**QUESTION: PREPARE A BUSINESS PLAN IN 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 VIEW.**

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**LEVEL: 200**

**COURSE: IRD**

**COURSE CODE:AFE 202**

**COURSE TITLE: FOOD PRODUCTION AND HEALTH AWARENESS**

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**INTRODUCTION**

 A business plan refers to a written document that comprehensively outlines what your business is, where it is going, and how it will get there or get to it final destination. The business plan outlines in specific terms the financial objectives of your business, and how it will position itself to achieve those goals in the context of the current market environment. In addition, the business plan is an indispensable tool to attract business capital. Enterprise budget resources are included on the farm business planning page because such tools are usually essential in helping to develop business plan. Planning your agricultural business involves more. There will also be interested in funding (loans/grants), farm incorporation, and risk management.

 Developing a Farm Business Plan is a decision making tool that takes the form of a formal document. It states your business goals, why you think you can achieve them, and lays out your plan for doing so. Farm business planning is also a process, not an end product. A business plan is a work in progress, which farm business owners or operators will want to revisit regularly cause of the change that goes on in the economical sector. Planning and Funding Your Farm Business Small Farms Project has lots of important and useful farm business planning resources.

 First and foremost, your business plan should convince you that your idea makes sense because your time, your money, and your effort are on the line .So a solid business plan should be a blueprint for a successful business. It should flesh out strategic plans, develop marketing and sales plans, create the foundation for smooth operations, and maybe convince a lender or investor to jump on board. For many entrepreneurs, developing a business plan is the first step in the process of deciding whether to actually start a business. Determining if an idea fails on paper can help a prospective founder avoid wasting time and money on a business with no realistic hope of success. Serve as a guide to the business's operations for the first months and sometimes years, creating a blueprint for company leaders to follow. Communicate the company's purpose and vision, describe management responsibilities, detail personnel requirements, provide an overview of marketing plans, and evaluate current and future competition in the marketplace. Create the foundation of a financing proposal for investors and lenders to use to evaluate the company. A good business plan delves into each of the above categories, but it should also accomplish other objectives. Most of all, a good business plan is convincing. It proves a case. It provides concrete, factual evidence showing your idea for a business is in fact sound and reasonable and has every chance of success.

 A business plan is also majorly created to convince specific individuals and investors who can provide benefits for the business Potential sources of financing. If you need seed money from a bank your business plan can help you make a great case. Financial statements can show where you have been. Financial projections describe where you plan to go. Your business plan shows how you will get there. Lending naturally involves risk, and a great business plan can help lenders understand and quantity that risk, increasing your chances for approval. Also help Potential partners and investors. Where friends and family are concerned, sharing your business plan may not be necessary (although it certainly could help). Other investors venture capitalists generally require a business plan in order to evaluate your business. Skilled employees are also required When you need to attract talent, you need something to show prospective employees since you're still in the startup phase. Early on, your business is more of an idea than a reality, so your business plan can help prospective employees understand your goals and, more important, their place in helping you achieve those goals. Potential joint ventures. Joint ventures are like partnerships between two companies. A joint venture is a formal agreement to share the work and share the revenue and profit. As a new company, you will likely be an unknown quantity in your market. Setting up a joint venture with an established partner could make all the difference in getting your business off the ground. Creating a business plan lets you spot opportunities and challenges without risk. Use your plan to dip your toe in the business water. It's the perfect way to review and revise your ideas and concepts before you ever spend a penny.

