**NAME: NDUBA LOVELYN PRINCESS**

**MATRICULATION NUMBER: 18/SMS09/061**

**DEPARTMENT: INTERNATIONAL RELATIONS AND DIPLOMACY**

**COURSE: AFE 202; FOOD PRODUCTION AND HEALTH AWARENESS**

**LEVEL: 200L**

**A BUSINESS PLAN OF A TYPICAL FEASIBLITY REPORT, FOR A HECTARE TOMATO FARM AND ESTABLISHMENT AT RUFUS NDUBA CRESCENT DAWAKI ABUJA.**

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**SIGNATURE:**

**NAME:**

**DATE.**

**SUMMARY OF MY PROJECT AND DISCRIPTION**

My business plan aims to examine the feasibility and productivity of Roma tomato farming and sales business on 1 hectare of land. I choose this business in particular because of the increase in the number of small-scale vegetable farms; producing for local market.

The name of my business enterprise is **LOVE TOMATOE ENTERPRISE in short (LTE).** My farm would be producing about 21tonnes of Roma tomatoes per acre. As we do know tomato is a very important food and fruit, in the mark today. Not only in Nigeria in particular. But, talking on a global scale generally. It is highly productive and of course quick to grow under the right conditions. It is a money spinner, due to the fact that, almost everybody eats the vegetable.

Tomato is a produce that can turn one into a millionaire in no time. Though, it requires money, time and patience like every other business by the way. There is never hard work without profit or vice versa. There is really high demand for tomatoes considering the fact that it is so good, none of our traditional food ever rejected it. Most especially where I’m from.

I know to start this business; I must get every possible guideline I can from people in the same field. Because, as much as there is a lot of gain, there could be lots of looses if things go wrongly. Considering tomato is a fast perishable produce.

Production/planting of tomatoes is popular in parts of Nigeria such as, in the North – Jigawa, Plateau, Benue, Kaduna, Kogi, Sokoto, Bauchi etc. it is also done in the southern part of Nigeria- Delta, Kwara. More so. Now adays Lagos even cultivates tomatoes. Hitherto, this was not known as a tomato growing area.

Particularly, If I should start this project, people in Abuja to be precise, wouldn’t have to look to far to get fresh tomatoes. And of course, would serve as a source of income to few individuals, market access would be created as well. My business though would begin small, as light shines brighter, I would expand further.

**SPONSORSHIP**

LTE is sponsored by MR Obinna Francis Augustine, a business man and family member. Willing, able and supportive. And MR. Rufus Nduba an investor, also a business man and family member, would be taking care of building cost. Whom by luck has experience in agriculture farming.

**MANAGEMENT**

Considering this is a small-scale business, it would strictly be managed by ME (managing director/president) and in any case of my absence my mother (Mrs. Ciara Nduba) would be in charge. I would be strictly responsible for the co-ordination of the day to day management, would mobilize organization of required resource to achieve by goals, taking care of the risks involved. However, I would have a personal assistant to ease work load, and one with experience in Tomato planting. Not excluding MR. Obinna Francis Augustine who has a stake in the survival, growth and funding of business, would be dropping by from time to time.

**TECHNICAL ASSISTANCE**

1. **Location**: my farm would be located not to far from my home- Rufus Nduba Crescent Dawaki Abuja. In my own understanding, it is always much safer to have your farm or business close to you for security reasons, and as we know we face many security challenges in the country, this time. Also, to prevent anima invasion and daily supervision in cases of pests. Most importantly, other farmers are close by. Here at my farm, I would have a mini building of 2 toilets and an office for comfort.
2. **Operational process:** April is known as the best time for planting tomatoes. Before then land would be cleared and prepared (tested). It takes around 6-8 weeks to grow tomato from seed to seedlings. After which, it is take outdoors

However, before they are planted in the garden soil. They should be hardened off what (Acclimating the seedlings)- taking them to a spot where they get little sunlight, to get used to the weather and monitoring them daily for about 2 weeks. Then they are officially ready for transplanting (planted in the soil) It takes about 65-85days to reach maturity (fruit stage) All these of course depend on the right conditions.

