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**Plan outline**

* Executive Summary

1. Objectives
2. Missions
3. Key to success

* Company Summary
* Products
* Market Analysis Summary
* Strategy and Implementation Summary
* Financial plan

**Executive Summary**

Greensway farm is an existing farm dedicated to the production of livestock products. We are dedicated to sustainable, profitable and unique agricultural products. It has been formed as a limited liability corporation (L.L.C) located in Delta State, Nigeria. Greensway farm is working hard to become a leading supplier of live stocks poultry in Nigeria.

Greensway farm is a family business owned and operated by Mr and Mrs John Green. The farm is 20 acres. The Green family has been farming for 2 years and is relatively new to the industry.

**Objectives**

Greensway farm has however identified several objectives for the business-

* To become the leading supplier of livestock products in the agricultural sector in Nigeria
* To be consistent in meeting the needs of every of our customer
* To ensure professional and timely delivery of goods and services to clients
* To maximize opportunities to build on good relationships with clients, and minimize errors and misunderstandings with employees and clients
* To provide unique and wholesome products that is enjoyable and sustainable

**Mission**

It is our vision and goal to become the leading provider of livestock products in the agricultural sector.

This will be accomplished by providing quality products at fair prices while exceeding customers expectations.

**Key to success**

Greensway farm will adhere to 2 keys that will help in its success. They are

* Ensuring that all customers needs are met and they are satisfied with the purchased products. This means recognizing and implementing the need for 100% customers satisfaction is required to ensure a profitable business. Profits are a by-product of satisfying customers.
* Strict financial controls. This is by having proper controls so that production efficiency will be maximized. However our skills are;

1. Personal reputation
2. Circle of advisors
3. Trainings and research

**Company Summary**

Greensways farm is a small farm that produces a variety of livestock products. The farm has been in existence for 2 years, initially operating as a hobby rather than a profit producing business. Initially, it was started as a hobby where the Green’s would use their biology skills while covering some of the costs. After the second year, they decided that although they had money to live on for many years, it wouldn’t be wise to needlessly spend it, so they got serious about the business and made a concerted effort to become profitable.

Greensway farm is a 25 acres of land located in Delta State, Nigeria which they use as an ideal place for their production.

They are planning to expand the farm operations. Production in current green houses can be increased as well as adding 2 to 3 more green houses in the next 5 years.

The internal strengths of the business are-

* Devotion to farm business
* Control of disease
* Attends training and workshops for management and production
* Good reputation for quality
* Land area and capacity with good soil

The internal weakness are-

* Lack of some machinery
* New to farm production
* Finances are limited due to property purchases and start up costs
* Transportation and delivery to restaurants
* New products entering the market

The external threats are-

* Local farms are competitors
* Consumer preference and choices vary
* Disposable income of consumers and what they are willing to pay for the products they buy
* Distribution cost

**Products**

Greensway farm is a 25 acres farm that concentrates on the growing of livestock products for production.

Greensway farm offers a range of botanical perennials (plants where the root structure remains, allowing the plant to regrow every year). Botanical perennials were chosen for two main reasons. The first is the medicinal value that they offer, therefore the plants have a positive contribution to society by improving people's health. The second reason is that the market for medicinal herbs is a very strong industry with excellent growth, ensuring demand for their plants. Greensway farm will offer the following excellent:

Echinacea

Echinacea was used extensively by Native Americans and the early settlers also adopted its use. It has been used for years in alternative medicine to support the immune system, and to purify the blood, especially during season changes and during the cold and flu season. Scientific studies have confirmed the presence of natural chemicals, echinacosides, which increase white blood cell activity.

Ginseng

Ginseng stimulates and increases endocrine activity in the body. Promotes a mild increase in metabolic activity and relaxes heart and artery movements. Stimulates the medulla centers and relaxes the central nervous system.

St. John's Wort

St. John's Wort has been used as a medicinal for thousands of years, but has only recently been studied for its medicinal value. Now proven to have many highly active compounds including rutin, pectin, choline, sitosterol, hypericin and pseudohypericin. The flowers and leaves are medicinal as analgesic, antiseptic, antispasmodic, aromatic, astringent, cholagogue, digestive, diuretic, expectorant, nervine, resolvent, stimulant, vermifuge and vulnerary. Some compounds of the plant have been shown to have potent anti-retroviral activity without serious side effects and they are being researched in the treatment of AIDS.

Skullcap

Skullcap is a powerful medicinal herb, it is used in alternative medicine as an anti-inflammatory, abortifacient, antispasmodic, slightly astringent, emmenagogue, febrifuge, nervine, sedative and strongly tonic. Some valuable constituents found in the plant are scutellarin, catalpol, other volatile oils, bitter iridoids and tannins. Scientific studies are proving this to be a valuable plant in many areas for mental disorders. Skullcap is used in the treatment of a wide range of nervous conditions including epilepsy, insomnia, hysteria, anxiety, delirium tremens, withdrawal from barbiturates and tranquilizers.