**OBASANJO POULTRY,PIG AND FISH FARM**

 Agriculture plays a crucial role in the economy of any country. It is a very lucrative sector especially if the country has the necessary natural resources for the development of agricultural activities. For the African continent with its difficult climatic conditions, the development of agriculture and provision of food for the population is a matter of the prime importance. Nigeria, as the most populous country in Africa, is no exception to this fact. Successful development of the country's agriculture is the key to providing the population with sufficient quantity of the high-quality and inexpensive food products. Developing the agricultural sector does not only involve saturating the market with food but also providing jobs for the population living in rural areas. The future of Nigeria's agricultural sector lies in the hands of multidisciplinary companies such as Obasanjo farms. They have been in operation since 1979 and are the pioneers in the mechanization of agriculture. This made it possible for them to produce more food and, consequently, fend for more people. The mission of Obasanjo farms is to view agriculture as **a vital and profitable industry** as well apply its use to all spheres of life. Agriculture requires the introduction of technology and organization of entrepreneurship. It contributes to the improvement of living standards and should provide for both the current generation and the future generations. The main goal of the company is to **serve people**, and through them, **to serve God**. Olusegun Obasanjo Farms are located in different parts of the country. They are managed by high-class experts in the agricultural field. Professionals from other economic sectors related to agriculture are also involved in their operations. The production of agricultural goods is carried out on more than 30 thousand hectares of land. More than 5500 workers are employed on the farms. It breeds over 53,000 Marshall pureline chickens. It produces turkeys, Oba giants, Nicolas breed broilers, Marshall parent stocks, etc. Samples for breeding are taken from the world's best breeding companies. Breeding begins with placing eggs in the incubator. GDS chickens are grown fully feathered to withstand extreme weather conditions. The strongest and well-adapted chickens are used as grandparent stocks for producing parent stocks and day-old chickens for sale. OFN Igboora LTD This farm is situated in Igboora (Oyo State). Obasanjo farms Nigeria LTD Owiwi This farm is situated in Ogun state. It is a farm where ducks, quails, ostriches and turkeys are bred among other things. It also has a pulp-and-paper mill, package plant and a factory for processing of animal products. Ibad oil palm plantation Calabar This farm was started up in 2001 and covers an area of 1200 hectares. It has automatic and semi-automatic palm oil production mechanisms and produces 40 metric tons of oil per batch with a free fatty acid level of below five. The farm has a Tenera palms plantation that gets harvested every 9 days after 5 years of cultivation. Ota chicken processing plant This is one of the best companies for chicken processing in Nigeria. The plant can process 2500 chickens per hour using a cold room. The chickens are also processed and packaged for the outlets of “Kentucky fried chicken.” Fish farm Olumo Abeokuta This is the biggest farm in Nigeria; it grows a large stock of catfish that gets delivered to their numerous clients. It has a decent stock of both adults and fries. The farm contributes immensely to the decrease in fish importation and helps to add value to the country’s GDP. Oba marketing companies This company has a lot of outlets and representative offices in various parts of Nigeria to help distribute farm products. Obasanjo’s farms play a significant role in the agricultural business of the country. Their use of very modern technologies and competent approach to doing business helps them achieve the necessary results and meet the growing needs of customers.

 The guidelines to prepare a agricultural business plan for an agricultural enterprise like obasanjo pig,chicken and fish farming enterprise includes;

1. **Executive Summary**
2. **Overview and Objectives**
3. **Products and Services**
4. **Market Opportunities**
5. **Sales and Marketing**
6. **Government support and regulations**
7. **Competitive Analysis**
8. **Operations**
9. **Timeline of project**
10. **Management Team and sponsorship**
11. **Financial Analysis and funding mechanism**

**THE EXECUTIVE SUMMARY**

 This is the most critical part of your business planning. If you never flesh out a full business plan, make sure you create a fantastic executive summary. This brings together all of the key elements of your plan and will often be the make or break document which decides whether commercial lenders or investors will have any interest in seeing the rest of your documentation or pursuing a relationship with you.Company Description its market its products and its organizational structure and management. Obasanjo Farms fields of activity Obasanjo Farms produce agricultural products and goods such as: Eggs for food Incubator Chickens of different ages Cultivation of field crops Pig breeding Rearing of poultry for slaughter and breeding Cattle growing for meat and dairy products Forage grass Breeding of rabbits Fish fattening Pureline ObaMarshall Breeders This company is situated along Abeokuta Igboora road in Nigeria.

