A Business plan for snailsFarming

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#### ****Industry Overview****

The agricultural sector of which livestock farming or better still snail farming is a part of is no doubt among the leading industry in most countries of the world; it is the industry that produce food for the populace and of course raw materials for industries.

Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into various kind of farming including snail farming.

There are several business opportunities available in the agricultural industry cum livestock industry and one good thing about the industry is that there is market for all the produce from the industry.  Snail farming is of course a thriving and profitable business because of the nutritious value of snail meat and other by products from snail

The livestock production industry includes companies that mainly provide support services for raising livestock. Livestock is a term used to describe domestic animals, such as cattle, snails (swine, hog, grunter, squealer, sus scrofa), goats, horses, poultry and sheep et al which have been domestically raised for meat, milk, wool and work. Other services in the livestock production industry include breeding services, pedigree record services and vaccination.

One thing is certain about snail farming business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your snail because there are loads of people out there we eat snail meat industries that make use of byproducts   from snail as in manufacturing their products.

Over and above, snail breeding business is indeed a profitable and thriving livestock breeding business that an entrepreneur who is interested in farming should consider going into. Although snail is not consumed in Arab countries and within the Muslim community, but that does not mean that the snail farming is not a thriving and profitable business venture

Before going into snail farming, ensure that you have done your market survey and feasibility studies so as to ensure that there is a market for snail in the community you intend building your snail

### Executive Summary

### MaKour & Family Farms Ltd is a registered and licensed livestock farming company that will be based in the outskirt of Iowa, Des Moines– United States. We have done our detailed market research and feasibility studies and we were able to secure fifty hectares of land to start our livestock breeding business.

Our livestock breeding business is a going to be standard one hence will be involved in commercial breeding of snail and other livestock. We will be involved in boarding services, breeding services, dairy support services, livestock health services, farrier services, and shearing services et al.

In the nearest future, hopefully within the first five years of officially running MaKour & Family Farms Ltd, we will start our snail meat processing plant and also start exporting our products to other parts of the world.

Which is why aside from the fact that we’ve secured the required farming land for breeding snail in commercial level, we have also hired some key employees who are currently undergoing training so as to be able to fit into the ideal picture of the 21st century livestock breeding workforce that we want to build.

We are in the snail farming business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing the U.S. economy, in national food (meat) production, raw materials production for industries, to export agriculture produce from the United States to other countries and over and above to make profit.

MaKour & Family Farms Ltd is well equipped and well positioned to become one of the leading snail farming businesses in the United States of America, which is why we have been able to source for the best hands and equipment to run the business.

We have put process and strategies in place that will help us employ best practices when it comes to livestock breeding / snail farming processes and meat processing and packaging as required by the regulating bodies in the United States of America.

Humphrey GT & Family Farms Ltd is a private registered livestock farming company that is owned and managed by Humphrey G. Thomas and his immediate family members. The company will be fully and single handedly financed by the owner – Humphrey GT and his immediate family members at least for a period of time.

Before starting Humphrey GT & Family Farms Ltd, Jonah Humphrey GT has worked with some of the leading livestock farms in the United States of America and Canada. He has worked in the industry for well over 10 years before resigning to start his own livestock cum snail farming business.

#### ****Our Product Offerings****

Luwa & Family Farms Ltd is a licensed livestock farming business that is committed to pig farming and meat (snail)processing and packaging for both the United States’ market and the global market. We will also produce related raw materials for industries in commercial quantities.

We will also ensure that we operate a standard food processing plant as part of our complimentary business offering. These are the areas we will concentrate on in our livestock ((snail) farming business. If need arises we will definitely add more related animal breeding services to our list;

* Sale toof Pig and other livestock
* Sale of processed meat( snail)
* Boarding services
* Breeding services
* Dairy support services
* Livestock health services
* Farrier services
* Sale and export of cotton wool and other dairy products

#### ****Our Mission and Vision Statement****

* Our Vision is to become one of the leading livestock farming brands not just in Africa , but also in the United States of America and Canada.
* Our mission is to sell our produce byproducts and processed meat snail in commercial quantities both locally, nationally and internationally.
* We want to build a livestock farming business that can favorably compete with other leading livestock farming brands in the United States of America and Canada.

****Our Business Structure****

Adaora's Farms Ltd is a livestock cum pig farming company that intend starting small in Africa , but hope to grow big in order to compete favorably with leading livestock farms in the industry both in the United States and on a global stage.

We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands in and around Africa .