Other than these technical aspects I have aforementioned, there are other minor aspects such as **Soil testing:** Going to start a farm without soil testing, is like going to an exam without reading. Tomato crop prefers a soil ranging from PH6.0 to 7.0. soil tests show also, if the soil is infected with bacterial wilt and also, the microbial count in the soil.

**Planting:** for planting we would be making use of Hybrid seeds in particular, Platinum F1, purchased from Veggie grow limited.

Also, **Fertilizer:** needed for growth and freshness. Tomato is a heavy feeder of nutrients including Nitrogen, Phosphorous and potassium and responds well to organic fertilizers. A minimum of 200-250kg. A quarter of Nitrogen is applied at planting and later on 1st to 8 weeks of growth at 2weeks intervals and other light dressed in 6 or more weeks.

Potassium is also required for adequate level of colour, taste, firmness, sugars, acids and it also helps to strengthen the plants about 40-60kg of phosphorus would be applied to my soil for root development and early flowering.

**Manure** would also be used to improve my soil “well aged chicken manure” very potent. However, all these would be passed through the drip irrigation system. This would be done by – **Veggie grow Nigeria.**

**Pesticide:** This is a very crucial aspects of tomato farming due to the tender nature of the crops. I need pesticide to kill harmful diseases also. Such as, Bacterial wilts, early blight, late blights etc. some insect pests that affects tomatoes are white fly, nematodes, fruit worm etc.

To fight off disease and pest, I would be making use of organic pesticides such as black soap, fermented cow urine, ghost pepper with water more so, I could make use of knapsack sprayer.

**Weed control:** For this veggie grow Nigeria will do the needful.

Land and building structure: This land is a gift given by Mr Rufus Nduba. Hence, I would have no need to lease or buy a land. However, I would be fencing it and like I mentioned earlier, building a little comfort house.

**MARKET AND SALES**

It is important to have ideas on how to market my tomatoes. This is why I would be selling to unorganised markets. Such as Wuse market, Garki market, Maitama fruit market and other open markets around my neighbourhood.

Produce would be all year round. Thus, succession planting is my priority. I sell by weight to organised markets. For unorganised market, prices are not stable and sales are made in baskets. Prices are very volatile, and there are peak and off- peak tomatoes seasons in Nigeria. However, we aim to provide fresh and affordable tomatoes always, to attract quality and stable customers.

**COMPETITION ANALYSIS**

Nigeria is the 14th largest producer of Tomatoes in the world and 2nd in Africa after Egypt. Nigeria with over 200million population have over 48 million tomato farmers across the country and majority of these farmers are from the Northern part of Nigeria.

Looking at this statistics, there is a high demand for tomatoes and as we know, it is a very much needed fruit/vegetable. I see a lot of advantage considering majority of farmers being dominant in the North. There is less competition in the south. This high demand would also make it a very lucrative one for me. Every serious-minded entrepreneur focusing on Tomato farming could make a fortune especially using latest technology.

By 2016, when bacterial blight diseases affected tomato farmers in the North, there was scarcity of tomatoes Nationwide, Then Nigerians realized how important and lucrative tomato farming is.

More so, Tomatoes can be grown anywhere in Nigeria, one would be smiling to the bank besides, I’m yet to see a lucrative business without competition.

**TARIFF AND IMPORT RESTRICTION**

The federal government restriction on importation of tomato paste, to boost the domestic and local production of Tomato as well as develop the supply chain. This would be of great benefit to my business. It would stimulate local investments, boost production and as well encourage use of locally produced tomatoes.

The Forex restriction which prohibits importation of certain agricultural products -Tomatoes included. The forex restriction is in my best interest, as it will help explore or patronize substitutes of restricted products. A chance to give local Agro-based industry a chance to grow a its own pace.

**MARKET POTENTIAL**

The Tomato fruit/vegetable as I have emphasized, in every step is highly demanded and sellers even try to keep up with the populations ever growing need for it. It never runs against the public’s taste and it has potential to pay handsomely. More so, the Northern region is known as the heart land for Tomato production in the country. But recently, there has been scarcity resulting housewives, market women, government officials too looking for other alternatives

There’s supply gap in market for it and the rapid growth. Nigeria’s population means that this gap is widening. And there’s always going to be space for new farmers and sellers to take up.