 obasanjo farming institute has the capacity to hold 446,000 chickens as its parent stock, including broilers and laying hens. There is also a fish farm on their property which holds over 65000 catfish in reserve and 5000 more in the incubators. Igboora Hatchery is situated in the same place as OFN Igboora. More than 1,088,000 chicken eggs can be placed in its incubator. It has all the proper equipment and necessary biosecurity measures. Obagayan farms LTD This farm is situated in Kaduna. It provides farmers with chickens for sale in Northern Nigeria and outside the region. The farm produces eggs for the incubator and for meat. Its incubator has the capacity to hold 1,080,000 eggs. Its mill for feed can produce ten metric tons per hour. Commercial Broiler farms These farms are situated in OFN Ota (Ogun state) and OFN Alomaja (Oyo state). OFN Ota’s capacity to keep is 1,300,000 broilers. It also has farms for pigs, snails, rabbits and fish, as well as land for forage grass and vegetables. OFN Alomaja can raise more than 356,000 broiler chickens for sale. The layer farm, OFN Ibokun is situated in Ibokun ola-Ogun (Ogun State). It holds 1,260,000 layer hens and can produce 20,000 crates of eggs for food per day.

 This section provides a further overview of your company and it Include The company purpose, mission and vision, Company formation information, Who the founders are, Location and geographical markets served or where you have a presence, Current status and stage of business. The executive summary is the first and foremost, and helps to determine the priorities of the business, and makes the rest of the process easy. Obasanjo farms is founded by chief olusegun matthew aremu obasanjo who is a Nigerian military and political leader who later became the president of Nigeria from 1999 to 2007, the obasanjo farm has been in operation since 1979 and it is located in ogun state Nigeria. Its major purpose is to produce agricultural produce for Nigerians and also provide job oppurtunities for Nigerians. In the obasanjo farms there is high domestic demand for eggs, fish and pig product because of the high population.production is currently popular in ogun state and oyo state as one of the leading producers of eggs,fish and pig products

**OVERVIEW AND OBJECTIVES.**

 Providing an overview of your business can be tricky, especially when you're still in the planning stages. If you already own an existing business, summarizing your current operation should be relatively easy; it can be a lot harder to explain what you plan to become.

 Think about what products and services the agricultural enterprise will like to provide , how you will provide those items, what you need to have in order to provide those items, exactly who will provide those items and most importantly, whom you will provide those items to. So you'll need a physical location where the agricultural business is going to take place, supporting equipment, facilities and related items. You'll need employees, workers with a very particular set of skills like the farmers, mangers, supervisors, scientist e.t.c. to serve those customers, and you'll need an operating plan to guide your everyday business activity ,What you will provide to the company in terms of finance, What you need to run your business to make it efficient and , You know what you will provide to meet your customer's needs. And you know your customers: for example a agricultural business like the obasanjo farm needs equipements and facilities like incubators to run and this is provided by the founder of the agricultural firm chief obasanjo, people are also employed. More than 5500 wokers are employed on the farm and the location of where the business will take place, . In other businesses and industries answering the above questions can be more difficult. If you open a farm what you plan to serve will in some ways determine your labor needs, the location you choose, the equipment you need to purchase. and most importantly will help define your customer. Changing any one element may change other elements; if you cannot afford to purchase expensive farm equipment, you may need to adapt to the financial resources at hand . If you hope to attract an upscale clientele, you may need to invest more in purchasing a prime location and creating an appealing ambience.

 The overview Identify your industry if it a Retail, wholesale, service, manufacturing, etc. Clearly define your type of business. And it function. Identify your customers ,You cannot market and sell to customers until you know who they are. Who is my average customer? Who am I targeting? this are very important questions that will come up during the course of making a business plan. Where will I locate my business? What products, services, and equipment do I need to run my business? What skills do my employees need, and how many do I need? How will I beat my competition? How can I differentiate myself from my competition in the eyes of my customers? This are very important questions and Once you work through this list you will probably end up with a lot more detail than is necessary for your business plan.