At Adaora's Pig Farms Ltd, we will ensure that we hire people that are qualified, hardworking, dedicated, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the management of the farm. In view of the above, Adaora's Farms Ltd have decided to hire qualified and competent hands to occupy the following positions. Below is the business structure of Adaora's Farms Ltd;

* Chief Operating Officer (Owner)
* General Farm Manager
* Administrator / Accountant
* Piggery Manager / Supervisor
* Sales and Marketing Executive
* Field Employees
* Front Desk Officer

#### ****Job Roles and Responsibilities****

****Chief Operating Officer:****

* Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
* Responsible for providing direction for the business
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Responsible for signing checks and documents on behalf of the company
* Evaluates the success of the organization

****General Farm Manager****

* Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization
* Supervises other section manager
* Ensures compliance during project executions
* Provides advice on the management of farming activities across all section
* Responsible for carrying out risk assessment
* Using IT systems and software to keep track of people and progress of the growth of crops, fishes, birds and animals

****Administrator / Accountant****

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Defines job positions for recruitment and managing interviewing process
* Carries out staff induction for new team members
* Responsible for training, evaluation and assessment of employees
* Responsible for preparing financial reports, budgets, and financial statements for the organization

****Piggery Manager / Supervisor****

* Responsible for managing the commercial breeding of pigs and other livestock.
* Responsible for managing boarding services, breeding services, dairy support services, livestock health services, farrier services, and shearing services et al.
* Works closely with the General Manager to achieve the organizations’ goals and objectives

****Sales and Marketing Officer****

* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of new business
* Writes winning proposal documents, negotiate fees and rates in line with company policy
* Respon and growth for the company.

****Field Workers / Contract Staff****

* Responsible for feeding snails and other livestock as instructed by the supervisor
* Responsible for cleaning the piggery
* Changes the water in snail as instructed by the supervisor on a regular basis
* Handles farm implements and machines as instructed by the section manager / suanager

****Client Service Executive / Front Desk Officer****

* Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.
* Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
* Through interaction with clients on the phone, uses every opportunity to build client’s interest in the company’s products and services
* Manages administrative duties assigned by the manager in an effective and timely manner
* ed my the line manager

### SWOT Analysis

Humphrey GT & Family Farms Ltd does not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard snail farming business that will favorably compete with leading livestock farms in the United States of America and in the rest part of the world.

As a pig farming business, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the SWOT analysis that was conducted on behalf of Humphrey GT & Family Farms Ltd;

* ****Strength:****

Our strength as a livestock farming business is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the livestock farming industry; both suppliers and buyers within and outside of the United States.

We have some of the latest livestock farming machines, tools and equipment that will help us breed snail and other livestock in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in livestock farming industry under our payroll.

* ****Weakness:****

Our weakness could be that we are a new livestock cum snail farms in the United States and we may not have the required cash to pump into the publicity of our business. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

* ****Opportunities:****

The opportunities that are available to us as a snail farming business cannot be quantified, we know that there are loads of people, and industries that will source for snails and also industries that will source for the raw materials from our livestock farms both in the United States of America and other parts of the world.

* ****Threat:****

Some of the threats and challenges that we are likely going to face when we start our own livestock farm cum snail business are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that rear same animals) as our livestock farms within same location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

### MARKET ANALYSIS

* ****Market Trends****

One of the common trends in the commercial livestock farming industry cum snail farming line of business is that most players in the industry are no longer concentrating only on farming a particular species of livestock or just livestock / snail farming alone.

They now find it easier to run both livestock farming and crop cultivation. Some even go ahead to include meat processing and packaging business alongside their product offerings; it helps them maximize profits in the agriculture industry.

Despite the fact that commercial snail farming / has been in existence since time immemorial, that does not in any way make the industry to be over saturated; commercial snail farmers are now exploring new technology to continue to improve snail farming processes and also meat preservation and packaging process. The fact that there is always a ready market for commercial snail farming makes the business ever green.

As a matter of fact, one of the new trends in livestock farming industry is that with the recent advancement in technology livestock farmers can now improve the various breeds of the animals they are breeding. As a matter of fact, it is now easier for livestock farmers to comfortably import the kind of breed of domestic animal they want to breed from any country of their choice and also advancement in technology has made it easier to cross – breed different species of animal.

#### ****Our Target Market****

As you would expect, the target market of those who are the end consumer of livestock farm produce and also those who benefits from the business value chain of the agriculture industry is all encompassing; it is far – reaching.

Every household consumes produce from livestock farms be it meat, milk, and the skin (leather) used for bags, belts and shoes production et al. So also a large chunk of manufacturing companies depends on livestock farms for some of their raw materials. In essence a snail farmer should be able to sell his or her farm produce to as many people as possible.

We will ensure that we position our business to attract consumers of agriculture produce not just in the United States of America alone but also other parts of the world which is why we will be exporting some of our livestock farm produce either in raw form or processed form to other countries of the world.

