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Industry overview: The agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most countries of the world. It is the industry that produces chicken and eggs for populace.

Hens, various birds, quails, guinea fowls, ducks, et al are all birds that can be comfortably reared in a poultry farm. Chicken and birds are widely consumed in all part of the world hence there is a large market for poultry farmers. Poultry farming is a highly thriving and profitable business venture. Aside from the fact that people consume birds and chickens et al, supply eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chicken for meat, and egg production. The eggs production may be sold for use as table eggs or hatching eggs.

The poultry farm and eggs production company industry is indeed a very large industry and pretty much thriving in all parts of the world. Therefore, one of the best agricultural industry to leverage on to generate huge income, the best bet would be to start a production business, if market research and feasibility studies is properly conducted, there are chances to not struggle to sell eggs and chicken because there are always food processing companies and consumers out there who are ready to buy from me.

Executive Summary:

Nathan's poultry farms, is a poultry farm and company that would be based on the outskirts of, Delta State. Our poultry farm is going to be a standard commercial poultry farm hence will be involved in rousing, processing and marketing chickens and eggs. Gable eggs produced by battery chickens (white). Hatching eggs, specialty eggs, and table eggs produced by free-range chickens) on a commercial level:

We are in commercial poultry farm and eggs production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the NIGERIAN, Economy, in national food production. We have put process and strategies in place that will help us employ the best practices when it comes to commercial poultry farm and egg production. Processes as required by the regulating bodies in Nigeria. At Nathan's poultry farm, our customer's best interest will always come first, and everything we do will be guided by our values and professional ethics.

## **Market Analysis:**

### Market Trends.

In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the advancement in technology, poultry farmer can now comfortably predict and produce the quantities of chicken/birds and eggs per time.

## **Our Target Market.**

Every household consumes products from the commercial farm be it chicken or egg. So almost all hotels and fast food should be able to sell his/her chicken or eggs to as many people as possible.

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 the business that we will market our chicken and eggs to:

- ❖ Households.
- ❖ Individuals.
- ❖ Hotels.
- ❖ Restaurants.
- ❖ /\*Fast food eateries etc.

## **Our services.**

These are the areas we will concentrate on in our commercial poultry farm. If needs arises we will definitely add other farm and poultry produce to our list:

Raising, processing and marketing chicken on a commercial level

Table eggs produced by battery chickens[white]

Table eggs produced by battery chickens[Brown]

Hatching eggs

Specialty eggs

Table eggs produced by tree range chickens

As a matter of fact, Nathan's poultry farm we will ensure 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.

And also profit sharing arrangement will be made for 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 in view of the above we have decided to hire qualified and competent hands to occupy the following positions:

- ❖ Chief operating officer.
- ❖ General farm manager.
- ❖ Human Resources and Admin Manager.
- ❖ Accountant/Cashier.
- ❖ Sales and Marketing Executives.
- ❖ Field Employers.
- ❖ Front desk officer.

Office Equipment:

Personnel (still working on it)

**Marketing Plans:**

At Nathan's poultry farm we'll 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, households, hotels and restaurants and agriculture produce houses et al.
- ❖ Advertise our business in agriculture and food related websites.
- ❖ Leverage on the internet to promote our business.
- ❖ List our commercial poultry farms and egg production business on yellow pages.

- ❖ Attend related agriculture and food expose, seminars, and business fair et al.
- ❖ Engage in direct marketing.
- ❖ Encourage the use of word of mouth marketing (referrals).

### **Promotion.**

Below are the platforms we will leverage on to boast our commercial poultry farm and production brand and to promote and advertise our business.

Encourage the use of word of mouth publicity from our loyal customers.

Leverage on the internet, social media platforms and other platforms to promote our business.

- ❖ Distribute our first and handbills in target area in and around our neighborhood.
- ❖ Contact corporate organizations, households, landlords, associations, and schools by calling them up and informing them of Nathan's poultry farms and the produce we sell.
- ❖ Advertise our business in our official website and employ strategies that will help us pull traffic to the site.
- ❖ Brand all our official cars and ensure that all our staff members and management wears all our branded shirt or caps at regular interviews.

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

Below are the platforms we leverage on to boost our commercial poultry farm and production brand to promote and advertise our business:

- ❖ Place adverts on community based newspapers.
- ❖ Encourage the use of word of mouth publicity from our loyal customers.
- ❖ Leverage on the internet and social media platforms like, YOUTUBE, INSTAGRAM(IG), FACEBOOK(FB), TWITTER, SNAPCHAT and other platform to our business.
- ❖ Distribute our business in our official website and employ strategies that will help

pull traffic to the site.

**Sales forecast:** from the survey conducted, we were able to discover that what determines the sales is the size of the poultry farm, types of birds available in the poultry and course the size of their marketing network. We have been able to critically examine the poultry farm and eggs production business and we have also been able to come up with somethings.

Below are the projections that we were able to come up with for the first three years of running Nathan's poultry farms:

- ❖ First fiscal Year- 50,000,000 Naira.
- ❖ Second Fiscal Year- 90,000,000 Naira.
- ❖ Third Fiscal Year- 130,000,000 Naira.

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 come natural disasters, (draughts epidemics) and unfavorable government policies.

### **Generating Fund/Startup Capital For Nathan's Poultry Farms.**

Finance is very important when it comes to starting a business such as my business (commercial poultry 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.

Nathan's poultry farm: is a family business that solely owned and financed by Nathan's poultry and her immediate family members, we do not intend to welcome any external business partner; which is why he has decided to restrict the sourcing of the start-up capital to 3 major sources.

These are the areas we intend generating our start-up capital.

- ❖ Generate part of the start-up capital from personal saving.
- ❖ Source for soft loans from family members and friends.
- ❖ Apply for loans from the bank.

N.B: We have been able to generate about 17,000,000 Naira and the money that has been raised is from personal savings and family members, we are at the last stage of obtaining a loan from the bank with is about 80,000,000. All the documents have been

signed and submitted from now our account will be credited with the amount.

### **GENERAL FARM MANAGER.**

Responsible for the planning, management and coordinating all farm activities across the various sections or behalf of the organization.

Services other section manager.

Provides advices on the management of farming activities across all section.

Represent the organization's interest at various stakeholders meeting.

### **RULES AND RESPONSIBILITIES.**

Chief Executive Officer- CEO

- ❖ Increase management effectiveness by recruiting, selecting, training, coaching, counseling and disciplining managers. Communicating values, strategies and objectives assigning accountabilities planning, monitoring and appraising job result; developing a climate for offering information and opinions providing educational opportunities.
- ❖ Responsibility for providing direction for the business.
- ❖ Creates, communicate, and overall direction, i.e. leading the development and implementation of the overall organization's strategy.
- ❖