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**EXECUTIVE SUMMARY AND BRIEF DESCRIPTION OF THE PROJECT**

**BRIEF DESCRIPTION**

Corn is very nutritious and it is known to be eaten in various forms by both humans and livestock. As a matter of fact, corn is used as the main energy ingredient in livestock feed. Corn is also processed into a multitude of food and industrial products including starch, sweeteners, corn oil, beverages, industrial alcohol and fuel ethanol. Maize (corn) farming is known to be a profitable business and over the years, it has evolved from small scale to a global industry in most countries where it is carried out.

Businesses in maize (corn) farming industry primarily grow corn (except sweet corn) and produce corn seeds. Corn commonly refers to the grains or kernels of the tall annual Zae l in many parts of the world. In Nigeria, it is most commonly used as livestock’s feed and in the production of ethanol, sweeteners, oil and other related products. If you are close watcher of the Maize Farming industry, you will realize that the industry, you will realize that the industry is and falling from historic heights. Planted acreage will decrease, leading to a slight decrease in production volume, which will in turn reduce oversupply and crat healthy demand for the crop. The Maize (corn) farming industry is indeed a very large industry and pretty much thriving in all parts of the world specially in developed countries such as Nigeria, Brazil, United States, Australia, Canada and Germany.

**EXECUTIVE SUMMARY**

Orji’s Maize Farm Enterprise is a registered commercial farm that will be based in the outskirts of Nigeria. We have done our detailed market research and feasibility studies and we were able to secure a well-situated and suitable farm land to start our commercial maize farming. Our commercial maize farm is a standard farm hence will be involved in commercial maize cultivation, maize processing and packaging. We will be involved in both organic commercial maize farming and non-organic commercial maize farming.

We have put plans in place that will help us launch a standard and world-class maize processing plant within the first three years of officially running Orji’s Maize Farms, Enterprise. We will process and package maize and ensure that thy flood the market in Nigeria. We want to compete with the best in the industry, which is why asides from the fact that we have secured the required farmland and most of the farming equipment and machines, we are currently undergoing training so as to fit into the ideal picture of the 21st century commercial maize farm workforce that we want to build. We are in the commercial maize farming business because we want to leverage on the vast opportunities available in the commercial farming industry to contribute our quota in growing the Nigerian economy, in national food production, raw materials production for industries to export agricultural produce from Nigeria to other countries and over and above to make profit.

Orji’s Maize Farm Enterprise is well positioned to become one of the leading commercial maize farms in Nigeria which is why we have been able to source for the best hands and farm machinery to run the farm with. We have put processes and strategies in place that will help us employ best practices when it comes to commercial maize farming as required by regulating bodies in Nigeria. Orji’s Maize Farms Enterprise is a family business that is owned by Miss. Orji Oroma and her immediate family members. The farm cum business will be fully and single handedly financed by Miss Orji and her immediate family members.

**INTRODUCTION, SPONSORSHIP, MANAGEMENT AND TECHNICAL PARTNERS**

Orji’s Maize Farms, Enterprise is a world class commercial farm that is committed to cultivating both organic and non-organic maize (corn) for both the Nigeria’s market and the global market

One thing is certain when it comes to commercial maize farming, if you are able to conduct feasibility studies before choosing a location to cultivate your maize, you are more likely not going to struggle to sell your maize because there are always food processing companies and consumers out there who are ready to buy from you. With commercial maize farming, it will pay to not only cultivate maize and sell them for consumption in farm markets to retailers and consumers. We got our sponsorship from the Nigerian bank of agriculture and from the Rivers State government and before the loan was given we had to write an application to them for the loan

**MARKET AND SALES**

We are quite aware that the reason why some commercial maize farms hardly make good profit is their inability to sell off their maize as at when due. Corn ripens within a short time after harvest and if they are not sold or processed, thy will get so hard that it won’t be good for direct consumption. In view of that, we decided to set up a standard corn processing plant to help us maximize profits. Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained on regular basis so as to be well equipped to meet their targets and the overall goal of the organisation. We want to build a standard and world class maize farm that will leverage on word of the mouth advertisement from satisfied clients (both individuals and businesses). we have perfected our sales and marketing by networking with agriculture merchants and companies that rely on corn as their major raw material. In Orji’s Maize Farm Enterprise will adopt the following in marketing our commercial maize farm produce;

**.** introduce our business by sending introductory letters alongside our brochure to stakeholders in the agriculture industry, grocery stores, maize merchants, hotels, production companies that rely on supply of maize as raw materials and maize processing plants

**.** advertise our business in agriculture and food related magazines and websites

**.** attend related agriculture and food expos, seminars, and business fairs et al.

**.** leverage on the internet to promote our business

**.** engage in direct marketing

**.** encourage the use of word of mouth marketing (referrals)

**TECHNICAL FEASIBILITY, PROJECT ENGINRING, RESOURCS AND ENVIRONMENT**

In order for the project to work we need some certain people with competent hands to help for see the project at hand which are the; Chief operating officer Maize processing and packaging, Plant manager**,** Sales and marketing executive, Field employees, General farm manager,Maize processing and packaging, Administrator/ Accountant, Plant manager, Sales and marketing executive, Field employee,Maize cultivation Manager/ Supervisor and Front desk officer. They have their responsibilities and objectives to make the maize farm grow. With each of their contribution and team work the project at hand will be achieved and successful.