#### ****Our Competitive Advantage****

It is common to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial livestock farmers in the United States of America and of course in most parts of the world.

For example, Statistics has it that there were 2.2 million farms in the United States of America, covering an area of 922 million acres. These goes to show that there are appreciable numbers of livestock farmers in the United States of America but that does not mean that there is stiffer competition in the industry.

As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming / livestock farming. This is so because part of the success of any nation is her ability to cultivate her own food and also export foods to other nations of the world. other parts of the world.

We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable livestock farming processes that can help us sell our livestock and processed meat at competitive prices, good network and excellent relationship management.

Another competitive advantage that we are bringing to the industry is the fact that we have designed our business in such a way that we will operate an all – round standard commercial livestock farms that will be involved in diverse areas such as animal rearing and meat processing and packaging plant. With this, we will be able to take advantage of all the available opportunities within the industry.

Lastly, our employees will be well taken care of, and their welfare package will be amongst the best in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our objectives as a standard commercial livestock farms with a meat processing and packaging plant.

#### ****SALES AND MARKETING STRATEGY****

We are quite aware that the reason why some commercial livestock farms hardly make good profits is their inability to sell off their livestock to a larger market. In view of that, we decided to set up a standard meat processing and packing plant to help us maximize profits in the industry.

Our goal is to grow Farms Ltd to become the leading livestock cum snail

farms in the whole of Africa and environ which is why we have mapped out strategy that will help us take advantage of the available market and grow to become a major force to reckon with in the livestock farming industry.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the livestock farming industry who are likely to refer become our customers. In summary, Adaora's Farms Ltd will adopt the following strategies in marketing our commercial farm produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on the livestock farming industry for their raw materials, hotels and restaurants and agriculture produce merchant et al.
* Advertise our business and livestock farms in agro – allied and food related magazines and websites
* List our commercial livestock farms on yellow pages ads (local directories)
* Print out fliers and business cards and strategically drop them in offices, libraries, public facilities and train stations et al.
* Attend related agriculture / livestock and food expos, seminars, and business fairs et al
* Leverage on the internet to promote our business
* Engage in direct marketing
* Encourage the use of word of mouth marketing (referrals)

****Sources of Income****

Adaora's snail Farms Ltd is in the livestock breeding industry cum snail farming business for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives.

In essence we are not going to rely only on the sale of our livestock to generate income for the business but also other business interests within the value chain. Below are the sources we intend exploring to generate income for Adaora's snail Farms Ltd;

* Sale of snails and other livestock
* Sale of processed snails
* Boarding services
* Breeding services
* Dairy support servicestancy and advisory services

#### ****Sales Forecast****

From the survey and market research conducted, we were able to discover that the sales generated by a commercial livestock farm depend on the size of the farm, the network of the farm.

We have perfected or sales and marketing strategies and we are set to hit the ground running and we are quite optimistic that we will meet or even surpass our set sales target of generating enough income / profits from the year of operations and build the business from survival to sustainability.

We have been able to critically examine the agriculture industry cum commercial livestock farm business and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some workable assumptions as well with respect to the nature of commercial livestock farm / snail farming business that we want to run.

Below are the projections that we were able to come up with for the first three years of running Adaora's snail Farms Ltd;

* ****First Fiscal Year-:****$200,000
* ****Second Fiscal Year-:****$450,000
* ****Third Fiscal Year-:****$700,000

****N.B****: 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, bad weather cum natural disasters (draughts, epidemics), and unfavorable government policies. Please note that the above projection might be lower and at the same time it might be higher.

* ****Our Pricing Strategy****

We are aware that if you want to get the right pricing for your livestock, then you should ensure that you choose a good location for your commercial livestock farm, choose a good breed that will guarantee steady and multiple breeding (prolific breeds), cut the cost of running your farm to the barest minimum and of course try as much as possible to attract buyers to your farm as against taking your livestock or even your produce to the market to source for buyers; with this, you would have successfully eliminate the cost of transporting the goods to the market and other logistics.

So also, we are quite conversant that one of the easiest means of penetrating the market and acquiring loads of customers for all our livestock produce is to sell them at competitive prices hence we will do all we can to ensure that the prices of our livestock and processed and packaged beef are going to be what other commercial livestock farmers would look towards beating.

One thing is certain; the nature of commercial livestock farming we are involved in makes it possible for farmers to place prices for their livestock / 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 loss. The easier you sell off your livestock when they are mature the better for your business.

* ****Payment Options****

The payment policy adopted by Humphrey GT & Family Farms Ltd is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America.

