**MATRIC NO: 18/LAW01/013**

**COURSE CODE: AFE202**

**COURSE: FOOD PRODUCTION AND HEALTH AWARENESS**

**Assignment:**

**SPONSORSHIP, MANAGEMENT AND TECHNICAL FEASIBILITY**

**Sponsorship:**

 The project will be sponsored by Mr Damola Adeoye, a business mogul and founder of DAMOROTEX. Mr Damola Adeoye has promoted other farms and businesses in the past due to his love for promoting farming amongst the Nigerian youths. The foundation has a very large department of Agriculture and has experts in the various fields of agriculture.

 The foundation will provide 50% of the capital required to start up the farm and will act as a dormant partner but will be involved in the strategic and financial directions of the farm, and therefore will not contribute in the daily running of farm, whilst Dominion Enterprise will provide the remaining 50% in return, the foundation will share in the profit and losses of the farm.

**Management:**

 The management of the farm will comprise of a Board of Directors at the helm of affairs from both the DAMOROTEX foundation and Dominion Enterprise solely for financial dealings of the farm, this board will also give strategic directions and policies that will ensure the long-term success of the business. The Board will also ensure that the business complies with the standards set by regulatory authorities. Due to the dormant position of the DAMOROTEX foundation, there will be another tier of administrators.

 The Second tier of administrators will be responsible for four branches of the farm, fish farming and processing, fish feed production, fish breeding and ornamental fish farming. The fish farming and processing will have two administrators, one for the administration of the fishes and the other administration of the processing of the fish. The second tier will report to the Managing Director who will take it up with the first Board and give them feedback.

 The Managing Director will focus on wealth creation and he will be held accountable by the Board of Director, he will be responsible for the coordination of the day to day activities of the farm.

Professional and Advisory Support:

* Board of Directors
* Managing Director
* Attorney
* Accountant
* Insurance agent

**BRIEF DESCRIPITION OF THE PROJECT**

 This business plan examines the economic viability of developing a 100 hectare fish farm and the establishment of a large­-scale industrial freezer and kiln, the farm will produce its own fish feed to sell to other small-scale fish farms, It will also have its own breeding pen to produce fish fries which will be sold to small scale fish farms and finally there will be ornamental fish section purposely for the development of ornamental and decorative fishing.

 The industrial kiln and freezer will produce approximately a tonne of both frozen and smoked fish. The frozen fish will remain in the industrial freezer until the time of delivery to the large population of people residing in Ondo State and production constraints leading to the scarcity of fish.

 The fish feed plant is essential in providing to the balanced nutrition by farmed fish. The feed can be in form of granules or pellets that vary in size, provide the nutrition in stable and concentrated form, enabling the fish to feed essentially and grow to their potential.

 There will be an established hatchery where breeding will be done and to produce fries which will enable the fish production cycle to continue smoothly, egg- larvae- fry- fingerling- juvenile- Adult.

 The Ornamental fish section will consist of only decorative fish which will serve as pets. It is a promising alternative for many people, it requires less space and less initial investment than other most forms of aquaculture

**Company Goals and Objective:** Our goal is to have a healthy, successful company that is a leader in customer service and that has a loyal customer following. While our objective is to have our fish in every pot of soup in Ondo State.

**Mission Statement:** To be self-employed, create employment opportunities for other, provide protein to the populace and help save foreign exchange for Nigeria.

**Target Customer:** Since there are no religious, cultural or demographic barriers on the consumption of fish, our customers shall open market, restaurants, wholesalers, high and hotels and grocery shops. Over time with reasonable expansion we shall commence exporting the product when the local market is satisfied or just to earn foreign currency.

**Strength and Competencies:** Fish farming, though available requires skilled manpower. To set up a fish farming business, you need to learn how to cater to the fish. The farm will be mainly technical but will still be need for top management with high-level manpower, unlike other fish farming business, where you mostly find the uneducated managing the affairs of the business

**GOVERNMENT SUPPORT AND REGULATION**

 The project confirms with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government.

 The government has made efforts to boot fish production. The Nigeria Agricultural Minister has said, “In 2013, a total of 3.6 million juveniles, 36,000 bags of kilograms of feed and 200 water testing kits were provided to fishermen in ten states, at total cost of N1.5 billion Naira.” While many fish farmers indicate they are yet to see and/or get these items, market analysis state that these are grossly inadequate to make any impact on booting production to cover the import cut. Nigeria’s marine waters are also unsafe with serious security challenges which hampers fish and shrimp trawling. Nigeria’s Niger Delta areas used to be the hub of the country’s fishing and fishery production. But that status has been overwritten since Nigeria’s oil and gas discovery in that region.

 Water Pollution from oil and gas exploration activities in the region has continued to deplete the region for fishery activities.

 Generally, many industry watchers indicate that Nigeria’s fish quota region can only increase food inflation and open up channels for profiteering by politically connected importers and individuals with privileged access to top GON officials. This will find smuggling and the corruption of Port officials, as well as increase the risk of disease in domestic fish farming as pond will be overtaxed as fish farmers try to boost production. They advise that the government should consider reducing only imports of species currently farmer in Nigeria and Channel duties on imported fish towards subsidising fish eggs for aquaculture farmers and establishing a fisheries development fund to help build up the domestic industry.

 It creates economic opportunities, market access, and improved income for farmers and supports food security objective of the government.

**TECHNICAL ASSISTANCE:**

 Dominion Enterprise has a working relationship with the Fisheries society of Nigeria (FISON) which is responsible for promoting and coordinating activities in the fisheries subsector of the Nigerian Economy and the society can provide technical guidance in areas of need.

 The foundation also has a program that awards 2 engineers a job opportunity to work at any farm of their choice fresh out of the university per annum, this means that the farm will not lack technical knowhow, expertise and modern day equipment’s will be well tested and up to standard.

 The foundation also has a working relationship with Ondo State Ministry of Agriculture, Farmers Union, Africa Cooperatives and individual farmers. The foundation will benefit from this relationship in the area of production through contract farming.

**MARKET AND SALES:**

 Fish farming in Nigeria started gaining widespread recognition in the year 2000 and has now become a business that all farmers are venturing into. Statistics show that only 50% of the demand of fish has been met, statistics also show that 51% of poultry farmers are now engaging or converting into fish farming.

 There is strong demand for fish in the Southern part of Nigeria, the state of infrastructure though not perfect, supports the production and trade within Nigeria.

 Except for 10% morality, which is provided for in any annual husbandry outfit, we forecast 95% sales for our output. We therefore predict an annual growth rate of 45%

**Target Market:** Due to the location of the business in the South West, Ondo State, Akure to be specific, hope to enjoy huge patronage of the population here. The following are our target market:

* Akure Shopping Mall
* Student community of Ondo State
* Oja Oba Market
* Sunview Hotel

And other consumers of fish in bulk.

Our General target in the entire South Eastern and South Western part of Ondo State

**TECHNICAL FEASIBILITY**

 The project is technical feasible, in terms of technology, which involves a modern pond water facility, a water plant, a feed mill plant and aquarium

 The following factors below may vary if you want to start a successful fish farm in Nigeria and they include:

* Location
* Cost of labour
* Cost of materials
* Marketing
* Distribution

The needed equipment for the fish farming is as follows:

* Electric Aeration
* Hauling Trucks and Tanks
* Generator
* Mechanical Blower
* Harvesting Bag Net
* Fingerling seine Net
* Industrial freezer
* Oven kiln for smoking
* Picking Truck
* Fertiliser tools
* Analysis kit.