Basically, the nature of commercial maize farms does not require an office space; most people that run commercial farms operate directly from their farms. But we have decided to open a small liaison office; a place where administrative jobs will be carried out on behalf of the business. These are the equipment that we would need to fully launch our commercial maize farm; tractor, soil cultivator, plough, harrow (e.g. spike harrow, drag harrow, disk harrow), planter, plastic mulch layer, transplanter, sprinkler system irrigation, mower, sickle, wheel barrow, truck, broadcast seeder (alternatively: broadcast spreader, fertilizer spreader or air seeder), stone/ rock/ debris removal implement (e.g. destoner, rock windrower/ rock rake, stone picker/ picker).

**GOVRNMENT SUPPORT AND REGULATORY POLICIES**

Port Harcourt, Rivers State is known for having fish and oil business because those are the moving businesses and since our business is rare in Port Harcourt it makes the government to have more interest and they know that it’s a profitable business that why due to the advancement of technology they introduce fertile soil for farmers to work on. They assisted by giving our company loans then they bought shares in our business.

**PROJECT IMPLMNTATION TIMELINES**

The future of the business lies in the number of loyal customers that they have, the capacity and competence of the employees, their investment strategy and the business structure. If all these factors are missing from a business (company), then it won’t be too long before the business closes shop. One of our major goal of starting Orji’s Maize Farms, Enterprise is to build a business that will survive off its own cash flow without injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers is to sell our farm produce (organic and non-organic corn and even processed and packaged corns) a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Orji’s Maize Farm, Enterprise will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken care of. Our organisation’s corporate culture is designed to drive our business to create heights and training and re-training of our workforce is at the top burner of our strategy. As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of five years or more as determined by the management of the organisation. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry and they will be more committed to help us build the business of our dreams.

**FINANCIAL VALUATION – PROJECT COST AND REVENUE STIMATS**

When it comes to calculating the cost of starting a commercial maize farm with a corn processing plant, there are some key factors that should serve as a guide. Factors such as the capacity of maize processing plant you want to own and the size of the commercial maize farm. Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to start a world class commercial farm, then you would end a good amount of capital as you would end to ensure that your employs are well taken care of, and that your farm is conducive enough for workers enough for workers to be creative and productive. This means that the start-up can either be low or high depending on your goals, visions and aspirations for the business. The tools and equipment that will be under nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a commercial maize farm; it might differ in other countries due to the value of their money. Below are some of the basic areas we will spend our start-up capital in setting our commercial maize farm;

**.**  The amount needed to acquire/ lease a farm land – 5,000,000 naira

**.** The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) at a total premium – 1,000,000 naira

**.** The cost for acquiring the required working tools and equipment/machines/fencing – 2,000,00 naira

**.** the amount required to set up a standard maize processingplant within the farmfacility – 800,000 naira

**.** the amount required for purchase of the first set of maize seedlings – 600,000 naira

**.** operational cost for the first 3 months (salaries of employees, payments of bills) – 3,000,000 naira

**.** the cost of launching an official website – 90,000 naira

**.** additional expenditure (business cards, adverts and promotions) – 500,000 naira

**FUNDING MECHANISMS**

No matter how fantastic your business idea might be, if you don’t have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial maize farming business. Orji’s Maize Farm, Enterprise owned and managed by Miss Orji Oroma and her family members and they are the sole financers of the firm, but may likely welcome other partners later which is why thy decided to restrict the sourcing of start-up capital for the business to just three major sources.

These are the areas where we intend sourcing for fund for Orji’s Maize Farms enterprise;

**.** Generate part of the start-up capital from personal savings and sale of his stocks

**.** Generate part of the start-up capital from friends and other extended family members

**.** Generate a larger chunk of the start-up capital from the bank

We have been able to generate about 5,000,000 naira (personal savings 3,000,00 naira and soft loan from family members 2,000,000 naira) and we are at the final stages of obtaining a loan facility of 10,000,000 naira from our bank. All the papers and documents have been duly signed and submitted, the loans have been approved and any moment from now our account will be credited.

**CONCLUSION**

In conclusion the feasibility business of the Orji’s Maize Farm, Enterprise has completed almost everything needed to be done while some are still in progress. The things that have been completed are;business name availability check, business incorporation**,** opening of corporate bank accounts in various banks in the Nigeria, opening online payment platforms, application and obtaining tax payer’s ID, application of license permit, purchase of all forms of insurance for the business, leasing of farm land in Port Harcourt, Rivers State, Nigeria and preparing the farm land, conducting feasibility studies, start-up capital generation, writing of business plan, drafting of employees, design of the company’s logo, graphic designs and printing of packaging, marketing/promotional materials, purchase of the needed working tools, machines and equipment and establishing business relationship with vendors and key players in the industry ( agriculture farm produce merchants, fertilizer suppliers and transporters et al). While the things that are in progress are; recruitment of employees, building/construction of fence et al, creating official website for the company, creating awareness for the business (Business PR), farm land treatment and health and safety arrangement.