm. It is a means of maximizing profits in the business. Besides, plantains have a short –shelve lifespan hence, it is ideal to process them into plantain chips that can easily be well- packaged and shipped to other countries of the world with ease.

* Our target market

It is a known fact that the target market of those who are the end consumers of plantain any form and also those who benefit from the business value chain of commercial plantain farming is all encompassing; It is far-reaching. Almost every house-hold consumes plantain. In essence, a commercial plantain farmer should be able to sell his/her farm produce to as many people as possible including hotels, dormitories and restaurants e.t.c.

We will ensure that we position our business to attract consumers of plantain not just in Nigeria alone but also other parts of the world which is why we’ll be exporting some of our farm produce either in raw form or in processed form to other countries of the world.

* Our competitive advantage

The truth is that, it is easier to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial farmers in Nigeria and of course in most parts of the world.

As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming. This is so because of the success of nation I her ability to cultivate her own food and also export food to other nations of the world.

BIP Plantation is fully aware that there are competitions when it comes to selling commercial farm produce including plantain all over the globe, which is why we decided to carry out thorough research so as to know how to take advantage of the available market in Nigeria and in other parts of the world.

Lastly, our employees will be taken care of, and their welfare package will be among the best within our category (start-ups commercial plantain farms) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives.

* MARKETING STRATEGY

We are quite aware that the reason why some commercial plantain farms hardly make good profits is their inability to sell off their plantain as at when due; plantain gets ripe within a short time after harvest and if they are not sold or processed, they will get spoilt. In view of that, we decided to set up a standard plantain processing plant to help us maximize profits.

Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their target and the overall goal of the organization. We want to build a standard and world-class architectural service firm that will leverage on the word of the mouth advertisement from the satisfied client (both individuals and cooperate organizations).

Over and above, we have perfected our sale and marketing strategies first by networking with agricultural merchants and companies that rely on plantains as the major raw materials. In summary, BIP Plantains will adopt the following strategies in marketing our commercial plantain farm produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agricultural industry, plantain merchants, hotels and restaurants and plantain processing plants e.t.c.
* Attend related agriculture and food expos, seminars, and business fairs e.t.c.
* Leverage on the internet to promote our business.
* Engage in direct marketing.
* Encourage the use of word of mouth marketing (referrals).
* PUBLICITY AND ADVERTISING STRATEGY

Any business that wants to grow beyond the corners of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non-conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

We know that it is important to create strategies that will help us boost our brand awareness and to create appropriate identity for our commercial plantain farm business. Below are the platforms you can leverage on to boost our commercial plantain farm brand and to promote and advertise our business;

* Place adverts on both print (newspapers and magazines) and electronic media platforms.
* Sponsor relevant community based events/programs.
* Leverage on the internet and social media platforms like; Instagram, Facebook, Twitter, You Tube, Google e.t.c to promote all business.
* Install our bill boards in strategic locations all around Ibadan, Nigeria.
* 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 these factors are missing from a business (company), then it won’t be too long before the business close shop.

One of our major goals of starting BIP Plantation is to build a business that will survive of its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to sell our farm produce (organic and non-organic plantains and even processed plantains) a little bit cheaper than what is obtainable in the market and well prepared to survive on lower profit margin for a while.

As a matter of fact, profit-sharing arrangements will be made available to all management staff and it will be based on their performance for a period of five years or more as determined by the management of the organization. We know that if that is put in place, you will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.