Ginger

Ginger roots and dried herb are medicinal and edible, it has a spicy, hot, crispy, taste and can be eaten fresh in small quantities in salads, used as a relish, a condiment, or made into a sauce for meat, especially good on chicken, or used to make ginger candy. Widely used as an alternative medicine ginger contains the valuable constituent aristolochic acid, scientific study shows it to have anti-inflammatory, antiviral, antitumor activity, cures warts in some cases and is a broad-spectrum antibacterial and antifungal.

Greensway farm sells these excellent perennials in plant form for the botanicals to be extracted by their customers. Greensway farm concentrates on producing the healthiest plants which have the highest concentration of active botanicals.

**Market Analysis Summary**

The Greensway farm produces has been undergoing consolidation for several years now. They will be able to serve the industry by leveraging their competitive edge of healthy, potent products.

The Grrenscway farm has identified their different target market segments which they sell to

* Diary companies
* Processor
* Other nurseries/ garden centers
* Diary companies: These companies purchase the animals and extract the active ingredients and transform them into sellable products for their own brand. There are a large frame of companies that operate in this market space.
* Processor: These customers purchase the products, extract the botanicals and either sell the concentrated botanicals to the end producers, or they themselves produce the supplement and sell final products to other companies for their private label products. In essence they are the sun contractors for supplement companies. These companies therefore are one layer within the manufacturing system and do not sell to the end consumers. They act as supplier for retail brands
* Other nurseries: This customer group purchases the products which they in turn sell at retail to individual end consumer

Greensway farm has chosen the 3 market segments based in consistent demand for their products. While there are other potential customers, they are smaller, less consistent in terms of demand, and more difficult to reach.

While the diary companies, processor and nurseries are attractive customers due to their consistent demand and typical long term contract needs. There is consistent value to these customers for a farmer to consistently offer the same high level of quality and to be able to meet the needs of large volume, long duration contracts.

Also the equipments and possession of the farm includes;

* Land: The farm includes 25 acres ; 1 acre includes the high tunnel, 7 acres for animal storage, 6 acres in crop production, 2 acres for residents and 6 are in pashes. The soil types are very good for agricultural productions
* Transportation: We currently have a pickup that is used for farm work, delivery and farmers markets. We hope to to purchase a delivery van in the next two years
* Equipment: We have a 44 horsepower tractor that is used for growing, tilling and work around the farm. Attachments to the tractor includes a grower, tiller, spray equipment and loader. We also own purchased a used blast sprayer and fumigation equipment. As the farm expands, we would like to purchase a delivery van, walk in refrigerator box and a packing line for the green.
* Enterprise: The greens have expertise in farm operations and have been following new research. They have expertise in business management skills and organization, marketing, selling to consumers and web development

**Strategy and Implementation Summary**

Greensway farm will leverage their competitive edge in order to gain significant market share. Their competitive edge is their ability to consistently produce high quality products.

The marketing strategy will have the objective of raising awareness and visibility of their industry-leading percentages of active botanicals. The strategy will communicate the fact that Greensway farm will yield a significantly higher amount of products.

The sales strategy, in addition to reinforcing the competitive edge, will seek to quality leads by concentrating on Greensway farm ability to perform reliably on long term contracts, becoming a stable supplier to the larger companies that a need a steady supplying stream. The Greensway farm has a dual competitive edge which are;

* Healthy plants and animals
* High conc of active botanicals
* Healthy plants: The healthier the plant, the faster it will grow, the more botanicals that can be extracted from it. This means an increase in production efficiency due to a larger percentage of plants that are sellable. Other characteristics of healthy plants which are important on the production side is: lower pest counts, more established root structures, and high biomass.
* High conc of active botanicals: This is beneficial to the purchaser because they are buying the plants precisely for the active botanicals. High concentration levels are valuable to Greensway farm because they increase the amount of botanicals produced per plant or per acre, increasing the production capacity of a given amount of land, thereby increasing their return on investment and increasing the attractiveness of Greensway farm plants relative to the competition

**Sales strategy**

Greensway farm sales strategy efforts will focus on identifying qualified leads and turning them into paying customers. The main sales effort that Greensway farm will undertake is the reinforcement of the fact that Greensway farm products have the industry's highest percentage of botanicals. This will be quite appealing to the buyers as this is exactly what they want, more botanicals per plant. In addition to selling the buyers on Greensway farn competitive edge of potent plants, there will be an emphasis on Greensaway farm ability to perform on long-term contracts.

Greensway farm recognizes that the transactions should not be thought of as individual sales, but as long-term relationships. This is a reasonable assumption based on the fact that the customers are in the business of utilizing botanicals, that they will continually have the need for the botanicals, and that it is far less expensive to establish a relationship with one vendor than to continually have to find new vendors that can meet their needs.

**Milestones**

The value of Greensway milestone is in creating a set of measurable activities that will be achievable goals. The achievement of the milestones will be closely monitored and the assigned person will be held accountable for hitting the milestones.

**Financial plan**

The following topics outline our financial plan

* Start up finding
* Important assumption
* Nature of operations
* Revenue
* Expenses
* Projected profits and loss
* Projected balance sheet
* Business ratio