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**TABLE OF CONTENT**

* INTRODUCTION
* SUMMARY
* BUSINESS NAME
* BUSINESS PRODUCTION
* BUSINESS LOCATION
* INDUSTRY ANALYSIS
* MARKET ANALYSIS
* BUSINESS ENVIRONMENT
* HUMAN RESOURCES
* PRODUCTION PLAN
* INTENSIVE UNIT
* MANUFACTURING PROCESS

**INTRODUCTION**

This standard poultry farming business plan is developed to help smart poultry entrepreneurs that cannot afford high fee for consultant to develop poultry business plan

The Nigerian poultry industry is estimated at ₦80 billion ($600 million) and is comprised of approximately 165 million birds, which produced 650,000 MT of eggs and 290,000 MT of poultry meat in 2013 and in , it has grown tremendously.  From a market size perspective, Nigeria’s egg production is the largest in Africa (South Africa is the next largest at 540,000 MT of eggs) and it has the 2nd largest chicken population after South Africa’s 200 million birds.

It is a fact that Nigeria presently consumes 1.5 million MT of frozen chicken annually. As at 2014, the locally produced chicken was estimated at 300,000MT, a capacity utilization of 46 percent in an industry that currently boasts of a 650,000MT installed capacity. . In the same year, 1.2 million MT of frozen chicken, valued at N660 billion (equivalent to $2.75 billion) was imported. With the increasing for poutry products such as layers and other related birds in the market, many suppliers of the product for some years now have been experiencing pressure on the need for them to beef up resources and increase production.

SUMMARY The importance of poultry farming to the national economy cannot be overemphasized, as it has become a popular agricultural industry for the small holders that have great contribution to the economy of the country. The poultry farming profession has assumed greater importance in improving the employment opportunity and animal food production in Nigeria.

The federal government ban on the importation of processed chicken or frozen chicken in Nigeria, without adequate arrangement for alternative source of supply helped increase the prices of processed chicken by over 75% and has since been the driving force behind the successes recorded in the agriculture.

MG VENTURES is a company specializing in the farming and supply of broilers and layers from day old chicks. Broilers are usually produced for meat and Layers for eggs. This poultry farm business plan doc covers the ideal poultry farming strategy, poultry hatcheries strategy, poultry diseases and cure, the poultry temp, Poultry egg production, Analysis of the profit in poultry farm business

BUSINESS NAME

The name of entrepreneurship business is called MG POULTRY VENTURE

BUSINESS PRODUCTION

The production of the business is structured to again profit from the rearing of layers and boilers, we set a scheme of how to go by in the production of the invested product. We both know that when you are rearing layer and boiler the earn product of the both of them is different, same as the time duration is rearing of them.

For boilers the production is to be started on a small scale with 500 day old chicks (DOC) which will be run in three cycles within a year. Within the first 2years of small boiler production, the farm will be expanded to medium scale production. In after 3years, production is structured to be in large scale.

While for layers the production plan is similar, start on a small scale with 500 or 300 day olds chicks but with the mindset that the main is for egg production.

MARKET AND MARKETING ASSESSMENT

Target markets are eateries such as Mr Biggs & Tantalizer, Hotels and open market. Market approach would be done by informing stakeholders of the target markets on regular basis as well as distribution on fliers and posters. Direct scales could also be achieved through refrigeration and scaling in our office at 2, okiri off eguabawasen street, ugbihoko road, edo state, Nigeria. Our online market platform would also be an advantage to projecting and boosting our sales.

 **Company Management of Data and Knowledge**

Inventory Management

Inventory is managed in the shipping department. If a customer is ordering more than one bag of fowl feed, as many of them do, the number of bags are stacked in groups of four and tied with twine, and a label affixed to the top back in each bundle, even if there are several bundles for the same customer. Orders are stored near the trucks, in the order in which they were received. In this way, each customer is sure to get his or her order in a timely manner. The date of order is also placed on each label, with the goal being twice-weekly shipments of product, so each order that comes in is delivered within two to three business days. If a customer wants to come pick up their order at the warehouse, those orders are labeled thusly and set aside in a safe, secure customer pick-up area, with names arranged alphabetically, for easy retrieval when the customer comes to get his or her order.

Knowledge Management

Knowledge management is handled in the office. The main people responsible for this are the office assistant, bookkeeper, and customer service representatives. The CEO also plays a role in knowledge management. knowledge management means proper record keeping regarding financials and orders, as well as media relations, market research, regulatory agency research to make sure local and national regulations regarding the practices of the business are being complied with at all times, community relations activities, company development, and grant writing to obtain grants for small businesses and "green" businesses that could help the company expand and improve its practices.

