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QUESTION: Prepare a business plan on a chosen agricultural enterprise following the guideline on the note. Spiral bind and submit upon resumption. Minimum of five pages, times new roman size 12 with double spacing.

# LENURE FISH AND SEAFOOD FARMING AQUACULTURE, LLC BUSINESS PLAN

## Industry Overview

The agricultural industry involving the aspect of fish farming and aquaculture business is one of the prominent business in the country as a whole as it is one of the leading industry in most countries of the world. It is basically the industry that incharge of disturbing, rearing and selling sea creatures to markets, consumers and retailers. The fish, crab, squid and other sea creature that you consume was most likely reared by a fish farmer or an aquaculture.

Fish farming being one of leading aspect of agricultural because they have a significant role so government of most countries make it their solemn duty to subsidize the materials that they need to have a successful business like seedlings, fertilizers and other farming implements and machines and they try to encourage more people to go into farmer as its a business to gain well especially entrepreneurs.

The Fish and seafood Aquaculture doesn't only just involve sea animals it also involves itself in aquatic plants like plankton. This sector have different ways of rearing them, and ways to enhance production like capturing them and letting them reproduce, protecting them from predators.

This industry is very large and is actually thriving in all parts of the world especially in developed countries. Some statistics has showed that there are about 2000+ licensed and registered fish farmers in the United states of America and they are responsible for creating jobs for about 10,000+ people and indirectly responsible for employing about 1mil people.

The industry makes about a whole \$1 billion every year with 0.3% as the growth rate annually. It is important to know that there are no establishment with a lion share of the available market in industry. If you are looking to start on a good level and make it in the agricultural sector then the best option is fish farming.

One last thing about fish farming is that you must do proper research before entering and you are less likely not to experience struggle to sell your market because there are

always food processing companies and consumers who are ready to buy from you.

## **Executive Summary**

Lenure fish and seafood Aquaculture, LLC is a world-class and licensed fish and seafood Aquaculture company that is going to be carefully based in the riverine part of Houston, Texas United States. As a company we have done our market research and we took our time to make sure it was detailed and precise and we were able to obtain hundred hectares of land to start up our business.

Our business will be like a standard seafood farm which indicate that will be involved in harvesting and raising fishes like catfish, trout, minnows and tilapia. We would also specialize in raising and harvesting of shellfish like clams, oysters, shrimp, crustaceans (Crabs), raising and harvesting of ornamental fish like goldfish and tropical fish, raising and harvesting aquaculture species to replenish wild habitat, and raising and harvesting other aquaculture like seaweed, alligators, frogs and turtles.

We are in this aspect of agriculture just so that we can have leverage on the vast opportunities available in the agriculture industry, to be able to help grow the economical situation of the US, in national food production, and also to fish and seafood from the United States to other countries and over and above to make profit. So basically we want to help be part of the major exports in the country.

Lenure Fish and Seafood Aquaculture, LLC as a high chance of turning out to be one of the leading fish and seafood farming business in the United states of America which is why we have been able to source for the best hands and machines to run the company with.

When it comes to fish and seafood farming we have processes and strategies in place that will help us to employ the best practices. And as required by the United States of America and the regulating bodies we have practices that are following their guidance. At our company we do everything we can to satisfy the customers interest which is our first priority and everything we do will be guided by professional ethics and values.

Lenure Fish and Seafood Aquaculture, LLC would always hold ourselves on high

standards and make sure that our clients needs are met precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for everyone involved with us whether our partners, or employees or clients.

Lenure Fish and Seafood Aquaculture, LLC is a private company that specializes in farming of sea creatures and is owned by Leonard Brown and his partner Uriel Grant. They are both partners who co-founded the Lenure Fish and Seafood Aquaculture, LLC.

### **Our Product and Services Offerings**

Lenure Fish and seafood Aquaculture, LLC is a standard fish and seafood company that is completely dedicated to raising fish and seafood for both the market structure of the United States and also the market structure globally. We are in the fish and seafood to make profits and we are going to do all we can to achieve our business orientated goals, aims and objectives.

