

NAME: AKEREDOLU BLESSING ANUOLUWA

MATRIC NUMBER: 18/MHS02/027

DEPARTMENT: NURSING

LEVEL: 200L

COURSE CODE: AFE202

A BUSINESS PLAN FOR THE DEVELOPMENT OF FIVE HUNDRED LAYERS BIRDS POULTRY FARM AND ESTABLISHMENT OF 10 CREATES OF EGGS PER DAY AT MERCY POULTRY FARM, ADO EKITI, EKITI STATE, NIGERIA.

CONTENTS

1. Brief description of the project
2. Sponsorship, Management and technical assistance
3. Market and sales
4. Technical feasibility, Resources and Enviroment
5. Government support and regulation
6. Timelines of projects
7. Estimated project cost and revenue
8. Funding mechanism
9. Conclusion.

BRIEF DESCRIPTION OF THE PROJECT

The business plan examines the feasibility of an economic viability of the development of 500 layers poultry birds and the establishment of 15 creates of eggs per day in Ado- Ekiti by MERCY POULTRY FARM. The farm will produce quality and affordable poultry meat and egg and other poultry by-products. There is high domestic demand for this product.

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange. We will supply birds and eggs to different quick service restaurants in South West Nigeria and our mission is to be one of the known poultry farm product supplier in Nigeria with a mission to raise healthy birds at a very profitable venture.

From the research that was carried out it was discovered that the demand for eggs and bird meat is not fully satisfied around some areas like ondo and some parts in Ekiti, though they are already exiting poultry farms operating round borders of Ekiti and Ondo State environment, the poultry will be sited at Ado local government, there will be high demand in Akure and some parts of Ondo.

The proposed project will help provide healthy dieting for our consumers and ultimately create women participatory self-sustaining development at local levels. The project will be a key player in tackling the problem of global food security.

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange. It will help in providence employment to the local meeting the demand of eggs and making the price affordable in future.

SPONSORSHIP

It will be sponsored by VONEX FARM VENTURES AND CONSULTANCY. VONEX FARM will also be responsible for the management consultancy of the projects.

MANAGEMENT

The management will comprise of a democratically elected Board of Directors at the Apex of the organization structure. This will be made up of shareholders and

members of the cooperative who have stake in the survival, growth and profitability of the business. The prime objective of the board will be to give strategic directions and policies that will ensure long term success of the organization. The board will ensure that the organization complied with all standards set by regulatory authorities.

The Managing Director/President shall be responsible for the co-ordination of the day to day management of the cooperative business. He is accountable to the Board of Directors; he will mobilize organization resources to achieve set goals. He will manage business risks and focus on wealth creation.

TECHNICAL ASSISTANCE

The company is in conjunction with Farmer's aid and they help with record keeping, provision of equipment and supplies needed, land access and marketing.

MARKET AND SALES

Market orientation: south West and South East, Nigeria.

Market Share: 50% niche market in South West, South East Nigeria

User of products: edible egg for human, local markets makers of Cake and Ice Cream, Local restaurants and hotels.

COMPETITION ANALYSIS

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

Our competitive advantages are effective and reliable poultry farming and egg production processes that can help us sell our products at competitive prices, good network and excellent relationship management. Another competitive advantage that we are bringing in is the fact that we have healthy relationships with loads of major agricultural merchants in the industry.

TARIFF AND IMPORT RESTRICTION

Forex restriction on food importation and zero duty on imported agricultural equipment will favour the project under consideration.

MARKET POTENTIAL

Most meals in Nigeria is not complete without poultry output like egg or meat. Nigeria has over 170 million growing population that demand for meat or egg on a daily basis. With increasing awareness on health implication of red meat, they are ever increasing demand for white meat and livestock are source of white meat.

The advertisement will be made on flyers, handbills, and one on one marketing will be done to eateries, restaurants and companies that demand for our product. Our major market aggression will be supplied to local markets makers of Cake and Ice Cream, Local restaurants and hotels

PROFITABILITY

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, water ,air feed, disease problem, poor housing and other factors can affect the profitability of poultry farming and this may affect their production a lot. farming.This project will however, employ every possible solution, preventions and corrections to ensure continuous and daily yield of produce.