**PROFITABILITY**

Do you know that tomato is a source of Vitamin A and E. and a very good vegetable/fruit for the kidneys? In considering this fact, you would agree with me that this has placed it in the significant spot it is today.

Taking this into cognisance, important factors such as weather, environment, physical, chemical would be followed financially, technically to ensure a bountiful harvest always. Risks would be limited to safeguard my profits. And 21tonnes would be made as planned.

**TECHNICAL FEASIBILITY**

The project is technically feasible. My farm location is one of the best I would find. Other farmers here can attest to that. A plus about Tomato farming is ready guarantees double rate of return on investment and throughout the processes easily accessible equipment are required.

The industrial processes are not strenuous, with just the right assistance from experienced individuals, I’m good to go. The project will be implemented with due consideration for the environment. No damages will be done, chemicals used would not affect human life.

Tomato seeds do not need added nutrients to germinate, as the seeds contain sufficient amount to put up the first leaves. Besides, they should first fertilise in the garden and next after they begin to grow fruits. And every other 2weeks it should be light. Organic fertilizer would best serve to help my tomatoes grow.

**GOVERNMENT SUPPORT AND REGULATION**

For my business to be of high standard, government policies will strictly be adhered to. My project surely falls inline with government decision to diversify the economy. To reduce dependence on Crude oil. Agricultural sector is one with great potential. And would help boost the economy and save cost of importing tomatoes.

Tomato in particular and agriculture in general can lift the country to international respectability. Thus, this project will benefit from government support for domestic agriculture, for wider market opportunity.

More so, this project will provide employment for the few it can., with income, output increase and also, greatly supports food security- accessible, sustainable, available economically and physically. Like our name implies. We make you love tomatoes because, it can always get fresher.

**PROJECT TIMELINE**

This is a 2022 project. Specialists have cautioned against early land clearing and preparation as this greatly should depend on rain patterns. If done too early, resources could go down the drain. Land clearing should not be a problem considering its only 1 hectare. Hence, land clearing and preparations would be done weeks before rainy season. Hence, this project begins March 2022, to August 2021 – A period of 6months by Gods grace.

**EQUIPMENTS NEEDED FOR THIS PROJECT**

**To grow my seedlings indoors**

1. Sterile potting soil for seed starting (a soilless mix) This is not garden soil to avoid diseases and germinate effectively.
2. Seed starting pots
3. Heat mat (seeds germinates best at warm room temperature 70-75 degrees F)

(LED grow light)

1. Scissors

Outdoor farming

1. Gardening gloves
2. Watering cans
3. Pruners- to remove shoots and leaves
4. Spray pump or bottle- for pest control.

**Other outdoor equipment for farm clearing and maintenance**

1. Holes
2. Cutlass
3. Rake
4. Shovel
5. Dustbins
6. Pickaxes

**Building equipment**

1. Blocks
2. Cements
3. Nails
4. Paint
5. Wood
6. Borehole and overhead tank
7. Toilet facilities
8. Gate
9. Dustbin
10. Refrigerator
11. Windows- Glass

**ESTIMATED COSTS OF PROJECT**

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | QTY | ₦ | K |
| Land clearing | 1 hectare | 200,000 | 00 |
| Total | For only a hectare | **₦200,000** | 00 |

**BUILDING EXPENSES**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Blocks | Required amount | 100,000 | 00 |
| Cement | 500bags | 1,300,000 | 00 |
| Wood | Required amount | 300,000 | 00 |
| Nails | 2 bags | 20,000 | 00 |
| Doors | 3 | 40.000 | 00 |
| Gate | 1 | 30,000 | 00 |
| Refrigerator | 1 | 70,000 | 00 |
| Toilet facilities | 2 toilets | 50,000 | 00 |
| Bore hole and over head tank | 1 | 500,000 | 00 |
| Paint | 4 colours | 12,000 | 00 |
| Windows | 4 windows | 30,000 | 00 |
| Roofing and ceiling | 3 room building | 150,000 | 00 |
| Dustbins | 1 Track bin | 10,000 | 00 |
| Electricity | All round | 100,000 | 00 |
| Stationaries | All required amount | 10,000 | 00 |
| Building workers and engineer | All | 250,000 | 00 |
| Miscellaneous | Any left-out item | 50,000 | 00 |
| Total |  | **₦3,022,000** | 00 |

