BUSINESS PLAN

ON

POULTRY FARM

NAME; ELEKWACHI PRECIOUS CHIOMA

MATRIC NUMBER; 18\MHS02\072

DEPARTMENT; NURSING

COURSE CODE; GST 212

EXECUTIVE SUMMARY

The business plan on poultry farming is based on the survey made by Elekwachi precious, and the business which is wholly owned by my mom. The name of the poultry farm by name NIKE FARMS VENTURE and will concentrate on sale of eggs and table meat(broilers).

We will supply birds and eggs to different quick service restaurant in the south west Nigeria and our vision is one of the known poultry farm products supplier in Nigeria with a mission to raise healthy birds at a very profitable and understandable venture

From the research being carried it was discovered that needs and demands for egg and birds is not fully satisfied in some areas in Port Hacourt, though are already poultries operating at the boarders in of Port Hacourt the poultry farm will be sited tony estate Elimgbu in Port Hacourt

The venture will help in providence employments to the locals meeting the demand of eggs and making the price affordable in future, NIKE FARMS VENTURES intends to develop into other livestock farming structures such as turkey, duck, guinea fowl.

STRATEGY AND IMPLEMENTATION SUMMARY OBJECTIVE

* To maintain and produce hygienic farms for healthy eggs and birds
* To evaluate our strategic marketing by every three months

STRATEGY IMPACTS

NIKE FARMS would be priced at affordable rate. When a markup is placed is placed on any of our products, customers will be willing to pay because of their affordable price.

OPERATIONAL PLAN

The firm will be a commercial poultry farm; therefore it will require a full time labour and geared towards productivity on scale for the sale of eggs and broiler birds.

For egg production, bird usually starts to lay at 18-22 weeks of age and continue to lay for twelve month (52 weeks) on average laying fewer eggs as the new mounting period. The typical production cycle last about 17 months (72 weeks) and involves three phases

PHASE1; pullet or broilers: they last from 0-8 weeks during which small chicks ( pullets ) are kept separately from broilers

PHASE2: ( Growers) ; this period is concerned between 8-22 weeks of age. Growers are future laying birds and the way they grow up will largely determine how well they do in the laying house. The management in this period is very important

PHASE3; (layers); the laying period is said to have started when the bird reach 5% egg production on a daily basis. The laying period ends as soon as the birds are sold at the end of a laying period of normal length or are force mounted. Housing period starts with the beginning of the laying period

MARKET ANALYSIS

Most meals in Nigeria is not complete without poultry output like egg or meat. Nigeria as a whole has over 170 million growing population that demand for meat or egg on a daily basis. With increasing awareness on health implication of red meat there is increased demand of white meat and livestock are source of white meat.

MARKETING STRATEGY

The residents and families of three local government of river state being our target market awareness will be made by means of advertisement. The advertisement will be made on flyers, hand bills and one on one marketing will be done to eateries, restaurants and companies that demand our products.

MARKETING

Marketing activities include among other grading quality, promotions, packaging and value adding these activities are essentials as they will lead to large volume of sales of products quickly as possible resulting to increase in income.

GRADING

Eggs should be graded by size and labeled according to its weight. During selection and grading. Care must be applied to ensure the weight is uniformed to avoid rejection from customers

FARM FINANCE

This evaluation is based on birds i.e. layers and broilers

Layers are those birds that lay eggs while broilers do not lay eggs. This evaluation will be based on 10% normal loss .therefore if we start with 1000 birds it is possible for us to loss100 birds at the process of rearing. While with broilers if it is being started with 500 birds it is possible to loss 50 birds to disease at the process of rearing them.

LAYERS

If layers are being rear, it takes 18 weeks to start laying eggs, if we start with 1000 and we loss 10% meaning we have 900 surviving layers and with proper management of feeding and maintenance of bird it is possible to get 90% egg production 755 per day and 5285 pieces per week if we loss 1% that means 50 pieces every week so we have 5235 per week. 176 crate of egg every week and crates of egg is sold according to size. Small size N600, Medium N700, Big size 900

Assuming we use small size that is N500 which results to 88000 sales of egg weekly

After laying eggs for 52 weeks we dispose the layer and it will be sold at the rate of 1000 per layers

Therefore before changing the stock we might have made 4,576,000 from the sales of eggs and N 900,000 from the disposal of the layers making a sum total of 5,476,000 per year.

BROILERS

They do not lay eggs but grow to table size at 8 weeks old upward.we have 450 surviving birds at the rate of 1500 each, making a total of N675,000 for the period of rearing the broilers. Making its total sales of ( 675,000) N 2,025,000 for a period of 12 months

Total sales expected for 12 months

Layers N5,476,000

Broilers N2,025,000

7,501,000

CAPIAL EXPENSES

2plots of land@ 120,000 N240,000

Blocks 2000 pcs @ 100 N 200,000

Cement 50 bags@ 1800 N90,000

Cement carriage N3000

Woods N 141,700

Roofing sheets N120,000

Roofing slate N25,000

Ceiling slate N10,000

Reggie,s N7000

Nails N11,000

Net 15 bundles@ 4000 N60,000

Iron door N40,000

N 947,700

SANDS

Stone Big tipper@25,000 N50,000

Sharp Sand N20,000

Soft sand N 21,000

N91,000

TOOLS

Day old feeders 30pcs@ 100 N3000

Day old drinkers 15pcs@200 N3000

Feeders 50pcs@ 500 N25,000

Drinkers 12pcs@ 2000 N30,000

Shovel and Head pan N2000

Thermometer (digital ) N6000

Nylon 6pcs 500 N3000

Scale N 10,000

Geepee Tank 1500 litres N23,000

N105,000

WORKMANSHIP

Carpenter N65,000

Bricklayer N70,000

Miscellaneous N100,000

N 235,000

PRODUCTION

1000 pullets @140 N140,000

400 broilers@ 130 N 52,000

N192,000

OPERATIONAL EXPENSES

Feeds, vaccines and upkeeps N1,200,000

Salaries and stationeries N200,000

N1,400,000

SUMMARY

Capital expenses N 1,573,000

Operational expenses N 1,400,000

TOTAL EXPENSES N 2,973,000

TOTAL SALES FOR A YEAR

Layers N5,476,000

Broilers N2,025,000

TOTAL N 7,501,000

PROFIT= SALES- EXPENSES

For layers half of the sales will go in for feed and other expenses that is

5,476,000

=2,738,000

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For the broilers the cost of production till the bed reaches table size is N900 –N 1000

So the bench mark is 1000 if 1350 broilers are sold at the rate of 1500

N2,025,000 – N1,350,000 =675,000

Then the profit for layers = N2,738,000

The profit for broilers = N675,000

TOTAL PROFIT= 3,405,000