

AFE BABALOLA UNIVERSITY

COURSE CODE: AFE 202

**COURSE TITLE:
FOOD PRODUCTION AND HEALTH
AWARENESS**

TITLE: BUSINESS PLAN

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TABLE OF CONTENT

- 1) Executive Summary
- 2) Objective
- 3) Key to success
- 4) Company summary
- 5) Company ownership
- 6) Startup summary
- 7) Environment and industrial analysis
- 8) Product Analysis and sales
- 9) Sales strategy
- 10) Management plans
- 11) Financial summary
- 12) Appendix

EXECUTIVE SUMMARY

Green farms are determined to become a daily necessity for people in need of farm produce, a place to get different varieties of farm products. With the growing demand for high quality raw livestock products, Green farms will capitalize on its proximity to the minor competitors and providing raw materials to factories to build a core group of repeat customers. Green farms will offer its customers the best quality raw farm produces in the area that will be complimented with minor processed products.

The livestock farm will operate on a wide inherited plot of land owned by my partner Dr. James Richard, this land was formally a farm located in Ogun State Nigeria and still holds up some old structures that can be improved for the business. we have also provided 20 million naira of the required 30-million-naira start-up funds. The remaining capital will be obtained through Zenith Bank commercial loans.

OBJECTIVE

Green farms objectives for the first year of operations are:

- Become selected the best livestock farm within in the local province.
- Turn in profits from the first month of operations.
- Maintain a high percentage profit and reduce loss percentage.

COMPANY SUMMARY

Green farm is a livestock manufacturing company, sells fresh quality livestock materials and processed goods within the farm based in Ogun state on a wide area farm. Green farms investors are David James and Toby Ashike, who own cumulatively 25% percent of the company and other minor shareholders having 5% of the company. The startup loss of the company is foreseen to be 500,000.00 naira

COMPANY OWNERSHIP

Green farms are a registered farm in Ogun state co owned by Mr. Victor Johnson and Dr. James Richard with Dr Richard owning 5% more shares than me due the aspect of the land and his siblings, Phillip Richard and Michael Richard also own minor takes in Green farm Industries.

START-UP SUMMARY

The startup expenses include:

- 1) Legal expenses for obtaining license and permits as well as the accounting services, totaling up to 150,000 naira
- 2) Marketing promotion expenses for the grand opening of Green farms in the amount of 300,000.00 naira, this includes Radio adverts. Local tv stations, customized shirts and newspaper reports, flyers.
- 3) Putting facilities in places and renovation and building of farm house and facilities totaling to 5,000,000.00 naira.

- 4) Insurance funds of 1,000,000.00 naira.
- 5) Buying of vehicles and farm vehicles of 3,000,000.00 naira
- 6) Tools and equipment for 2,000,000.00.
- 7) Salaries of about 3,000,000.00, some workers on the farm might operate on wages basis
- 8) Purchasing starting livestock
 - Cows of total 2M naira
 - Chicken of total of 500k
 - Goats of 1M
 - Rabbits of 500k
 - Bee farm of 300k
 - Pigs of total 750k
 - Sheep of total 750k
 - Their feeds, vaccine, drugs 500k
- 9) Packaging and supplies of 1M
- 10) Security bills and utilities bills of 1M
- 11) Other miscellaneous expenses -2M

All stake holders including the owners Victor Johnson and Dr James Richard have come together to put a sum of twenty million naira and the rest will be gotten from Zenith Commercial Bank with a two-year loan deal for the business startup.

ENVIRONMENTAL ANALYSIS AND INDUSTRIAL ANALYSIS

Ogun state is our first state of operation, reason be that supplier for our resources are in neighboring states and if we establish well, we will be ahead of possible competitors like local farms and Ade farms the best farm in the region.

We also choose Ogun state because of the cheap workforce we can get in the location, Advancement in technology won't be a problem because Machines can be shipped in, in order to provide high quality goods and also in the processing of the goods.

Marketing neighboring states have companies that will require some our farm products, we have already struck deals with Abel Pharmaceutical company Ltd to provide them raw materials and beeswax. Allen Milk company to provide them Milk and some Major supermarkets and stores in Ogun have accepted to retail our processed product and some raw products.

Pricing of the goods will Average looking to the state of Ogun sate and we also being a startup company, when the public has accepted the quality of our goods, we will then lift the price up to gain extra and this will likely be the second year of establishment.

The industry will always be in demand of agricultural products because the serve as a source of food, income and employment opportunities , the future of agriculture doesn't seem to be going down anytime soon and his will be an investment for the future , in future we plan to further expand by adding crops and more exotic animals to the categories of animals.

The business environment is stable in Ogun state, we see the company getting more deals for suppliers in the future and consumers will always need food and sources of proteins

PRODUCT ANALYSIS

The categories of livestock we have we plan on getting a variety of goods from them :

1) CATTLE:

The cows have different kind of parts, they will offer Meat (Beef), Dairy (Milk)and their byproduct can be farmed for manure.

The dairy product half of it will be sold to companies manufacturing while the others will be processed into dairy products like yoghurt, cheese etc. carrying our branding. the Beef will be sold to the markets and some can be processed by us into packages of kilishi and beef produce, processed manure can be sold to nearby farmers that require manure

2) CHICKEN:

The chickens produce eggs and meat(chicken), the eggs will be sold to nearby stores , markets and wholesalers that need eggs and the meat of the chicken will be sold the same. The meat will be packaged by us in different slaughter categories and be sold to local stores.

3) GOAT:

The goats will be sold for their milk ,meat, skins and fiber. Goat milk is commonly processed into cheese, butter, ice cream, yogurt, cajeta and other products. Goat cheese is known as fromage de chèvre ("goat cheese") in France. Most goats have soft insulating hairs near the skin and longer guard hairs on the surface. The desirable fiber for the textile industry is the former; it has several names including "down", "cashmere" and "pashmina"

The products will be either sold raw or processed by us tand be sold to local markets and stores

- 4) PIGS: Almost all of the pig can be used as food. Preparations of pig parts into specialties include: sausage (and casings made from the intestines), bacon, Gammon, ham, skin into pork scratching, feet into trotters, head into a meat jelly called head cheese (brawn), and consumption of the liver, chitterlings, and blood (blood pudding or black pudding).all of them can be processed for farming.
- 5) BEES: The Bees only have two major produce which is beeswax and honey, the beeswax is consumable in some cases most cases consumers prefer the honey extracted into a container and pharmaceutical companies and some other industries require beeswax. The bees Honey will be processed and put into containers and jar and be sold at stores and markets. the beeswax will be shipped out to companies who need it for raw resources
- 6) SHEEP: the will farmed for their wool and their meat

MANAGEMENT SUMMARY

In all the departments of livestock a manager will be employed with is skilled in raise those particular animals and will be assisted by the required workforce for that department.

The accounting department for sales will be headed by James Richard brother , which has experience in the accounting field while the the overall manager of the farm will be employed to take control of the overall affair we will have a small team of people that deal with marketing for the farm, other departments will be formed later on in the farm

FINANICAL PLAN

We believe with our proper plan and capital we will be able to establish this farm and gradually expand to different branches and sector.

CONCLUSION

Green farms project is technically feasible and commercially viable .