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***FADEMICONCEPT & Co. FARMS***

**EXECUTIVE SUMMARY**:

Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (Table eggs produced by battery chickens (white), Table eggs produced by battery chickens (brown), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.

We are in the commercial poultry farm and egg 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 best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in Nigeria. At FADEMICONCEPT & Co., our customer’s best interest will always come first, and everything we do will be guided by our values and professional ethics.

We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

FADEMICONCEPT &Co., is a private registered commercial poultry farm and egg production company.

FADEMICONCEPT & Co. 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.

**MARKET ANALYSIS:**

The target segment from point of view of income is the lower class (as defined by the Poultry project) this is because the Project members conducted a survey on this class of indigenous individuals and found out that they had been deprived of God given resource of nature as a result-of the predicament and therefore they needed some attention despite their low level of income and vulnerability hence the project members thought it wise for them to benefit from the project.The market of the products offered will firstly target the wholesalers, retailers among the indigenous

community. The Project members will launch the Poultry keeping project in the low class segment because of the growing demand of the segment. Therefore the pricing of theProject members will not be closest to, not ranging from breeze at the mid level of the segment to those in the higher end of the segment. The pricing decision will therefore not change. It is therefore proposed that the common size of demand of a tray of eggs be sold at UGX 7,500 only,ex distribution price distribution price. This will give good profit margin to the retailers who will sell at prices that are slightly higher. That is; for the case of the indigenous members who would love to involve themselves in innovative ventures, but for the rest of the members the products shall be available when needed by them. The good price will divert the attention of the indigenous occupants to the service which is being provided as the only option available. It is believed by the Project members that, direct promotion is usually expensive because it covers thousands of individual consumers or users of the products provided by the project. As a small business therefore, we would like to spend 60% of the promotional money on user’s scheme and the balance on dealers.The promotional budget shall be about 5% of the sales revenue. The aim is to capture the segment and retain it. This will be reviewed and adjusted accordingly. The advertising media shall be on radios, stickers among others. The Project members know that very few of government programs reach this segment of the people. The business would therefore like to confine the distribution to the important consumption sectors of the indigenous vulnerable citizens in the area. Therefore; it intends to drop out the ineffective middle level income earner sand the high level income earners. The products provided therefore, will be distributed through the dealers and agents, retailers and wholesalers for a start.

**PROJECT LOCATION:**

FADEMICONCEPT & Co. poultry farm is located at number 20, pelewura Cresent Apata, ikorodu lagos state.

**SALES AND MARKETING STRATEGY:**

We are quite aware that the reason why some commercial poultry farms and egg production companies hardly make good profits is their inability to sell off their chickens and eggs as at when due.

Our sales and marketing team will be recruited based on their vast experience in the poultry farming and egg production industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of FADEMICONCEPT & Co.Poultry farm..

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of chicken and eggs from the poultry farms and egg production industry that are likely to become our customers.

In summary, FADEMICONCEPT & Co. will 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 merchants et al.

Advertise our business in agriculture and food related magazines and websites

List our commercial poultry farms and egg production business on yellow pages ads

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)

**OPERATION PLAN:**

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 go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business. The tools and equipment that will be used are 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 poultry farm and egg production business; 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 up our commercial poultry farm;

The Total Fee for incorporating the Business (commercial farm) in NIGERIA – N300,000

The amount needed to acquire / lease a farm land – N20,000,000

The amount required for preparing the farm land (poultry fencing et al) – N12,000,000

Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – N1.000,000

Marketing promotion expenses for the grand opening of Bill The Carpenter™ Furniture, Inc. in the amount of 1,400,000 and as well as flyer printing (2,000 flyers at N20 per copy) for the total amount of N40,000

The total cost for hiring Business Consultant – N1,000,000

The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – N3,700,000

The amount required for the purchase of the first set of chickens – N4,000,000

The cost for acquiring the required working tools and equipment / machines / hatchery et al– N20,000,000

Operational cost for the first 3 months (salaries of employees, payments of bills et al) –N24,000,000

The Cost of Launching an official Website – N240,000

Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – N80,000

Going by the report from detailed research and feasibility studies conducted, we will need an average of N200,000,000 to start a standard commercial poultry farm and egg production business in Nigeria

FADEMICONCEPT & Co. 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. 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 Executive

Field Employees

Front Desk Officer

Roles and Responsibilities

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.

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 FADEMICONCEPT & co.