**PRODUCTS AND SERVICE**

 In the Products and Services section of your business plan, you will clearly describe the products and services your business will provide. On the other hand, describing how the company's products and services will differ from the competition is critical. So is describing why your products and services are needed if no market currently exists. For example the obasanjo farms products and services are very important cause they make agricultural products that separate them from there competition.Depending on the nature of your business, your Products and Services section could be very long or relatively short. If your business is product-focused, you will want to spend more time describing those products. If you plan to sell a commodity item and the key to your success lies in, say, competitive pricing, you probably don't need to provide significant product detail. But if you're creating a new product (or service), make sure you thoroughly explain the nature of the product, its uses, and its value, etc -- otherwise your readers will not have enough information to evaluate your business. How will you acquire your products? Are you the manufacturer? Do you assemble products using components provided by others? Do you purchase products from suppliers or wholesalers? If your business takes off, is a steady supply of products available? this are very important questions that will also come up Also, keep in mind that if a supplier runs out of capacity or goes out of business. Plan to set up multiple vendor or supplier relationships, and describe those relationships fully. Remember, the primary goal of your business plan is to convince you that the business is viable and to create a road map for you to follow.

**MARKET OPPURTUNITY**

 Market research is critical to business success. A good business plan analyzes and evaluates customer demographics, purchasing habits, buying cycles, and willingness to adopt new products and services. The process starts with understanding your market and the opportunities inherent in that market. And that means you'll need to do a little research. Before you start a business you must be sure there is a viable market for what you plan to offer.That process requires asking, and more importantly answering, a number of questions.What is the size of the market? Is it growing, stable, or in decline? What is your market? Include geographic descriptions, target demographics, and company profiles . In short: Who are your customers? What is the size of your intended market? What is the population and spending habits and levels? Why do customers need and why will they be willing to purchase your products and services? How will you price your products and services? Will you be the low cost provider or provide value-added services at higher prices? Is your market likely to grow? How much? Why? How can you increase your market share over time? How the agricultural firm will grow?

**SALES AND MARKETING**

 Providing great products and services is wonderful, but customers must actually know those products and services exist. That's why marketing plans and strategies are critical to business success. But keep in mind marketing is not just advertising. Marketing whether advertising, public relations, promotional literature, etc is an investment in the growth of your business. Like any other investment you would make, money spent on marketing must generate a return. (Otherwise why make the investment?) While that return could simply be greater cash flow, good marketing plans result in higher sales and profits. So don't simply plan to spend money on a variety of advertising efforts. Do your homework and create a smart marketing program. Here are some of the basic steps involved in creating your marketing plan: first Focus on your target market. Who are your customers? Who will you target? Who makes the decisions? Determine how you can best reach potential customers. Secondly Evaluate your competition. Your marketing plan must set you apart from your competition, and you can't stand out unless you know your competition. (It's hard to stand out from a crowd if you don't know where the crowd stands.) Know your competitors by gathering information about their products, service, quality, pricing, and advertising campaigns. In marketing terms, what does your competition do that works well? What are their weaknesses? How can you create a marketing plan that highlights the advantages you offer to customers? Thirdly Consider your brand. How customers perceive your business makes a dramatic impact on sales. Your marketing program should consistently reinforce and extend your brand. Before you start to market your business, think about how you want your marketing to reflect on your business and your products and services. Marketing is the face of your to potential customers make sure you put your best face forward. Fourthly Focus on benefits. What problems do you solve? What benefits do you deliver? Customers don't think in terms of products they think in terms of benefits and solutions. Your marketing plan should clearly identify benefits customers will receive. Focus on what customers get instead of on what you provide. (Take obasanjo farm theoretically they're in the agricultural business, were by they provide food like egg, fish and agricultural produce to potenticial customers .) lastly Focus on differentiation. Your products and services have to stand out from the competition in some way, it has to be very different so as to attract more customers. How will you compete in terms of price, product, or service? What is your budget for sales and marketing efforts? How will you determine if your initial marketing efforts are successful? In what ways will you adapt if your initial efforts do not succeed?

**MARKET STRATEGY**

The key is to show you understand your market and you understand how you will reach your market. Marketing and promotions must result in customers--your goal is to thoroughly describe how you will acquire and keep your customers.

