**NAME: DURU MIRACLE**

**DEPARTMENT: I.R.D**

**COLLEGE: SMS**

**LEVEL: 200**

**MATRIC NO.:18/SMS09/030**

 **ASSIGNMENT**

**PREPARE A BUSINESS PLAN FOR A SIMPLE AGRICULTURAL ENTERPRISE**

**FOOD PRODUCTION AND HEALTH AWARENESS**

**(AFE 202)**

**A SIMPLE BUSINESS PLAN FOR:**



WAKA-FAST LIMITED

DEVELOPING THE FUTURE OF AGRICULTURE IN AFRICA

**COMPANY PROFILE**

WAKA-FAST is an agricultural innovation and agency that aims to fully maximize on the new Africa continental free trade agreement. We prepare agricultural produce, specifically cocoa use in the production of [coffee), large scale poultry farm such as, the rearing of chickens and turkey , pig farming and export this produces to other African countries. We understand that food knows no boundaries and we aim to eradicate hunger from Africa. In collaboration with the African union, converging at our community in Afe Babalola University, Nigeria. Our passion is to transform processes, enhance agricultural experiences, and empower people of African descent with a Mechanized farming system with wholesale finished product that are very affordable mixed farming services. In simpler terms WAKA in African pidgin means to move or to transport .Thus our agricultural homemade produces would be exported at the speed of light with immeasurable efficiency we help our clients unlock potential and fuel growth with effortless user experiences and strategic technology tools.

**EXECUTIVES SUMMARY**

**MIRACLE FRANK DURU**

Miracle Frank Duru is the CEO of WAKA-FAST LIMITED and an aspiring diplomat, he brings his background in International relations and diplomacy to the table to aid his business expertise. He is a critical thinker and experienced in negotiations. A philanthropist that is motivated to make Africa a force to be reckoned with and thus is motivated to eradicate hunger in Africa. Miracle is a dreamer, the person whose passion goes beyond anyone’s expectation. As the CEO he leads the team as his equals and the others are willing to follow him.

**OSARIEMEN EBOIGBE**

Osas is the chief product officer of WAKA-FAST LIMITED. She has a clear vision of the right quality of our agricultural produce that every Agricultural company needs to establish from the very start. As the CPO she knows best the products and can actively pinpoint problems and articulate different solutions for them. Just like the CEO, Osas has a strong aspirational purpose and even higher vision for the company. And most importantly, she knows how to transform it into reality and capture the hearts and minds of those inside and outside the startup.

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**COMPANY VISION**

To create a borderless society, so Africans can rally round multilaterally and eradicate hunger, as there would be a unified and affordable price on agricultural commodities we offer in African states .Ultimately with the intended collaboration with the African union

**COMPANY MISSION**

We have a MISSION In simpler terms WAKA in African pidgin means to move or to transport .Thus our agricultural homemade produces would be exported at the speed of light with immeasurable efficiency.

**COMPANY CORE VALUES**

WAKA-FAST LIMITED operates on strong values that define how we work and offer services to our esteemed clients

* Integrity – We believe strongly in honesty and truthfulness, which helps us in the consistent delivery of our brand promise.
* Team Spirit – We are not just a team of individuals, we share a common bond; a full understanding of individual and collective roles to achieve goals and outperform previous successes together.
* Commitment – Our devotion to transforming life fuels the drive to constantly seek innovative ideas.
* Uniqueness – Our team is not only made up of outstanding professionals, we stand out in all we do!
* Passion – We live and breathe our vision to be your number one life transforming partner through technology.

**KEYS TO COMPANY SUCCESS**

* Customer Satisfaction:
* Integrity:
* Marketing and Strategy
* 21 century Infrastructure
* Risk selection / Risk Management

**MARKETING STRATEGY**

* Emphasize service and support
* Build a partnership business based on account selling
* Target small, non-franchise business that does not have access to group insurance plans.

**PRICING POLICY**

The customers are especially sensitive to value. WAKA-FAST LIMITED must ensure that our service are perceived to be of good value to the client. Our market must offer several payment options to our clients that are convenient to the client not the company.

**COMAPANY OBJECTIVES**

* To provide the best agricultural service available to Africa at an affordable price.
* To generate substantial market share so that WAKA-FAST LIMITED becomes a common name.
* To revolutionize Africa’s agricultural experience.
* To generate customer satisfaction so that at least 40% of our customer base is engulfed in business.
* To discourage importation of finished products from other continents and encourage the industrialization of raw materials and patronization of produces made in Africa

**COMPANY ACTION PLANS**

WAKA-FAST LIMITED and its team intends to work in collaboration with the African union to get the platform to encourage sales in Africa. By maximizing the continental free trade agreement. And although 10% of the company’s earnings would go to the development of Africa but that’s down to the philanthropic attribute of the CEO Miracle Frank Duru .They are currently establishing cocoa farms across Africa and would expand to pig farming and poultry in 2025 and from there on .

Next year they plan to become a common name in Africa by holding seminars, with the agenda to eradicate hunger and taking large scale jobs for cheap pricings to increase awareness for the company.

After this they shall move to an agricultural technological space where they shall start full-scale agricultural innovation and technological problem solution, and export industrialized agricultural materials particularly the Green house to encourage production .from this point they believe they can become a continental name in the Agricultural exporting business and the tech world and after relegating other continents and limiting imperialism, they go global from this point on.