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MATRIC NO: 18/LAW01/083

COURSE CODE: AFE 202

POULTRY BUSINESS PLAN

COMPANY NAME: EVE'S POULTRY

C/O NAME: EFULU GENEVIEVE

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Market research indicates an increased number of consumers who buy processed poultry products like the famous chicken franks which are majorly imported in Nigeria because its scarce production here in Nigeria. Currently, there are only four companies producing processed poultry products.

Eve's poultry is a poultry company founded as of 17th September, 2019 to provide the poultry needs (eggs, sausages, poultry feed, chicken, etc) of the people. The company will penetrate the food manufacturing industry with affordable and tasty poultry products. The company's products are reasonably portioned to satisfy customers of various financial class. The company will establish it's business in Lagos state because of how commercial the city is and labour is most favourable there.

The services of Eve's Poultry is essential to everyone, mums, chefs, students, except of course vegetarians. The company's produce favours both the citizens and the government. Now people don't have to go to the poultry market to purchase chicken or turkey or even eggs. The great thing about Eve's poultry is that it has invested in various poultry farms so people are not limited to frozen chicken.

On the other hand, the government is against importation of products from other countries. When importation becomes banned it would put Eve's poultry at the top of the chart. Because people would have to embrace locally made products there would be an increase in the customer rate thereby causing a huge increase in profit for the company and its shareholders.

Our products solves the problem not going market especially bachelors, students who live alone. Lets be honest the Nigerian market is not an environment anybody likes to be in because of how smelly it can be. Also, for consumers who like locally made products would have options to pick from and if we play our cards right Eve's poultry will surely be the best bet.

Unlike the other companies into production of processed poultry meat Eve's poultry provides you with a website where you do your online shopping and get it delivered to you at your door step. Also, Eve's poultry products are of various sizes so that people of different financial status can also purchase. There are also complimentary gifts for our religious customers just to say thank you and to encourage them token patronising our business.

Eve's poultry mission is /to ensure the availability of protein to every person's meal in Nigeria. You know a feast is not complete without a chicken or a turkey. The founder of Eve's poultry wishes for every average Nigeria to eat a feast every day and be happy.

You know, most children's best food is rice and chicken, the founder wants every child to have a piece of chicken or turkey at least four times in a week.

Founded in 2019 by Efulu Genevieve, we have three (3) years of poultry experience. Our fifty employees evenly distributed across Lagos and Abuja work in teams of five and have been able to produce 1000 packs of chicken franks, 700 packs of frozen chicken and turkey, 500 packs of chicken drumsticks and chicken wings. They have also been able to yield 10% of the company's capital as profit.

Our objectives over the next four years are to:

1. Solidify a glowing reputation as the best poultry processing company in Nigeria that always satisfies customer's expectations .
2. Complete the building of our headquarters in Lagos and opening of branches in at least six other states.
3. Increase revenue from #5,000,000 in 2020 to #25,000,000 in 2024.
4. Also to spread its tentacles across other areas of animal husbandry.

Eve's poultry ideal customer is a working class homeowner who works around the clock and has no time to visit the market or member of people between the ages of 18 and 70 with a reasonable amount of disposable income.

In love with food and want enjoy the satisfaction of a good meal at a picnic or at the serenity of your dining and don't want to go to the market cos of how nasty it can be.

Market research shows the opportunity for poultry processing has never been better:

1. In Nigeria, over 50.000 people indulge in purchasing of processed poultry meat
2. Among poultry processing companies involved are just four
3. There are a lot of festive periods in Nigeria and remember a feast is not complete without chicken or turkey.

In the East, leading indicators for interest in poultry have all increased exponentially within the last three years.

Within Eve's Poultry market there are four competitors and based on third party rating platforms they rank below average and yo rarely see an advert promoting their business. Also, there has been negative press coverages about XX products. All these making it easy for us to win at the market.

Eve's poultry's services- our competitive advantage - is differentiated by three core features.

First, thought our services, Eve's Poultry have been contracted by three top restaurants for the supply of poultry products. This gives us unique access to businesses or bodies who are most likely to use our services.

Second, we are the only company certified by National Agency For and Drug Administration Control to produce and sell processed poultry products

Third, we are that has been rated 5 out of 5 on Google My Business and our price-points place us within a healthy middle ground between our two other competitors.

* Average cost per product: #1500
* Google My Business: 5 stars from 25 reviews
* Environmental certifications: Three
* Primary marketing channels: billboards, referrals, home shows

Eve's Poultry marketing and sales strategy will leverage- in order of importance:

1. Referrals
2. Reviews and ratings
3. Local Google Ads
4. Social Media
5. Home Shows
6. Direct mail

Reputation is the number one purchase influencer in any business. As such, channels 1- 4 will continue to be our top priority.

Our social media strategy will surround YouTube videos of customers using our products as well as multiple Instagram accounts and Pinterest boards showcasing our produce. Lastly, our direct mail campaigns will send carbon-neutral, glossy brochure to various neighbourhoods, restaurants, hotels and schools.

Eve's Poultry was started with a capital of #7,000,000. Below is how the capital was spent

|  |  |
| --- | --- |
| Lagos outlet and interior  | #1,000,000 |
| Abuja outlet and Interior | #1,200,000 |
| Payroll  | #700,000 |
| Poultry farm | #2,000,000 |
| Transportation | #100,000 |
| Consolidated fund | #2,000,000 |

Eve's Poultry has already purchased all necessary permits, software, and equipments to serve our existing customers.

Once scaled to #25,000,000in annual revenue- over the next four years and at a 20% profit margin- our primary ongoing annual expenses ( not including taxes) will total:

|  |  |
| --- | --- |
| Payroll  | #1,500,000 |
| Legal counsel | #1,000,000 |
| Accounting services | #800,000 |
| Equipment maintenance | #1,000,000 |
| Rent  | #4,000,000 |
| Insurance | #2,000,00 |
| Fees | #1,800,000 |
| Total Ongoing Annual Expenses | #22,000,000 |

While already profitable, we are requesting #10,000,000 in the form of either a business loan or in exchange for equity to purchase equipment necessary to build a company that will stand the test of time.

Should this opportunity fall within your investing interests, please don't hesitate to contact the undersigned at 07055466943 or chideraefulu@gmail.com

Thank you for your consideration.

Eve's Poultry Ltd.

Miss Efulu Genevieve.C. 20th April, 2020