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Introduction

My poultry farm would be a privately owned and managed commercial poultry farms and egg production business that intend starting small business but hope to grow big in order to compete favourably with leading commercial poultry farms and egg production companies in the industry both in Nigeria 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 within our area of operations.

At my poultry farm we will ensure that we hire people that are qualified, hardworking, and creative, result driven, 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 board of trustees of the company.

Executive 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 plan doc covers the ideal poultry farming strategy, poultry hatcheries strategy, poultry diseases and cure, the poultry My company would specialize 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 temp, poultry egg production.

Business name

The name of my business would be called KOMU POULTRY LIMITED

Business production

KOMU POULTRY LIMITED is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the Nigerian market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list; Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. Table eggs produced by battery chickens (white). Table eggs produced by battery chickens (brown), Hatching eggs Specialty eggs, Table eggs produced by free-range chickens

Business location

KOMU POULTRY LIMITED would be located at Plot 36, 37, 45 and 49 Garrick layout, off Siluko Road, Benin City, Edo state, Nigeria.

Market analysis

Every household consumes produce from commercial poultry farms be it chicken or egg. So also almost all hotels and fast restaurants sell chicken and eggs. In essence a commercial poultry farmer should be able to sell his or her chicken and eggs to as many people as possible.

In view of that, we have positioned our business to attract consumers of chickens and eggs in Edo state to begin with. We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business. Below is a list of the people and business that we will market our chickens and eggs to; Households, Individuals, Hotels, Restaurants, Fast food eateries, Agriculture merchant

Business environment

**Strength:** Our strength as a commercial poultry farm and egg production company is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of Nigeria. We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress.

**Weakness:** Our weakness could be that we are a new commercial poultry farms and egg production company in Nigeria and perhaps it might take us sometime to attract big time customers in the industry. 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 standard commercial poultry farm and egg Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that can’t do without daily supply of chicken and eggs. We are well positioned to take advantage of this opportunity

**Threat:** Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company 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 engage in the rearing of chickens and other birds) within same location. There is hardly anything I can do as regards this threats and challenges other than to be optimistic that things will continue to work for my good.

Human resources

Chief Executive Officer – CEO: 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. Uses IT systems and software to keep track of people and progress of the growth of chickens and other birds. Responsible for overseeing the accounting, costing and sale of poultry farm produce. Represent the organization’s interest at various stakeholders meetings. Ensures that farming goals desired result are achieved, the most efficient resources (manpower, equipment, tools and chemicals et al) are utilized and different interests involved are satisfied. Responsible for preparing financial reports, budgets, and financial statements for the organization

Human Resources and Admin Manager; Responsible for overseeing the smooth running of HR and administrative tasks for the organization. Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments. 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. Oversees the smooth running of the daily office.

Accountant / Cashier: Responsible for preparing financial reports, budgets, and financial statements for the organization. Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions. Responsible for financial forecasting and risks analysis. Performs cash management, general ledger accounting, and financial reporting for one or more properties. Responsible for developing and managing financial systems and policies. Responsible for administering payrolls. Ensures compliance with taxation legislation. Handles all financial transactions for Noble Ernest Poultry Farms, LLC. Serves as internal auditor for Noble Ernest Poultry Farms, LLC.

Sales and Marketing Manager; Manages external research and coordinate all the internal sources of information to retain the organizations’ best customers and attract new ones. Models demographic information and analyze the volumes of transactional data generated by customer. Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects. Writes winning proposal documents, negotiate fees and rates in line with organizations’ policy. Responsible for handling business research, market surveys and feasibility studies for clients. Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients. Develops, executes and evaluates new plans for expanding increase sales. Creates new markets cum businesses for the organization. Empowers and motivates the sales team to meet and surpass agreed targets

Field Workers / Contract Staff; Responsible for daily collection of eggs. Responsible for feeding chickens and other birds as instructed by the supervisor. Responsible for cleaning poultry and the entire environment. Changes the water for the birds as instructed by the supervisor on a regular basis. Handles poultry farm implements and machines (hatchery) as instructed by the section manager / supervisor. Assists in handling the chicken and other birds et al. Carries out task in line with the stated job description. Assists in transport working tools and equipment from the poultry farm and back to the designated store room. Handles any other duties as assigned my the line manager

Front Desk / Customer’s Service Officer; Welcomes clients and potential clients by greeting them in person, online 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 creative director in an effective and timely manner. Consistently stays abreast of any new information on the organizations’ products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

Intensive care unit;

KOMU POULTRY LIMITED would be working a capital intensive care whereby we would buy enough working machines and the qualified working personnel to work on these machines.

Financial analysis

Here’s an approximation for KOMU POULTRY LIMITED income for growing broilers; for 100-1000 birds I need about ₦100,000-₦700,000 to raise them and my revenue will be within ₦200,000-₦3,000,000. And the bigger the scale the larger the profit.