**Competitive Advantage**

 The Competitive Analysis section of your business plan is devoted to analyzing your competition both your current competition and potential competitors who might enter your market. Every business has competition. Understanding the strengths and weaknesses of your competition or potential competition is critical to making sure your business survives and grows. For example the obasanjo farm has lot of competition in Nigeria especially upcoming agricultural firms that are providing there customers with new agricultural produce. In fact, small businesses can be especially vulnerable to competition, especially when new companies enter a marketplace. Competitive analysis can be incredibly complicated and time-consuming but it doesn't have to be. Here is a simple process you can follow to identify, analyze, and determine the strengths and weaknesses of your competition. To make the process easier, stick to analyzing companies you will directly compete with. If you plan to set up an accounting firm, you will compete with other accounting firms in your area. If you plan to open a agricultural firm you will compete with other agricultural firm in your area. Again, if you run a agricultural firm you also compete with other farmers in the country, but there is relatively little you can do about that type of competition other than to work hard to compete in other ways: great service, friendly salespeople, convenient hours, truly understanding your customers,and a convenient price for customers of all kind etc. What are their strengths? Price, service, convenience, extensive inventory are all areas where you may be vulnerable. What are their weaknesses? Weaknesses are opportunities you should plan to take advantage of when it been noticied an example of a weakness is diseases or infection that affect farm animals which can cause mass death of the poultry animals and lead to a decrease in wealth .What are their basic objectives? Do they seek to gain market share? Do they attempt to capture premium clients or potential investors? See your industry through their eyes. What are they trying to achieve? What marketing strategies do they use? Look at their advertising, public relations, etc.

 Evaluate their marketing and advertising campaigns. How a company advertises creates a great opportunity to uncover the objectives and strategies of that business. Advertising should help you quickly determine how a company positions itself, who it markets to, and what strategies it employs to. How will your company be different from the competition? What competitor weaknesses can you exploit? What competitor strengths will you need to overcome to be successful? While your business plan is primarily intended to convince you that your business makes sense, keep in mind most investors look closely at your competitive analysis. A common mistake made by entrepreneurs is assuming they will simply "do it better" than any competition. Experienced businesspeople know you will face stiff competition: showing you understand your competition, understand your strengths and weaknesses relative to that competition, and that you understand you will have to adapt and change based on that competition, is critical.

**Farm Strategy**

 This is where your business plan gets to looking forward. You are going to formulate your farm strategy from now into the next five years or so.Gather information and research markets. Make sure that your farm plan fits into the general market in terms of supply and demand. Investigate and analyze industry trends, identify competitors, and define buyers. SWOT Analysis. This is an analytical tool that can be used in making decisions. SWOT stands for: strengths, weaknesses, opportunities, and threats. As a business, analyze your internal strengths and weaknesses. Then look externally at what opportunities and threats exist - competitors, new markets, government regulations, economic conditions, and so forth. Create alternative strategies for example the obasanjo farm as its weakness and its strength that surpasses any other agricultural firm in the country and the enterprise also makes use of opportunities and react very fast to threats like natural threats e.g pest ,infection ,the strengths can include the owner animal handling experience, animal nutritional knowledge, in house fence, access to grass and local feed ,etc and it weaknesses can be lack of resources on best practices, time needed to market products etc, the opportunities can be high quality product, target market is looking for meat alternative, and lastly it threats can include preparation knowledge lacking and inability to supply large quantity. For each product, include ​the price, placement, and promotion ideas. Consider how you will convey real and perceived value to your customers.