TECHNICAL FEASIBILITY

The projects(production of eggs and meat) are technically feasible. In terms of technology, poultry farming has become easier and neater, there are new equipment made from abroad which has really made poultry farming easier, for example, poultry cages feeders and drinkers for layers, ventilation, room temperature control are now control by the new technology. The new developments in technology for poultry farming presents lucrative opportunities for the business to enhance productivity and expand its horizons. The current technologies in poultry industry mostly concern specialized poultry equipment which includes the latest designs from abroad.

The project can also render significant improvements to its marketing efforts by making use of technology the advertisement will be made on flyers, handbills, and one on one marketing will be done to eateries, restaurants and companies that demand for our product. Our major market aggression will be supplied to local markets makers of Cake and Ice Cream, Local restaurants and hotels

GOVERNMENT SUPPORT AND REGULATION

The project conform with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government. It creates economic opportunities, market access, improved income for farmers and support food security objective of government. The project will benefit from government intervention fund in the agriculture sector. The project will also benefit from the favourable policy of zero duty for agricultural and equipment import. Restriction of forex for all food products will also widen market opportunity. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

PROJECT TIMELINE

The project will be completed within 4-6 months, preferably between May and September/November, 2020 because the average egg-laying age is between 4 to 6 weeks. Also, raining season is an advantage for poultry farming.

ESTIMATED PROJECT COSTS AND REVENUE.

CAPITAL EXPENSES

2 plots of land @ N150,000	N300,000
Block 2000 pcs @ 110	N220,000
Cement 60 bags @ N1800	N108,000
Cement Carriage	N3,000
Woods	N151,700
Roofing Sheets	N126,000
Roofing Slate	N25,000
Ceiling Slate	N15,000
Reggie's	N7,500
Nails	N12,000
Net 15 bundles @ N4000	N60,000
Iron door	N43,000
	N1,071,200

SANDS

Stone Big 2 tipper @ N25,000	N50,000
------------------------------	---------

Sharp sand (Mayans)	N20,000
Soft Sand	N22,000
	N92,000

TOOLS

Day old feeders 30pcs @ N120	N3,600
Day old Drinker 15pcs @ N200	N3,000
Feeders 60pcs @ N550	N33,000
Drinkers 12pcs @ N2500	N30,000
Shovel & Head pan	N2,000
Thermometer (Digital)	N8,000
Scale (Digital)	N10,000
Geepee Tank 1500litres	N23,000
Geepee Tank 500 litres	N14,000
Nylon 7 pcs @ N700	N4,900

WORKMANSHIP

Carpenter	N65,000
Bricklayer	N80,000
Miscellaneous	N130,000
	N275,000

Business Registration	N20,000
-----------------------	---------

OPERATIONAL EXPENSES

Feeds, Vaccines & upkeeps	N1,330,000
Salaries and stationeries	N240,000
	N1,570,000

SUMMARY

Capital expenses	N1,781,700
Operational expenses	N1,570,000
TOTAL EXPENSES	N3,351,700

FINANCIAL PROJECTION/FUNDING MECHANISM

VENTOX POULTRY VENTURES will provide 400hectres of farmland for the project. A loan of \$10,000 will be granted by the farmer's savings bank which is in corporation with ventox poultry investments. The project will also try to generate yields. , **MERCY FARMS VENTURES** intends to develop into other livestock farming structures such as turkey, duck, guinea fowl and quail. Below are our aim in this project

- To increase number of our client by 20% within 2 years of existence
- To evaluate our strategic marketing by every three months
- To keep and maintain hygienic farms for healthy eggs and birds

Below are the sources we intend to explore to generate income for Birds nest poultry farm project;

- Raising, processing and marketing chickens on a commercial level
- Table eggs produced by battery chickens
- Hatching eggs
- Specialty eggs
- Table eggs produced by free-range chickens.

CONCLUSION

- This project is technically feasible and therefore recommended for funding.