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## **BUSINESS NAME**

Oyins Maize Farm, Inc whose services include production of dry and rainy season maize.

## **EXECUTIVE SUMMARY**

Oyins Maize Farm, Inc. is a registered commercial farm that will be based in Yenezue-gene, Yenagoa Bayelsa State. We have done our detailed market research and feasibility studies and we were able to secure a well situated and suitable farm land to start our commercial maize farming.

Our commercial maize farm is a standard farm hence it will be involved in commercial maize cultivation, maize processing and packaging. We will be involved in both organic and non-organic commercial maize farming.

We have put plans in place that will help us launch a standard maize processing industry, within the first four years of officially running Oyins Maize farms, Inc. We will process and package maize and ensure that they flood the market all over Nigeria and the world at large.

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

## **SERVICES**

Oyins Maize Farms, Inc. is a world class commercial farm that is committed to cultivating both organic and non-organic maize for both the Nigerian and global

market. We are in business to produce both food and raw materials for people and industries in commercial quantities.

We are in this line of business to make profits, and to ensure that we do all that is permitted by the law of Nigeria to achieve our business goals and objectives. These are the areas we will concentrate on in our commercial maize farms. If need arises we will definitely cultivate related crops;

Cultivation of variety of maize (organic and non-organic)

Standard Food Processing Plant

## **MISSION AND VISSION STATEMENT**

Our vision is to become one of the leading commercial maize farms and have a maize processing & packing brand not just in Nigeria but also in the world. We want our well packaged maize to flood every nooks and crannies

## **TARGET MARKET**

Almost every household consumes maize in different forms. We aim to sell our farm produce to as many people as possible including hotels, grocery stores, restaurants, livestock farmers and production companies that make use of maize as raw materials.

## **COMPETITORS**

### **Strength:**

Our strength as a commercial maize farm is in the fact that we have a healthy relationships with loads of major players like the agriculture merchants who deal in

maize in the commercial farms industry in and out of Nigeria. We have some of the latest commercial farming machines, tools and maize processing equipment that will help us cultivate in commercial quantities but with reduced labour. We have some very experienced hands as part of the labour force in the farm.

### **Weakness:**

Our weakness, if seen as one could be that we are a new commercial maize farm in Nigeria, and we decided to diversify our farming activities. We will overcome this weakness with time and turn it to a major advantage for the business. We will ensure that we position our business to attract consumers not just in the Nigeria but in the whole world which is why we will be exporting some of our farm produce either in raw or processed form to other countries.

### **COMPETITIVE MARKET**

Oyins Maize Farms, Inc its aware of its competitions when it comes to selling commercial farm produce like maize 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 first, then the world. There are some factors that are effective and reliable in maize farming that can help us sell our produce at competitive prices, good network and excellent relationship management.

Our employees will be well taken care of and their rights will not be abused.

### **HUMAN RESOURCES**

At Oyins Maize Farms, Inc., we will actualise the aim of hiring people that are qualified, hardworking, dedicated, customer centric and ready to work to help us build the empire we desire. The following are the available positions in Oyins maize

farm inc;

- ❖ Chief Operating Officer
- ❖ General Farm Manager
- ❖ Accountant
- ❖ Maize Cultivation Manager
- ❖ Maize Processing and Packaging Manager
- ❖ Sales and Marketing Executive
- ❖ Field Employees
- ❖ Front Desk Officer

## **VENDORS/SUPPLIERS**

Below are the platforms we will pursue to boost our commercial maize farm brand, to promote and advertise our business;

- Advertisement on both print and electronic media platform.
- Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, YouTube to promote our business.
- Place billboards in strategic locations.
- Distribute our fliers and handbills.
- Create a relationship with hotels, restaurants, grocery stores, production companies that rely on the supply of maize.
- Advertise our commercial maize farms in our official website.

- Provide a unique means identification for all workers.

## **MARKETING PLAN**

We are quite aware that the reason why some commercial maize farms hardly make good profit is their inability to sell off their maize as at when due. Corn ripens within a short time after harvest and if they are not sold or processed, they will get so hard that it won't be good for direct consumption. In view of that, we decided to set up a standard corn 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 targets and the overall goal of the organization. We want to build a standard and world class maize farm that will leverage on word of mouth advertisement from satisfied clients. Strategies in marketing our commercial maize farm produce;

- Advertise our business in agriculture and food related magazines and websites.
- List our commercial maize farm on yellow pages ads.
- Attend related agriculture and food seminars, and business fairs .
- Use the internet to promote our business.
- Engage in direct marketing.
- Introduce our business by sending introductory letters alongside our brochure to stakeholders in the agriculture industry, grocery stores, maize merchants, hotels, production companies that rely on supply of maize as raw materials.

## FINANCIAL PROJECTORS

When it comes to calculating the cost of starting a commercial maize farm with a corn processing plant, there are some key factors that should serve as a guide. Factors such as the capacity of maize processing plant you want to own and the size of the commercial maize farm. Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. This means that the start-up can either be low or high depending on your goals, visions and aspirations for your business. The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a commercial maize farm; it might differ in other countries due to the value of their money. Below are some of the basic areas we will spend our start up capital in;

The total fee for incorporating the business in Nigeria – NGN70,000

The total cost for payment of insurance policy cover at a total premium – NGN95,000

The amount needed to acquire a farm land – NGN60,000

The amount required for preparing the farm land – NGN70,000

The cost for acquiring the required working tools and equipment/machines/fencing – NGN100,000

The amount required for purchase of the first set of maize seedlings– NGN50,000



The amount required to set up a standard maize processing plant within the farm facility – NGN100,000

Operational cost for the first 3 months – NGN60,000

The cost of launching an official website – NGN6,000

The amount required for payment of workers for a period of 3 months – NGN150,000

Additional Expenditure – NGN50,000

An average of NGN811,000 will be needed start Oyins maize farm inc.

## **PRICING**

If you want to get the right pricing for your farm produce, then you should ensure that you choose a good location for your commercial farm, choose a good seed that will guarantee bountiful harvest, cut the cost of running your farm to the minimum and attract buyers to your farm by taking your farm produce to the market for buyers. We are aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our maize is to sell them at competitive prices hence we will do all we can to ensure that the prices of our maize are going to be what other commercial maize farmers would look towards beating. The nature of commercial farming makes it possible for farmers to place prices for their farm produce based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into a loss.

## **PROFIT**

We conducted a market survey and feasibility studies and we were able to discover that the sales generated by a commercial farm depends on the size of the farm and

the nature of the commercial farm. We have perfected our sales and marketing strategies and we are quite optimistic that we will achieve and even surpass our set sales target of generating enough income/profits from the first year of operation and build the business from survival to sustainability. We have been able to critically examine the agriculture industry commercial maize farm line of business, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast.

First Fiscal Year:- NGN300,000

Second Fiscal Year:- NGN400,000

Third Fiscal Year:- NGN900,000

This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown that can impact negatively on household spending. Please note that the above projection might be lower and at the same time it might be higher. The profit will be reinvested in other areas of agriculture.