**OPERATIONS**

 The next step in creating your business plan is to develop an Operations Plan that will serve your customers, keep your operating costs in line, and ensure profitability. Your ops plan should detail strategies for managing, staffing, manufacturing, fulfillment, inventory all the stuff involved in operating your business on a day-to-day basis. Fortunately, most entrepreneurs have a better handle on their operations plan than on any other aspect of their business. After all, while it may not seem natural to analyze your market or your competition, most budding entrepreneurs tend to spend a lot of time thinking about how they will run their businesses. What facilities, equipment, and supplies do you need? What is your organizational structure? Who is responsible for which aspects of the business? Is research and development required, either during start-up or as an ongoing operation? If so, how will you accomplish this task? What are your initial staffing needs? When and how will you add staff? How will you establish business relationships with vendors and suppliers? How will those relationships impact your day-to-day operations? How will your operations change as the company grows? What steps will you take to cut costs if the company initially does not perform up to expectations?

 Operations plans should be highly specific to your industry, your market sector, and your customers.

**TECHNICAL ASSITANCE**

 obasanjo farm as working linkages or relationships with Afe babalola farmers cooperation in flour mill of Nigeria limited.

**MANAGEMENT TEAM AND SPONSORSHIP**

 Many investors and lenders feel the quality and experience of the management team is one of the most important factors used to evaluate the potential of a new business. But putting work into the Management Team section will not only benefit people who may read your plan. It will also help you evaluate the skills, experiences, and resources your management team will need. Addressing your company's needs during implementation will make a major impact on your chances for success .Who are the key leaders? (If actual people have not been identified, describe the type of people needed.) What are their experiences, educational backgrounds, and skills? Do your key leaders have industry experience? If not, what experience do they bring to the business that is applicable? What duties will each position perform? (Creating an organization chart might be helpful.) What authority is granted to and what responsibilities are expected in each position? This are very important question that will come up when creating the business plan. The management also includes a board of directors and shareholders who own shares in the company, chief olusegun and is board of directors are in charge of the coordination of the day to day management and activities of the farm, he takes business risks so as to acquire wealth. The farming institution is currently sponsored by it founder chief olusegun obasanjo who was once the president of nigeria.

**FINAICIAL ANALYSIS**

 Financial projections and estimates help entrepreneurs, lenders, and investors or lenders objectively evaluate a company's potential for success. If a business seeks outside funding, providing comprehensive financial reports and analysis is critical. But most importantly, financial projections tell you whether your business has a chance of being viable--and if not let you know you have more work to do. Most business plans include at least five basic reports or projections: for example the obasanjo farm founded by the President of Nigeria Aremu Olusegun Obasanjo through one of the news media that the president’s farm makes an average of $250,000 a day calls for celebration and a thorough review. At the exchange rate of 138 Naira to a dollar the General must be making over 34.5 million Naira per day and with an average of five working days the farming is grossing 172.5million Naira a week, with 50 weeks of work excluding 2 weeks to clean up and maintain the farm the Ota farm must be grossing averagely 8.3 billion Naira in a year.

 **Balance Sheet:** Describes the company cash position including assets, liabilities, shareholders, and earnings retained to fund future operations or to serve as funding for expansion and growth. It indicates the financial health of a business.

 **Income Statement:** Also called a Profit and Loss statement, this report lists projected revenue and expenses. It shows whether a company will be profitable during a given time period.

 **Cash Flow Statement:** A projection of cash receipts and expense payments. It shows how and when cash will flow through the business; without cash, payments (including salaries) cannot be made.

 **Operating Budget**: A detailed breakdown of income and expenses; provides a guide for how the company will operate from a "dollars" point of view.

 **Break-Even Analysis:** A projection of the revenue required to cover all fixed and variable expenses. Shows when, under specific conditions, a business can expect to become profitable. Or you can work with an accountant to create the necessary financial projections and documents. Certainly feel free to do so... but first play around with the reports yourself. While you don't need to be an accountant to run a business, you do need to understand your numbers... and the best way to understand your numbers is usually to actually work with your numbers.

 In this section, you will need to detail the financial aspect of your farming operation. List your current finances in detail, including all income and operating expenses. Referring to your new strategy, you will forecast what is needed for future growth and to meet the goals you have outlined in terms of capital. Include what your future operating expenses will be.

**CONCLUSION**

 Creating a business plan remains a valuable part of launching any new business venture. Formats and business plan templates may have evolved, and new documents like pitch decks are becoming even more important.

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