* Here are the payment options that dbills in target areas
* List our commercial livestock farms in local directories / yellow pages
* Advertise our commercial livestock farms in our official website and employ strategies that will help us pull traffic to the site.

Ensure that all our staff members wear our branded shirts and all our vehicles and trucks are well branded with our Farms Ltd will make available to her clients;

* Payment via bank transfer
* Payment with cash
* Payment via online bank transfer
* Payment via check
* Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for our livestock and processed snail

#### ****Publicity and Advertising Strategy****

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial livestock farming business. Below are the platforms we want to leverage on to boost our commercial livestock cum snails farm brand and to promote and advertise our business;

* Place adverts on both print (newspapers and magazines) and electronic media platforms
* Sponsor relevant community based events / programs
* Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google + et al to promote our business
* Install our Bill Boards on strategic locations all around Des Moines – Iowa
* Engage in road show from time to time in targeted neighborhoods
* Distribute our fliers and hancompany logo et al.

#### ****Financial Projections and Costing****

When it comes to calculating the cost of starting a commercial livestock farm, there are some key factors that should serve as a guide. The most important expenses are the construction of the snail , cattle ranch / cages / fencing as the case may be.

For example, the start – up cost for a fish farm is different from the start – up cost for mechanized crop farming, so also the start – up cost for poultry farming is different from the start – up cost of cattle ranch (dairy farm) et al. As a matter of fact, if you choose to start mechanized crop farming, then you should be willing to raise huge capital base to start the business.

This is so because some cultivation machines / equipment can be pretty expensive. Below are some of the basic areas we will spend our start – up capital in setting up our commercial livestock cum snail farm;

* The Total Fee for incorporating the Business in United States of America – ****$750.****
* The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – ****$9,400****
* The amount needed to acquire / lease a farm land  – ****$50,000****
* The amount required for preparing the farm land (for construction of piggery and cages / fencing et al et al) – ****$70,000****
* The cost for acquiring the required working tools and equipment / machines / fencing et al– ****$50,000****
* The amount required for purchase of the first set of , snails and other livestock – ****$50,000****
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – ****$40,000****
* The Cost of Launching an official Website – ****$600****
* The amount required for payment of workers for a period of 3 months – ****$100,000****
* Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – ****$2,000****

Going by the report from detailed research and feasibility studies conducted, we will need an average of ****$350,000****to start a standard commercial livestock cum pig farming business in the United States of America.

****Generating Funding / Startup Adaora's snail****  farm  ****Farms Ltd****

No matter how fantastic your business idea might be, if you don’t have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as greenhouse commercial farming.

No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through.Adaora's snail farm Farms Ltd is a family business that will be owned and managed by MaKour and Adaora and her immediate family members.

They are the sole financial of the firm, but may likely welcome other partners later which is why they decided to restrict the sourcing of the start – up capital for the business to just three major sources. These are the areas where we intend sourcing for fund for Adaora's snail farm

* Generate part of the start – up capital from personal savings and sale of his stocks
* Generate part of the start – up capital from friends and other extended family members

#### ****BUSINESS GROWTH: Sustainability and Expansion Strategy****

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won’t be too long before the business close shop.

One of our major goals of starting Adaora's Farms Ltd is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to sell our farm produce (livestock and processed snail) a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Adaora's snail Farms Ltd will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our organization’s corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner of our business strategy.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of five years or more as determined by the management of the organization. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

****Check List / Milestone****

* Business Name Availability Check: ****Completed****
* Business Incorporation: ****Completed****
* Opening of Corporate Bank Accounts various banks in the United States: ****Completed****
* Opening Online Payment Platforms: ****Completed****
* Application and Obtaining Tax Payer’s ID: ****In Progress****
* Application for business license and permit: ****Completed****
* Purchase of All form of Insurance for the Business: ****Completed****
* Leasing of livestock farm land in Africa : ****Completed****
* Conducting Feasibility Studies: ****Completed****
* Start – up Capital Generation: ****Completed****
* Writing of Business Plan: ****Completed****
* Drafting of Employee’s Handbook: ****Completed****
* Design of The Company’s Logo: ****Completed****
* Graphic Designs and Printing of Packaging Marketing / Promotional Materials: ****Completed****
* Recruitment of employees: ****In Progress****
* Building /construction of cages and fence et al: ****In Progress****
* Purchase of the needed working tools, machines and equipment: ****Completed****
* Creating Official Website for the Company: ****In Progress****
* Creating Awareness for the business (Business PR): ****In Progress****
* Farm land Treatment, Health and Safety Arrangement: ****In Progress****
* Establishing business relationship with vendors and key players in the industry (agriculture farm produce merchants and transporter / haulage companies): ****Completed****