

NAME: Adele Chinonso Sheriff

MATRIC NUMBER: 17/ LAW01/014

COURSE: INTRODUCTION TO FOOD AND SECURITY (AFE 202)

DEPARTMENT: LAW

A good business plan guides you through each stage of starting and managing your business. You'll use your business plan to road map for how to structure, run and grow your new business. It's a way to think through the key elements of your business. Business plans can help you to get funding or bring on new business partners. Investors want to feel confident they'll see a return on their investment. Your business plan is the tool you'll use to convince people that are working with you or investing in your business.

GUIDELINES IN STARTING YOUR BUSINESS

EXECUTIVE SUMMARY: in production of producing cassava and transporting it across globally using it for agricultural products and food production, this business is about the cultivating of cassava in **Astech Ltd company**. It would achieve its estimated period of being harvested by the end of the year, it is going to be financed and sponsored by **multigrind base company**, 24 out of 36 states in Nigeria produce cassava both for household consumption and commercially. Cassava farming is donated by states in the south east such as Anambra, Delta, Edo, Abia, Enugu, Imo, etc. It is also one of the easiest thing a farmer can harvest since it only involves buying the stems in the soil, whether you make ridges or not in less than 6 months you'll already see harvesting. it is going to be successful in different ways because the company has a lot of professional employees who are PhD holders in agriculture and business. Also a lot of people these days produce a lot of things from cassava like garri, fufu, amala, bread, Abacha, alcohol, glucose, animal feed, solvent, fertilizer etc. Also it is very easy to be cultivated so far as there is rainfall and sunshine. It also has some health benefits too. The mission statement for this business is to harvest thousands of cassava before the year runs out and use it for it's different purposes and sell it across globally. The services would be provided by the sponsors sponsoring the business, also the equipments used in harvesting. The leadership team of the company have a great experience in farming and planting mixed crops on the farm, they have been in the business for over ten years, the employees would make the business grow faster. The company is located at amuwo odofin Lagos, the estimated price and revenue for this cultivation should be 1.5 million usd dollars. The financing would be taken care of by the management.

SPONSORSHIP: This project would be sponsored by **multigrind base company**, this company deals with the implementation of all types of crops, they want to invest on the business to help promote it globally and for the food production that can be derived from cassava, **The multigrind base company** has a lot of farm cultivation all around the world, in the United Kingdom, the States and other countries. Then **Jusebuvich production company** would be responsible for the consultancy of the projects and the production of some equipments used in harvesting on the farm. They are well equipped with the farming industry and know how our company can prevent loss of the Goods, and to also provide facilities to keep off from pesticides.

MANAGEMENT: The Company would be structured like about 800 hectares of landscape, the planting would be horizontally, then the soil would be made more suitable for the cassava, then the stem would be provided, the cassava stems would be planted on ridges of average of 40cm in width and 40-60cm in height of one row, it aids plant care. I Adele Chinonso Sheriff would be the CEO of this great company, it will contain the board of directors too, the president of the company should ensure efficiency and consistency in the business. The legal structure of this business would be to provide the documents or materials which were required or requested, common items to include in the legality of this business would be credit histories, resumes, product pictures, letters of reference, licenses, permits or patents, legal documents and other contracts. This business is an incorporated business and it is a sole proprietor business. The managing director would manage the whole affair of the business and supervise so that the business doesn't crash and goes smoothly.

TECHNICAL ASSISTANCE: The company would be provided with technical assistance from IBMI(International business management institute). IBMI deals with all business and managing productions, they execute and carry out some functions to help out with the growth of the company. They sell furnished and finished cassava products, they refine it and send it to the manufacturers to do their final touching on it. They will also fund some part of the equipment used in harvesting. They have access to most industrial businesses that deals with farm plantations. Also the company can get technical support from other companies like Bank of Agriculture and IMF in case something goes wrong or that company is out of funds to buy some equipment or to start the business. The lack of capital hinders a lot of business activities from taking off. But with the economic recession been experienced in Nigeria, the Nigerian government through the country's Bank of Agriculture (BOA) has now made more agricultural loans available to millions of potential and active farmers. Taking advantage of the government's agricultural loans and incentives at this time is a good way to start up your own cassava farm.