These are basically what we would we do in our fish and seafood farming business:

- ❖ Raising and harvesting Finfish (Finfish are your average everyday fish like Catfish, Tilapia and minnows these fish are the most common and also most purchased by consumers)
- ❖ Raising and harvesting Shellfish (As the name implies these are fish with a shell like clams, oysters, mollusks, Shrimp they are usually quite expensive than regular fish)
- ❖ Raising and harvesting other Aquaculture
- ❖ Raising and harvesting ornamental fish (these fish are usually either rare, endangered or used as pets, they are the most expensive type to purchase)
- ❖ Raising and harvesting aquaculture species to augment or replenish wild habitats

## **Our mission and Vision**

As like any other company we also have a mission and a vision, we have a vision of obviously wanting to succeed and make profit and not just that we want to be one of the leading brands in the field and we don't want to just be national we would like to be international also. We are a world class and registered fish and seafood farming for the United States' market and the global market. We want our fish and seafood to be in every part of the United States and other countries.

## **Our Business Structure**

Lenure Fish and Seafood Aquaculture, LLC is a privately owned and managed fish and seafood business that intend starting small in fishing community in Houston - Texas, America, but we don't have to stay that way forever we hope to grow bigger to be able to compete favorably with leading fish and seafood farming companies in the industry both in the United States and on a global stage.

We realize the importance of having a good, solid business structure that can easily follow up the type of world class business that we want to have and create. This is why we intend to only hire the best hands within our area of operations.

At Lenure Fish and Seafood Aquaculture, LLC we would be sure to hire qualified, trained and professional people who are hardworking, creative, result-driven and are ready to work to help us build a successful business that will benefit all the stakeholders.

➤ As a matter of fact, sharing profit gained by the company will be made readily available for our management staff and the profit will all be based on other performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

◆ Human resources

- ◆ Accountant
- ◆ Employees on Field
- ◆ Front Desk Officer
- ◆ Manager
- ◆ CEO
- ◆ Executive (Marketing and Sales)

Each of these should have their own responsibilities

Human Resources Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Carries out staff induction for new team members
- Oversees the smooth running of the daily office
- Defines job position for recruitment and managing interviewing process
- Enhance department reputation by accepting ownership for accomplishing new and different request

2. Accountant/Cashier

- Incharge of the the companies financial budget, reports and statements for the organization.
- Performs cash management, general ledger, accounting and financial reporting for one or more properties

- Responsible for administering payrolls
- Serves as internal auditor for Lenure Fish and Seafood Aquaculture, LLC
- Responsible for developing and managing financial system and policies

### 3. Field workers

They basically the labour of the company they are incharge things like feeding fish, cleaning the ponds and the environment around the fish, the change the water in the pond, they handle the fish and the tools and machines, have the responsibility of raising and harvesting Finfish, shellfish, aquaculture species to augment or replenish wild habitats and other aquaculture and they all do this with instruction from their supervisor.

### 4. Front Desk Officer

- These are like the receptionist or like customer care service they welcome potential clients by greeting them in person, online or over the phone, they answer question or queries from their customers
- Manages administrative duties assigned by the creative director in an effective and timely manner.
- They make sure that the clients can reach the company any way and there's no hindrance either through email, MS, phone or even personal access so that they can have a personalized customer service experience of the highest level

### **SWOT Analysis**

We in our company don't have any plans to do a trial and error that we why like any other good company we want to run a proper swot analysis to know our strength, weakness, future opportunities and potential threats.

We worked with the team of business consultant to careful conduct a SWOT analysis

for our company Lenure Fish and seafood Aquaculture LLC, and this is the result that we were able to achieve after detailed analysis

1. **Strength:** Our strength in Lenure Fish and Seafood Aquaculture LLC, is the ability to create a good and strong client and employee relation and also employer and employee relationship. We take pride in making our client interest our top priority. we also take a lot of pride in our equipment s that we have available as we have nothing less than the best and also the best the of hands to handle it. We in this industry have no intention of being nothing but the best.
2. **Weakness:** Our weakness would be the fact that we are a new and upcoming business and it will be hard to get recognized in the fish farming business but we plan to work our best to make it work in our favour and turn it to an advantage for us in the business.
3. **Opportunities:** The opportunities that we have as a standard and world class fish and seafood farming company cant be quantified because we know that lots of households and business like hotels amd fast food resturants thata cant do without daily supply of fresh water fish and seafood.
4. **Threat:**As a new business we are bond to face threats and challenges and some of these threats and challenge we are most likely to fcae are global economic downturn that can impact negatively on household spending, bad weather, natural disasters (Draught, Epidemics), Unfavourable government policies and the arrival of a competitor within same location.

