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JEROSLYN POULTRY FARM

EXECUTIVE SUMMARY:

Feasibility Study on the establishment of a poultry farm is based on the survey made Mrs Rosemary Jerry Odili and the business will be wholly owned by her. The name of the poultry farm is JEROSLYN POULTRY FARM and will concentrate on sales of eggs and table meat, broilers. We will supply birds and eggs to different quick service places in Nigeria and our vision is to be one of the known poultry farm product suppliers in Nigeria with a mission to raise healthy birds at a very profitable venture. From the research that was carried out it was discovered that the demand for eggs and bird meat is not fully satisfied around some areas of Port Harcourt though

they are already existing poultry farms operating around borders of port harcourt and delta state environment. The venture will help in providence employment to the locals meeting the demand of eggs and making the price affordable in future, JEROSLYN POULTRY FARM intends to develop into other livestock farming structures such as turkey, duck, guinea fowl and quail.

SPONSORSHIP:

The project is sponsored Mr Jerry Odili, a Banker and a branch manager of First bank of Nigeria, Bayelsa. Mr Jerry Odili is promoting the productivity of poultry farms in southern states and all over Nigeria through his sponsorship to this project, and with his economical intelligence we can grow the project to greater heights.

MANAGEMENT:

JEROSLYN poultry farm will be lead by the husband and wife team of Jerry and Rosemary Odili. Jerry brings a wealth of business and project management skills to the company. While working at first bank Jerry is responsible for the successful launch and market lead capture of First bank bayelsa branch Utilizing these skills, Jerry will be responsible for the business operations of the farm. Rosemary, with a background of home poultry will be the driving force of the operation, growing the poultry. Additionally, because of her wealth of knowledge, she will be the leader of the sales department.

MARKET

JEROSLYN POULTRY FARM has types of customers. The first two customers purchase the poultry birds which they ultimately sell to the end consumer. Surveys show that over 55 million consumers (over 55% of Nigeria population) eat poultry birds. An estimated 4.5 million consumers buy the birds for themselves, and 500 thousand purchase them for other members of their family, including children. Consumer surveys consistently find that nearly half of all Nigeria now eat poultry foods - a statistic that is particularly remarkable when we realize that today's poultry is just over a quarter century old. Most meals in Nigeria is not complete without poultry output like egg or meat.

Nigeria has over 37 million growing population that demand for meat or egg on a daily basis. The advertisement will be made on flyers, handbills, and one on one marketing will be done to eateries, restaurants and companies that demand for our product. Our major market aggression will be supplied to local markets makers of Cake and ice Cream, local restaurants and hotels

SALES

Channel of Distribution % of Sales

COMPETITION AND BUYING PATTERNS

competition takes two forms, farms similar in size and production capacity to JEROSLYN poultry farm and megafarms. The similarly sized farms range in size from 5-30 acres. The choice of poultry reared is based on owner preference as well as location and the ability of the local growing conditions to support the different meats and eggs.

On the other end of spectrum is the megafarm. These farms have a similar range of species reared, however they differ greatly in production capacity. These farms are huge, typically not less than 100 acres, peaking at 300 acres. These growers however are few number.

The buying patterns of the different customers are typically based on these variables:

Price

Availability

Ability to deliver consistently on long-term contracts

Significant % of active ingredients

Consistency.

CAPITAL EXPENSES

2 plots of land @ 150,000 = 300,000

Blocks 2000 pcs @ 110 = 220,000

Cement 60 bags @ 1800 = 108,000

Cement carriage = 3000

Woods = 151,700

Roofing sheets= 126,000

Roofing slate = 25,000

Ceiling slate = 15,000

Nails= 12,000

Net 15 bundles @ 4000 = 60,000

Iron door= 43,000

Total =

1,063,700

SANDS

Stone big 2 tipper @ 25,000 = 50,000

Sharp sand = 20,000

Soft sand = 22,000

Total=

92,000

Day old feeders 30pcs @ N120 N3,600

Day old Drinker 15pcs @ N200 N3,000

Feeders 60pcs @ N550 N33,000

Drinkers 12pcs @ N2500 N30,000

Shovel & Head pan N2,000

Thermometer (Digital) N8,000

Scale (Digital) N10,000

Geepee Tank 1500litres N23,000

Geepee Tank 500 litres N14,000

Nylon 7 pcs @ N700 N4,900

WORKMANSHIP

Carpenter N65,000

Bricklayer N80,000

Miscellaneous N130,000

N275,000

Business Registration N20,000

PRODUCTION

1000 pullets @ 140 N140,000

400 broilers @ 130 N52,000

N192,000

OPERATIONAL EXPENSES

Feeds, Vaccines & upkeeps N1,330,000

Salaries and stationeries N240,000

N1,570,000

SUMMARY

Capital expenses N1,781,700

Operational Broilers N1,710,000

N7,872,000

PROFIT = SALES – EXPENSES

For layers during egg production, the expenses are half of sales of egg will go in for feeds and other operational expenses. i.e. N6,162,000 divide by 2
= 3,081,000

For broiler the cost of production till the birds reaches table size before disposition is between N900 to N1000. So therefore let put the bench mark to N1000. If N1140 broiler is sold at the rate of N1500

$$1,710,000 - N1140,000 = N570,000$$

The profit of layers for the period of 12 months = N3,081,000

The profit of broilers for the period of 12 months = N570,000

Total profit = N3,081,000 for layer

N571,000 for broiler

N3,651,000

Conclusion

The project is technically feasible and commercially viable. It is therefore recommended for funding.