MARKET AND SALES: There is no single way to approach a marketing strategy, your strategy should evolve and change to fit your unique needs. Customers would ask for refined products of cassava than the main cassava on the farm so therefore it should already be refined, and made into different things then sell it to customers, like abacha, alcohol and the rest. This cassava product is very edible to all, it can be made into different things which will bring the company at a higher profit. Sales will continue, harvesting thousands of cassava at the end of the month to refine them and sell it to the customers.

COMPETITION ANALYSIS: cassava is one of the top five crops in Cameroon. Its evolution has remained constant since the independent period and the production has more than tripled. It is a crop with multiple industrial capacities but the sector's business opportunities are under exploited. This study aims to analyse the competitive advantage and comparative advantage of cassava in Anambra Regency, Northern province, which will be focused on increasing the production more better and more diversified through the approach of cassava farming activities. This context based on the demand side of cassava commodity that is feasible to be developed by increasing its production in order to influence the level of income that will be received by farmers. Calculation shows DRC for cassava equal to 0.259. PCR of cassava farming is 0.66.

This value means that cassava value in Anambra can be said to have superiority comparative and competitive advantage. In other words cassava farming at more research sites more better to be produced domestically rather than imported.

PROFITABILITY: The production and varieties of the already finished goods, the weather would be good for the cassavas to grow more efficiently. People would be employed to safeguard the crops and prevent it from destruction so the profiting cycle won't be of a waste.

TECHNICAL FEASIBILITY: The production of cassava in terms of technology which will involve drying and grinding the cassava into food materials and finished products, the machinery process for this is quite complicated. An expert of the production of refinery and his team takes care of this part of production, the cassava from raw material would be turned into a finished product. Garri processing this is very profitable business in Nigeria. Majority of families in the east, west, mid belt and some part in the North consume garri everyday. This involves frying the fermented and separated cassava from the chaff, after the water in it has dried up. Fufu production here you put the cassava roots in a container full of water and allow a period of four days within which the roots are now separated from the chaff, using a sieve. The cassava is now ready for cooking. You can also process starch, abacha, amala and cassava flour. You should not overlook the diseases that can attack your cassava crops at any time before harvesting. They include root rot diseases, anthrax nose and mosaic disease.

GOVERNMENT SUPPORT AND REGULATION: The government approves of this so it can be allowed to make foreign exchange and import goods. The government allows it to create awareness for the business, improved income for farmers, also stability of price would be assured. There would be employment increase and food products would be traded globally.

PROJECT TIMELINE & BUDGET: This project would be completed at the end of the year because of the amount of cassava being harvested. The budget are as follows:

Set up cost	Naira
Renting of 1 acre of land.	45,000
Preparation of land.	30,000
Cassava stems for bundles of 100.	35,000
Planting of cassava.	7,000
Fertilizer 10 bags @2,500.	25,000
Application of fertilizer.	5,000
Herbicides/application.	8,000
Weeding of grass.	20,000
Insecticide application.	3,000
Total.	178,000.

Then tractors, boom sprayers and harvesters.

FUNDING MECHANISM/REQUEST: In about five years time I'll be needing 3.5million to harvest mixed crops with the cassava and to produce more refinery machines for the production of finished goods faster and easier. Also the chance to take it to a foreign country and start a business there and make it a common food among all nations, it is good for the health and makes the body stronger. And to increase the hectares of land used in harvesting because there would be mixed crops added with it now. Crops like maize, cocoa yam etc. I'll use equity to proceed with this investment. This will cover a period of 9 months . I'll use it to buy some equipments to start up the business in foreign countries and also materials used in harvesting, I'll use it to pay salaries, cover specific Bill's until revenue increases. Then the other business can be sold off to procreate a new one.

FINANCIAL PROJECTIONS: The business would be stable in all dimensions due to the employers and sponsors, it will be a financial success. In the next five years our target would be 30 billion cassavas being refined and distributed, including forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. The financial story would be surmounted up within the company and also the banks too.

CONCLUSION: cassava planting and harvesting takes sometime to materialize so the watch word is patience. It needs a lot of coordination, prudent management of resources and doing things at the right time. However, reasonable amount of profit is often achieved. Commercial cassava farming is worth it.