**EQUIPMENTS FOR PLANTING SEEDLINGS COST**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Potting soil | 10bags | 50,000 | 00 |
| LED grow light | 1 | 30,000 | 00 |
| Cell trays | 100 | 50,000 | 00 |
| Scissors | 10 | 10,000 | 00 |
| Miscellaneous | Left out items | 50,000 | 00 |
| Total |  | **₦190,000** | 00 |

**OUTDOOR FARMING/TRANSPLANTING COST**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Gardening gloves | 10 | 20,000 | 00 |
| Watering Can | 10 | 30,000 | 00 |
| Spade | 10 | 15,000 | 00 |
| Pruners | 10 | 25,000 | 00 |
| Spray Pump | 10 | 30,000 | 00 |
| Miscellaneous | Any left-out item | 50,000 | 00 |
| Total |  | ₦**170,000** | 00 |

**EQUIPMENT FOR FARMING AND MAINTANANCE COST**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Holes | 12 | 10,000 | 00 |
| Cutlass | 12 | 10,000 | 00 |
| Rake | 12 | 10,000 | 00 |
| Shovel | 10 | 10,000 | 00 |
| Pickaxes | 10 | 10,000 | 00 |
| Miscellaneous | Left out items | 50,000 | 00 |
| Total |  | **₦ 100,000** | 00 |

**CROP SUSTANABILITY COST**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Type | ₦ | K |
| Fertilizers | Organic- Potassium, Nitrogen and Phosphorus | 70,000 | 00 |
| Manure | Aged Chicken | 20,000 | 00 |
| Pesticide | Fermented cow urine, Black Soap, Ghost pepper | 150,000 | 00 |
| Weed control | Tillam 6E | 30,000 | 00 |
| Miscellaneous | Left out items | 50,000 | 00 |
| Total |  | **₦320,000** | 00 |

The aforementioned items on “Crop sustainability” will be purchased from Veggie grow Nigeria. The substances will be applied to the plant through drip irrigation means ------

|  |  |  |
| --- | --- | --- |
| Drip irrigation | **₦200,000** | 00 |

FOR VEHICLES AND DELIVERY COST

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Home delivery Bikes | 2 | 300,000 | 00 |
| Truck | 1 | 2,500,000 | 00 |
| Miscellaneous | Left out items | 50,000 | 00 |
| Total |  | **₦2,850,000** | 00 |

**PRODUCTION EFFICENCY COST**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | QTY | ₦ | K |
| Seeds | 1 hectare- Hybrid seeds- Platinum F1 | 50,000 | 00 |
| Soil testing | 1 hectare | 10,000 | 00 |
| Miscellaneous | Left out items | 50,000 | 00 |
| Total |  | **₦110,000** | 00 |

The Aforementioned item on Production Efficiency will also be done by Veggie Grow Nigeria

**FARM WORKMANSHIP EXPENSES**

|  |  |  |
| --- | --- | --- |
| Name | ₦ | K |
| Labourers Workmanship | 300,000 | 00 |
| Repairs | 50,000 | 00 |
| Miscellaneous | 100,000 | 00 |
| Total | **₦450,000** | 00 |

**TOTAL COST OF FUNDING- ₦ 7,612,000.00**

**REVENUE/PROFIT AND YEILD**

|  |
| --- |
| **Yield= 21tonnes per acre approximately 400baskets. Let’s make it 800 baskets for a hectare.** |
| **Though price fluctuates. Mine would be sold at an average price of 20,000 per basket.** |
| **800baskets × 20,000 = A Sales Profit of 16million estimated in first 3-4 months. Double the expenses.** |

**Business profit = Sales profit – cost of funding TOTAL= ₦8,388,000.**

**₦8,388,000 ÷ 2 = 4,194,000.00**

**For the next farming season 4,194,000 will be used for funding.**

**Profit made= 4,194,000.00**

**FUNDING MECHANISM**

The farm project will be funded with my kept savings and Supported by MR. Obinna Francis Augustine. Farm land is gifted my MR. Rufus Nduba a family member and an investor and in addition, the mini house building equipment is sponsored by him. No funds will be taken from the government for this project.

**CONCLUSION**

This project is technically feasible and commercially viable. Therefore, it can be funded.