Sometimes theres nothing you can do to this threats and challenges than to just be optimistic about it.

## **MARKET ANALYSIS**

### **➤ Market Trends**

The Fish and Seafood Aquaculture industry has greatly benefited from campaigns advertising the health benefits of fish and seafood as a good source of protein. The

vast majority of the revenue generated in the industry is derived from sales of fish, mollusks and crustaceans that will be processed into food products; this industry's success is tied to levels of seafood consumption.

As a matter of fact, one of the new trends is that with the recent advancement in technology, fish and seafood farmers can now comfortably predict and produce the quantities of fish and seafood they want to produce per time from their hatchery.

### Our Target Market

Naturally, the target market of those who are the end consumer of fish and seafood and also those who benefits from the business value chain of the fish and seafood aquaculture industry is all encompassing; it is far – reaching.

Every household consumes produce from fish and seafood farms be it finfish (e.g. catfish, trout, tilapia and minnows), shellfish (e.g. clams, oysters, crustaceans, mollusks and shrimp), ornamental fish (e.g. goldfish and tropical fish), and other aquaculture (e.g. seaweed, alligators, frogs and turtles). So also almost all hotels and fast restaurants sell fish and seafood.

In essence a fish and seafood farmer should be able to sell his or her farm produce to as many people as possible. In view of that, we have positioned our business to attract consumers of fish and seafood not just in the United States of America alone but also other parts of the world

We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business. Below is a list of the people and business that we will market our fish and seafood to;

1. Households
2. Individuals
3. Hotels
4. Restaurants

5. Fast food eateries

6. Agriculture merchants

## **SALES AND MARKETING STRATEGY**

We are quite aware that the reason why some fish and seafood farming companies hardly make good profits is their inability to sell off their fish and seafood as at when due. Our sales and marketing team will be recruited based on their vast experience in the fish and seafood aquaculture industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of Lenure Fish and Seafood Aquaculture, LLC.

In summary, Lenure Fish and Seafood Aquaculture, LLC will adopt the following strategies in marketing our fish and seafood;

- Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchant et al.
- Advertise our business in agriculture and food related magazines and websites
- List our business on yellow pages ads
- Attend related agriculture and food expos, seminars, and business fairs et al
- Leverage on the internet to promote our business
- Engage in direct marketing
- Encourage the use of word of mouth marketing (referrals)

## **Sources of Income**

Lenure Fish and Seafood Aquaculture, LLC is in the fish and seafood aquaculture industry for the purpose of maximizing profits hence we have decided to explore all the

available opportunities within the industry to achieve our corporate goals and objectives. Below are the sources we intend exploring to generate income for Lenure Fish and Seafood Aquaculture, LLC;

- Raising and harvesting finfish (e.g. catfish, trout, tilapia and minnows)
- Raising and harvesting shellfish (e.g. clams, oysters, crustaceans, mollusks and shrimp)
- Raising and harvesting ornamental fish (e.g. goldfish and tropical fish)
- Raising and harvesting aquaculture species to augment or replenish wild habitats
- Raising and harvesting other aquaculture (e.g. seaweed, alligators, frogs and turtles)

#### Sales Forecast

From the studies and the survey conducted, we were able to discover that the sales generated by a fish and seafood farming business depends on the size of the fish and seafood farm, the types of fishes and seafood available in the fish and seafood farm and of course the size of their marketing network.

Below are the projections that we were able to come up with for the first three years of running Lenure Fish and Seafood Aquaculture, LLC;

First Fiscal Year:- \$250,000

Second Fiscal Year:- \$600,000

Third Fiscal Year:- \$900,000

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), and unfavorable government policies

## Our Pricing Strategy

Some of the factors that will help you sell your farm produce at the right price that will guarantee that you make profits is dependent on your strategy while some of the factors are beyond your control. For example, if the climatic condition is unfavorable and if there is natural disaster in the location where you have your fish and seafood farm, then it will directly affect the prices of your fish and seafood.