Marketing Management

Marketing is largely handled by the CEO and office manager (who serves double-duty in this small company as the assistant to the CEO). In this company, marketing involves customer relations, cultivating new customers, advertising the company to local agricultural businesses and branding the company as the best source of quality poultry in the area. The CEO and the office assistant work together to market the company in as green and environmentally friendly a way as possible, while also keeping costs down to improve profit margins on the main product. These could be branded as specialty poultry and sold to a more niche-based consumer audience. The company could also use increased profits to develop its mail order and wholesale departments, which the CEO would like to do at some point in the company's growth.

The aforementioned segments of the business plan would certify the success, longevity, and poultry in the agricultural market in the long run.

HUMAN RESOURCES

|  |  |  |  |
| --- | --- | --- | --- |
| osition  | Total Cost to Company (Monthly) | Number | Total  |
| General Manager  | 10,000 | 1 | 10,000 |
| Finance and Administration Officer | 6,000 | 1 | 6,000 |
| Disease Prevention and Control Officer | 5,000 | 1 | 5,000 |
| Marketing and Distribution Officer  | 5,000 | 1 | 5,000 |
| Sales and Promotions Officer  | 4,000 | 1 | 4,000 |
| General Assistant - Packaging and distribution  | 1,000 | 1 | 1,000 |
| Operations officer  | 5,000 | 1 | 5,000 |
| Housing and Equipment Officer  | 5,000 | 1 | 5,000 |
| Quality Control Officer  | 5,000 | 1 | 5,000 |
| Human Resources (this role will be carried out by the managing members) | - | - | - |
| General Assistant  | 1,000 | 1 | 1,000 |
| Security Officer  | 900 | 1 | 900 |
| **Total** |  | **12** | **52,900** |

|  |  |
| --- | --- |
| Position  | Responsibilities  |
| Project Sponsor  | The project sponsors shall assist the project with the required funding and oversee the responsible and accountable use of the funds by the project. They will also act as a board to ensure that the project achieves the set objectives and ultimately its vision.  |
| Project Members | The project members shall be responsible for strategic planning and strategic decision making in the project. |
| General Manager | The General Manager shall be responsible for the implementation of the strategy as well as ensure the smooth running of the project.  |
| Finance and Administration Officer  | The officer responsible for the finance and accounting portfolio will be responsible for the following:* Compiling input for the management information system of the business by engaging in tasks such as the filling of paper work in the business as well as drawing
* Handling of supplier and customer invoices.
* The preparation of monthly and annual financial statements
* Maintenance of the general ledger
* Reconciliations
* Preparations of budgets and forecasts
* Ensuring that gross profit margins are accurate
 |
| Disease Prevention and Control Officer  | The Disease Prevention and Control Officer will be responsible for being on the lookout for poultry disease outbreaks and taking preventative measures so as to ensure that the poultry houses are disease free.  |
| Marketing and Distribution Officer  | The Marketing and Distribution Officer shall ensure that the marketing mix - that is, the product, place, price, promotion and packaging meets the expectations and needs of the target market. The Marketing and Distribution Officer will offer solutions to the clients of the project in terms of how they can best create awareness for their businesses, improve sales and ultimately profits. The Marketing and Distribution Officer shall also be responsible for developing relationships with appropriate organisations and associations within the industry and implementing a customer relationship management system for Poultry House Project CC and the clients it serves. |
| Sales and Promotions Officer  | The Sales and Promotion Officer will be responsible for direct and indirect promotions of the product. |
| Operations Officer | The Operations Officer will oversee the operations of the project. The officer will essentially ensure the efficiency and effectiveness of all processes involved in operations. |
| Housing and Equipment Officer  | The Human Resource Officer will be responsible for the recruitment, selection, performance and appraisal requirements of the project. The responsibilities will also encompass the learnership and development requirements of the project.  |
| General Assistant  | The general assistant will be responsible for the following:Responsible for feeding the layer chickens* Assisting with the collection of eggs and ensure that the system for the eggs to roll safely from the nests into collection or distribution troughs without breaking is in good order
* The General Assistant will be responsible sorting and packing the eggs in preparation for distribution. The assistant will also help with the distribution and logistics needs of the project.
* Other poultry related general tasks
 |
| Security Guard  | The project will recruit one Security Guard. The Security Guard will be responsible for guarding and protecting the property of the business. |