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**EXECUTIVE SUMMARY**

This business plan examines the way profit can be maximized by taking advantage of farmer’s weaknesses in the dry season and satisfying the salivating needs of the targeted customers. In the south-western Nigeria, the norm has time immemorial been to wait for the rain every year; hence overdependence on rain by the farmers (in the region) for agricultural purposes. This is largely due to the abundant rainfall usually experienced in the region between April and September annually. This in turn subsequently leads to scarcity of common staples (like maize) during the dry season (i.e. October to April). All year round cropping maize will definitely not be a bad idea. An undeniable and obvious fact is the scarcity of maize (usually complete disappearance) during the dry season in Nigeria where it is not just processed and consumed as main food but as appetizer or dessert. The reason is that no farmer is ready to scoop water from the river or to delve into modern irrigation given the stress and the cost respectively. Tapping into this business opportunity, therefore seems innovative but not without serious financial commitment and relentless effort on the part of the management. A drip irrigation system is needed to achieve this on a given land, say 2.5 acre of land. Pragmatic and cautious analysis have shown that there is huge returns on investment and profit is certain with hard work, zeal, dedication, discipline, managerial competence garnered from experience, good market demand for maize during dry season. The analysis of the present market situation show the maize products can survive any existing or unforeseen competition. More so, financial analysis shows that the proposed project is not only profitable, but is also viable, feasible and sustainable. Finally, careful assessment of the environmental and organizational factors using SWOT analysis reveals a project that has a promising future and high propensity of success.

**SPONSORSHIP**

The project will be sponsored by the International Institute of Tropical Agriculture (IITA), Ibadan. This organization works with partners to enhance crop quality and productivity, reduce producer and consumer risks, and generate wealth from agriculture, with the ultimate goals of reducing hunger, malnutrition, and poverty.

**MANAGEMENT**

The management will comprise of the Heads of Finance Office of IITA (International Institute of Tropical Agriculture, Ibadan) with over 35 staff members providing financial support for the project. Democratically elected members of the IITA will also be involved. In this capacity, the Director of Finance (DoF) is the custodian of the IITA’s financial integrity and accountability, assisting the Director General by providing strategic financial leadership. The managing director will be responsible for the coordination of the day-to-day management of the cooperative business. He is accountable to the members of the IITA. He will mobilize organization to achieve set goals. He will manage business risks and focus on wealth creation

**TECHNICAL ASISTANCE**

The IITA has a mandate for maize production and processing and will provide technical assistance in this regard. The Bank of Agriculture (BOA) has agreed to finance the availability of fertilizers through a loan at 7% interest rate given to the cooperative. The maize will be sold through cooperatives and other distribution channels because we have working linkages with industry players.

**MARKET AND SALES**

Market orientation: domestic, South-Western Nigeria

Uses of product: Maize is a cereal plant that produces grains that can be cooked, roasted, fried, ground, pounded or crushed to prepare various meals. Maize can be used in many ways like: maize flour, cornstarch, kitty litter, corn syrup, and maize mazes. Maize flour is used to make baked products and corn bread. Cornstarch is made from maize kernels which act as a thickening agent in soups.

**TECHNICAL FEASIBILITY**

On the maize production, we have specialists in mechanization, irrigation, farm management, crop production, weed science, market development, agricultural extension and accounting as part of our management team. We also have specialists in quality control as part of our management team

We are implementing our project using the best International practices, sustainable production and due consideration for the environment. Although some degree of deforestation will occur. The Environmental Impact Assessment (EIA) report shows little or no damage to the environment as it relates to the issue of climate change. Organic fertilizer will be substituted for chemical fertilizer days of farm operations

**GOVERNMENT REGULATION AND SUPPORT**

This project conforms to the objective of the government. It also supports foreign exchange and creates economic opportunity, market access, and improved income for farmers and support food security of government. This project will also benefit government intervention fund in the agricultural sector. This project will contribute significantly employment, output increase, stable exchange rate and stable price

**PROJECT TIMELINE**

This project will be completed within 5 months preferably in the months of September 2020 - February 2020.

**ESTIMATED PROJECT COSTS AND REVENUE**

**FIXED COST:**

**(A) BOREHOLE**

|  |  |  |
| --- | --- | --- |
| **NAME** | **N** | **K** |
| Borehole | **500,000** | **00** |
| Drip irrigation system | **800,000** | **00** |
| **TOTAL COST** | **1,300,000** | **00** |

**(B) EQUIPMENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **QUANTITY** | **N** | **K** |
| Bags of fertilizer | **6 bags** | **33,000** | **00** |
| Super grow | **5 litres** | **5,000** | **00** |
| Insecticides | **3 litres** | **4,500** | **00** |
| Bags of drought tolerant maize seeds | **3 bags** | **30,000** | **00** |
| Fuel | **3 litres/day** | **32,625** | **00** |
| **TOTAL COST** |  | **105,125** | **00** |

**(C) LAND CLEARING**

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITY** | **QUANTITY** | **N** | **K** |
| Land clearing | **1 hectare** | **230,000** | **00** |
| Cross-cutting | **1 hectare** | **20,000** | **00** |
| Rome ploughing | **1 hectare** | **50,000** | **00** |
| **Sub total** | **300 hectares** | **300,000** | **00** |
| **TOTAL** | **400 hectares** | **120,000,000** | **00** |

**(D)LABOUR**

|  |  |  |
| --- | --- | --- |
| **ACTIVITY** | **N** | **K** |
| Ridge making | **100,000** | **00** |
| Weeding | **30,000** | **00** |
| 1 farm manager (3 months) | **60,000** | **00** |
| 1 farm manager (3 months) | **60,000** | **00** |
| **TOTAL COST** | **250,000** | **00** |

**(E) VEHICLE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TYPE** | **MODEL** | **QUANTITY** | **N** | **K** |
| Pick-up truck | **HILUX** | **2** | **30,000,000** | **00** |
| Lawn mower | **Massey Ferguson** | **3** | **60,000,000** | **00** |
| **TOTAL COST** |  |  | **90,000,000** | **00** |

**CONCLUSION**

The proposed maize production has a reasonable chance of success at the start and it’s sustainable. The all year round maize has the propensity to be produced efficiently and can be marketed efficiently.