Serves as internal auditor for FADEMICONCEPT &Co.

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

They are (10) ten farm land (poultry fencing).

A=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

B=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

C=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

D=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

E=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

F=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

G=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

H=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

l=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

J=9.1 by 6.1M=30.4M2 to stock 3,000 chicken

**FEEDING SCHEDULE 1st quarter**

|  |  |  |  |
| --- | --- | --- | --- |
| Months | 1 | 2 | 3 |
| Days | 1-20 | 21-40 | 41-60 |
| Weight of chicken | 0.4gm | 0.8gm | 0.24gm |
| Monthly quantity | 10bags | 20bags | 50bags |
| Biomass(kg) | 5kg | 10kg | 25kg |
| Feed size | 0.25kg | 0.3kg | 0.7kg |

**FEEDING SCHEDULE 2nd QURTER**

|  |  |  |  |
| --- | --- | --- | --- |
| Months | 1 | 2 | 3 |
| Days | 1-20 | 21-40 | 41-60 |
| Weight of chicken | 0.4gm | 0.8gm | 0.24gm |
| Monthly quantity | 10bags | 20bags | 50bags |
| Biomass(kg) | 5kg | 10kg | 25kg |
| Feed size | 0.25kg | 0.3kg | 0.7kg |

**FEEDING SCHEDULE 3rd QURTER**

|  |  |  |  |
| --- | --- | --- | --- |
| Months | 1 | 2 | 3 |
| Days | 1-20 | 21-40 | 41-60 |
| Weight of chicken | 0.4gm | 0.8gm | 0.24gm |
| Monthly quantity | 10bags | 20bags | 50bags |
| Biomass(kg) | 5kg | 10kg | 25kg |
| Feed size | 0.25kg | 0.3kg | 0.7kg |

**FEEDING SCHEDULE 4th QURTER**

|  |  |  |  |
| --- | --- | --- | --- |
| Months | 1 | 2 | 3 |
| Days | 1-20 | 21-40 | 41-60 |
| Weight of chicken | 0.4gm | 0.8gm | 0.24gm |
| Monthly quantity | 10bags | 20bags | 50bags |
| Biomass(kg) | 5kg | 10kg | 25kg |
| Feed size | 0.25kg | 0.3kg | 0.7kg |

**SALARY STRUCTURE**

|  |  |  |
| --- | --- | --- |
| **POST** | **NUMBER** | **MONTHLY** |
| C.E.O | 1 | 2,000,000 |
| Accountant | 2 | 400,000 |
| Chief Operating officer | 4 | 1,000,000 |
| General farm manager | 1 | 500,000 |
| Human Resources and Admin | 10 | 5,000,000 |
| Front Desk Officer | 10 | 4,000,000 |
| Field employees | 30 | 3,000,000 |
| Sales and Marketing Executive | 5 | 2,000,000 |
| Cleaners | 20 | 1,000,000 |
| Security men | 10 | 500,000 |
| Poultry farm attendants | 20 | 5,000,000 |
| Total |  |  |

**COST OF EQUIPMENT AND MACHINERY**

The cost for acquiring the required working tools and equipment / machines / hatchery et al– N20,000,000

The amount needed to acquire / lease a farm land – N20,000,000

The amount required for preparing the farm land (poultry fencing et al) – N12,000,000

**WORKING CAPITAL**

|  |  |  |
| --- | --- | --- |
| SOURCE | Per month | AMOUNT |
| Salaries |  | 24,000,000 |
| fuel |  | 20,000,000 |
| Utilities |  | 5,000,000 |
| miscellaneous |  | 10,000,000 |
| Total |  | 59,000,000 |

**A SUMMARY OF PROJECT COST**

Equipment and machineries 20,000,000

Working capital 59,000,000

**TOTAL** 79,000,000

**FUNDING OF PROJECT**

The project shall be funded through agricultural loan, government grant and equity

|  |  |
| --- | --- |
| **SOURCE** | **CONTRIBUTION** |
| Agriculture loan | 2,000,000 |
| Government grant | 1,000,000 |
| Equity | 76,000,000 |
| **total** | **79,000,000** |

**SALES PROJECTION**

|  |  |  |  |
| --- | --- | --- | --- |
| SOURCE | WEEKLY PROJECTION | MONTHLY PROJECTION | ANNUAL PROJECTIONS |
| AGRIC CHICKEN | 500,000 | 1,000,000 | 100,000,000S |