**AKANIMO EMEM**

**18/MHSO2/026**

**NURSING SCIENCE**

**200L**

**BUSINESS PLAN FOR AKANSELL ENTERPRISE (ASE) POULTRY FARM**

**Executive summary**

ASE poultry farm is the business of raising and processing poultry birds and it's derivatives to residence in Asokoro Abuja. ASE poultry farm, we intend to export high quality products not involved in all the different processes of raising, processing and supply of poultry. Our vision is to be known worldwide for the supply of the best poultry products and services, we plan for ASE poultry to be synonymous to quality. We plan to gradually increase in size and capacity to be able to extend our services to not just the end consumers but also to a host of other poultry farms and other industries. This enterprise is bound to succeed because we have carried out the necessary researches and practices to ensure quality production. We are adequately registered and have obtained full licenses to produce and export live birds, poultry meat and table eggs. My business is operative to solve the problem of hunger and nutrition, by producing meat and eggs. Most meals in Nigeria is not complete without the addition of poultry produce like meat or egg and Nigeria has over 170 million growing population which means a huge demand on for egg and meat. Also the increasing awareness of the health implications of red meat makes people globally to opt for poultry meat, which is healthier to consume. The reason why I choose this line of business is because of the passion I developed for poultry farming right from childhood and i have the operational know how of the business. And i have discovered an unsatisfied market in Nigeria. I have a great passion for self-reliance, creating job opportunity and seeing an idea to materialize I have a great passion for raising chickens. I am an unrepentant entrepreneur with interest in poultry. In 5 years time i plan for ASE poultry farm to be the best poultry farm with the largest distribution network in Nigeria, to be ab;le to provide quality chicken and eggs at reasonable prices with exemplary services. We plan to have loations in all states in west of africa, our mission is to exceed the coustomers' expectations in every sense by providing eggs and chickens all round the year. And we have planed a distribution network that wll span thoughout the 36 states of Nigeria. Our farm products are 100% organic and healthy, we have a unique way of packaging eggs and meat for product distribution, our packaging ensures that all our products are healthy and tamper free and facilitates easy distribution in different parts of the country. Our professional workers also make our business outfit unique in terms of delivery and coustomer services.

**SPONSORSHIP**

This project is sponsored by my humble self Emem Akanimo, a student studying at Afe Babalola University, and is funded by myself and a board of shareholders, in partnership with FMG Agribusiness ventures and consultancy which is an agro business firm with years of experience in projects like this and they will be responsible for the management of consultancy of the projects.

**MANAGEMENT**

The management will comprise of thouroughly selected Board of Directors at the apex of the organization structure, made up of shareholders and members of cooperatives who are accountable people and people are of integrity who have interest in the growth, profitability, success and expansion of this business.

**TECHNICAL ASSISTANCE**

We are working on our relationship with the ministry of agriculture FCT for support and Abuja farmers’ cooperative of which i am already a member of. We have successfully been granted loan by commercial banks to commence on our perfectly planned out projects

**MARKET AND SALES**

Our target customers are Families and household need the services we offer to produce well balanced meals to be able to get the daily nutrition they need, restaurants and; I doesn’t matter what ever state you go to you would find a minimum of 100 restaurants and hotels who will no doubt need our services to be able to provide a well balance menu for their customers , students who live on their own on and off campus will most definitely need our products to prepare meals for themselves, event planners who'll need to provide different meals that'll need our products and services for their major events. We plan on gradually expanding our capacity and production supply as the demand increases to be able to meet our customer’s needs. we are going to reach them through different publicity/advert media through contract agreements with some quick service to supply them poultry product, though word of mouth for individual and families, through religious platforms and social clubs, radio, TV and newspaper advert for production of day old chicks and selling other product, sponsoring major event in the community, billboards and handbills, internet, website and social media.

**TECHNICAL FEASIBILITY, PROJECT ENGINEERING, RESOURCES AND ENVIRONMENT**

In terms of technology, technically this project is feasible. The industrial processes involved in poultry farming are quite simple, less difficult to operate and less daunting and of cause we have specialists in poultry farming with more than 20years of experience as part of our team. The needed equipment’s such as feeders, drinkers, perches, nests, crates, lighting system, waste disposal, incubator, heaters or brooders, egg trays, cages and coops have already been bought down. At ASE poultry farm we plan on producing our own feeds to lower cost expenditure so purchases will be made for grinding mill to be able to grind seeds for the birds.

**GOVERNMENT SUPPORT AND REGULATION**

our project confirms with the economic diversification objective of the government. It also supports foreign exchange and import reduction conversion of government. It creates economic opportunities, market access, improved income for farmers and support food security objective of government.

**PROJECT IMPLIMENTATION TIMELINE**

This project will kick start immediately we are able to get all the necessary documents and precautionary measures as requested by the government of Nigeria done, before commencing the erection of buildings, which will all be completed within a year.

**ESTIMATED PROJECT COST AND REVENUE**

The poultry farming business is capital intensive; depending on the scale, location of your farm and the type of management technology used. A large scale poultry farm may require a start-up capital of roughly 10 million naira.

**FUNDING MECHANISM**

I, Akanimo Emem have 200heters of land registered by the government my name of which would be leased to members of the cooperative and we were also able so successfully secure a loan from a commercial bank with a return rate of 9%. We also have the financial support of various investors who have faith in us and are willing to support this business.

**CONCLUSION**

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