Over and above, if you want to get the right pricing for your fish and seafood, then you should ensure that you choose a good location for the fish and seafood farm, choose a good breed that will guarantee bountiful harvest, cut the cost of running your fish and seafood farm to the barest minimum and of course try as much as possible to attract buyers to your fish and seafood farm as against taking your fish and seafood to the market to source for buyers; with this, you would have successfully eliminate the cost of transporting the goods to the market and other logistics. The truth is that it is one of the means of avoiding running into loss.

## Payment Options

The payment policy adopted by Lenure Fish and Seafood Aquaculture, LLC is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Nigeria

Here are the payment options that Lenure Fish and Seafood Aquaculture, LLC will make available to her clients;

1. Payment via bank transfer
2. Payment with cash
3. Payment via online bank transfer
4. Payment via cheque
5. Payment via mobile money

## 6. Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for fishes and seafood.

## Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means. Below are the platforms we will leverage on to boost our fish and seafood farming brand and to promote and advertise our business;

1. Place adverts on community based newspapers, radio stations and TV stations.
2. Encourage the use of word of mouth publicity from our loyal customers
3. Leverage on the internet and social media platforms like; **YouTube, Instagram, Facebook ,Twitter,Snapchat,Whatsapp** and other platforms to promote our business.
4. Ensure that our we position our banners and billboards in strategic positions all around Houston – Texas and in Nigeria
5. Distribute our fliers and handbills in target areas in and around our neighborhood
6. Contact corporate organizations, households, landlord associations and schools by calling them up and informing them of Lenure Fish and Seafood Aquaculture, LLC and the fish and seafood we sell
7. Advertise our business in our official website and employ strategies that will help us pull traffic to the site .Brand all our official cars and trucks and ensure that all our staff members and management staff wears our branded shirt or cap at

regular intervals.

## Financial Projections and Costing

When it comes to calculating the cost of starting a fish and seafood farm, there are some key factors that should serve as a guide. The different types of fishes and seafood to be raised in the fish and seafood farms determine the total cost of setting up the business.

Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business.

The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a fish and seafood farming business; it might differ in other countries due to the value of their money.

Below are some of the basic areas we will spend our start – up capital in setting up our fish and seafood farm;

1. The Total Fee for incorporating the Business (commercial farm) in United States of America – \$750.
2. The amount needed to acquire / lease a fish farm land – \$50,000
3. The amount required for preparing the farm land (fish ponds and fresh water supply et al) – \$30,000
4. Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – \$3,300.

5. Marketing promotion expenses for the grand opening of Lenure Fish and Seafood Aquaculture, LLC in the amount of \$3,500 and as well as flyer printing (2,000 flyers at \$0.04 per copy) for the total amount of \$3,580.
6. The total cost for hiring Business Consultant – \$2,500.
7. The total cost for payment of insurance policy covers (general liability, workers' compensation and property casualty) coverage at a total premium – \$9,400
8. The amount required for the purchase of the first set of fishes and seafood (fingerlings) – \$10,000
9. The cost for acquiring the required working tools and equipment / machines / hatchery et al– \$50,000
10. Operational cost for the first 3 months (salaries of employees, payments of bills et al) – \$60,000
11. The Cost of Launching an official Website – \$600
12. Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – \$2,000

Going by the report from detailed research and feasibility studies conducted, we will need an average of \$500,000 to start a standard fish and seafood farming business in the United States of America.

### **Generating Funding / Startup Capital for Lenure Fish and Seafood Aquaculture, LLC**

No matter how fantastic your business idea might be, if you don't have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial poultry farming.

No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through. Lenure Fish and Seafood Aquaculture, LLC is a partnership business that is solely owned and financed by Leonard Brown and Uriel

Grant. They do not intend to welcome any external business partners, which is why he has decided to restrict the sourcing of the start – up capital to 3 major sources. These are the areas we intend generating our start – up capital;

Generate part of the start – up capital from personal savings

Source for soft loans from family members and friends

Apply for loan from my Bank

N.B: We have been able to generate about \$150,000 (Personal savings \$100,000 and soft loan from family members \$50,000) and we are at the final stages of obtaining a loan facility of \$350,000 from our bank. All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Lenure Fish and Seafood Aquaculture, LLC is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our fishes and seafood a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.