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Department: Pharmacology

Assignment Title: Assignment on Food Production and Health Awareness

Course Title: Food Production and Health Awareness

Course Code: Afe 202

Question

Prepare a business plan on a chosen agricultural enterprise following the guideline in the note.

Spiral bind and submit upon resumption. Minimum of five pages, times new roman size 12 with double spacing. Send the soft copy to me to view

BUSINESS PLAN FOR MY AGRICULTURAL ENTERPRISE

EXECUTIVE SUMMARY OF PROJECT

This business plan looks at the practical influence of individuals in the production of honey from beehives in a large scale.

The farm will acquire a minimum of 20 hives, maybe up to 50 hives on one farm. Each hive will grow to up to 5-6 boxes by the end of the season. The project will mature after four month where the bee colony in the bee hive would have produced the honey and has been harvested. The people in the country are starting to get conscious about their health, most people have decided to cease the consumption of processed sugar and turn to natural products. This has led to a high

demand for the production of honey. This is at its core, the essence of this proposal and subsequent production if approved.

This project will make sure that many Nigerians eat healthy and prevent complications that come with the consumption of processed sugar will also provide many job opportunities and generate a good return of investment for our sponsors and investors.

SPONSORSHIP, MANAGEMENT AND TECHNICAL ASSISTANCE

SPONSORSHIP

The project is sponsored by nimahs honey. A family company that produces unadulterated and all natural honey. Its head office is located in plateau state, Nigeria and has been dedicated to the production of honey for over 25 years and has sponsored. Sweet honey enterprise, will be responsible for the management of the projects.

MANAGEMENT

The management will be made up of two supervisors, an external account Officer and the managing staff of sweet honey enterprise.

The supervising officers are bee keepers with inept knowledge of the honey production and have overseen the success of many beekeepers

The major objective of the brand is to;

1. Make polices that would lead to the success of the project.
2. Guarantee that all financial needs of this project is met
3. Make sure all standards set by regulatory bodies are met

The management staff of will oversee the running of the farm. The farm manager of sweet honey enterprise will be responsible for duties the done every day. He will deploy work force and all available resources to achieve the goals that have been set for this project. Business risk will also be managed by the farm manager.

TECHNICAL ASSISTANCE.

Technical assistance will be given by buzz Limited (Kano).

Leads Nigeria Limited will supply equipment and gears needed in the proper care and handling of the bees. They will also be rendering technical support. Leads Nigeria limited also has a relationship with bank of Agriculture which has agreed to give a loan at 7% interest rate which will be used to cover all fixed investment.

We have reached out to Shoprite, Justrite, jendol and several stores and they have agreed to offtake products.

MARKET AND SALES

MARKET ORIENTATION: North

USERS OF PRODUCT: all age range

COMPETITION ANALYSIS

Due to the awareness of people in the country about their competition might be on the rise but if we start this project early I'm sure and I guarantee that we may not have to deal with competitors.

MARKET POTENTIAL

The product potential is very high due to the awareness that has been caused about the dangers of processed sugar.

Factors that can affect profit include;

1. Phobia for the bees due to the aggressive behaviour of the bees that tend to sting whatever crosses their boundaries.
2. Lack of start-up capital to buy hives and tools.
3. Lack of land on which to set up apiaries.
4. Inadequacy of skills and knowledge on the art and science in bee farming.

The support of our sponsors available to prevent such risks.

TECHNICAL FEASIBILITY

The section demanding technology in this project will be taken care of by nimahs honey. They will supply us with their honey processing plant where the honey is processed before packaged for consumption. This project will be carried out using the best practices, sustainable methods and done with consideration of the environment

GOVERNMENT SUPPORT AND REGULATION

This project will benefit greatly from the government polices because there are no law against the production and consumption honey.

PROJECT TIMELINE

This project will be completed within 4months (June 2020 to August 2020), after which the first batch of honey will be ready to be sold in bulk to wholesalers Then there will be continuous production every 4 months for 4years

ESTIMATED PROJECT COST AND REVENUE

INITIAL COST

Qty	Materials	Cost (₦)
50	50 bee colonies	639,740
25	25 nucleus box	153,530
	honey extractor	25,590
50	50 bee hives	255,880
300	300 ant wells	30,690
75	75 feeder frames	38,365
	Farm equipment	25,590
100	Queen gates	20,470
	Total cost	1,189,855

RECURRENT COST

Material and labour	Cost (₦)
Cost of comb foundation sheet	14,330
Cost of sugar for feeding	23,030
Charges for survival and pollination	51,180
Labour charges for 4months	250,000
Total cost	338,540

REVENUE (₦)

Every g will be sold at 550/g

A hive produces 800g of honey

= 550x800

=440000

50 hives will then produce 440000x50

=22,000,000/4months

FUNDING MECHANISM

Bank of Agriculture has agreed to loan us the sum of 20million at 7% interest for 5years. All fixed expenditure will be carried out with this loan.

Lead Nigeria limited will supply equipment needed to care for the bees and harvest honey.

The profit will be shared at 70:30 with lead taking the largest share.

Sweet honey enterprise will be responsible for cost of labour, processing and marketing.

CONCLUSION

The project is practical and profitable to all parties. It is therefore recommended for funding.