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IGUEHI’s POULTRY AND FISH POND BUSINESS PLAN

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INDUSTRY OVERVIEW

The agricultural industry of which poultry farming and fishery is a subset of, is no doubt among the leading industry in most countries of the world; it is the industry that produces chicken and eggs as well as fish for the populace. Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, as well as fishing and farming implements and machinery for farmers and also encourage entrepreneurs to go into commercial farming (poultry farming and fishing inclusive).

Hens, various birds, quails, guinea fowls, ducks are all birds that can be comfortably reared in a poultry farm, and also various fishes such as catfish and tilapia can also be comfortably reared in a fish pond. Chicken and fish are widely consumed in all parts of the world hence there is a large market for poultry farmers. If you are looking towards starting a livestock breeding business, then one of your options is to settle for poultry farming and fishery.

Poultry farming And fishery is a highly thriving and profitable business venture. Aside from the fact that people consume fishes and chickens, supply of eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chickens for meat, and egg production. The eggs produced may be sold for use as table eggs or hatching eggs.

One thing is certain about starting poultry farming and fishery business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your eggs, fishes and chickens because there are always food processing companies and consumers out there who are ready to buy from you.

EXECUTIVE SUMMARY

Iguehi Poultry and Fish Farms is a world – class and licensed poultry farm and egg Production Company that will be based in the outskirt of Georgia, Atlanta, United States. We have done our detailed market research and feasibility studies and we were able to secure hundred hectares of land to start our poultry farm and fishery production business.

We have put plans in place that will help us launch a standard and world poultry and fishery business within the first two years of officially running Iguehi Poultry and Fish Farms. We will process and package the chickens, eggs and fishes and ensure that they flood the market both in the United States and in other countries as well.

We want to compete with the best in the industry which is why aside from the fact that we’ve secured the required farming land and most of the farming equipment and machines, we have also hired some key employees who are currently undergoing training so as to be able to fit into the ideal picture of the commercial poultry and fish farming processing and packaging workforce that we want to build.

We are in the commercial poultry farming and fishery business because we want to leverage on the vast opportunities available in the commercial farming industry, to contribute our quota in growing the economy, in national food production, raw materials production for industries, to export agriculture produce and to make profit.

OUR SERVICES

Iguehi Poultry and Fish Farms is a standard commercial poultry farms and fishery company that is committed to raising chickens and fishes for the United States’ market as well as the global market. We are in the commercial poultry farms and fishery production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list;

1) Rearing, raising as well as processing chickens and fishes on a commercial level.

Apart from this, we also engage in exporting and importing of processed chicken, eggs as well as fishes to other countries.

2) We will provide excellent pocket friendly prices and largest selection of chicken eggs and fish varieties

3) We strive to provide excellent distribution prices and online ordering for our products which are; chicken, eggs and fishes

4) Sale of high quality locally produced fishes chickens and eggs produced using the best agricultural practice and machines.

5) Ability to cover wide range of customers demand all at the same time.

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MISSION AND VISION STATEMENT

Our Vision is to become one of the leading commercial poultry farm and fishery production brands not just in the United States of America but also in all countries of the continents globally.

Iguehi Poultry and Fish Farms is a world class and registered commercial poultry farms and fish production company that is committed to raising chickens as well as fishes and producing eggs for both the United States’ market and the global market.

ROLES AND RESPONSIBILITIES

There are various roles in every company, various roles which have their various responsibilities

Starting from the Chief Executive Officer to the Human resource and admin manager to the farm manager and the marketing manager as well as the cashier/ accountants.

The Chief Executive Officer (CEO) is responsible for providing direction for the business.

He is also responsible for the Creating, communicating, and implementing the organization’s vision, mission, and overall direction

Better said, he is in charge of leading the development and implementation of the overall organization’s strategy.

Lastly, he is in charge of evaluating the success of the organization.

The Human Resource Manager has the responsibility of training, evaluating and the assessment of employees

He overseesthe smooth running of the daily office.

He also enhances department and organizations reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

He also defines job positions for recruitment and managing interviewing process.

The farm manager is Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organizations, he also supervises other sections as well as ensures compliance during project executions

He Provides advice on the management of farming activities across all section

The marketing manager identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development.

He also develops, executes and evaluates new plans for expanding increase sales, he also creates new markets cum businesses for the organization as well as empowers and motivates the sales team to meet and surpass agreed targets.

The accountant/cashier is responsible for preparing financial reports, budgets, and financial statements for the organization.

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He is also responsible for administrating pay rolls.

There are other roles and duties in this administration, such as the field workers, the customers service officer and the contract staff.

SWOT ANALYSIS

Iguehi Poultry and Fish Farms do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis

STRENGTH

Our strength as a commercial poultry farm for fish, chicken and egg production company is the fact that we have healthy relationships with loads of major players in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside the country.

WEAKNESS

Our weakness could be that we are a new commercial poultry farms and fishery production company in the United States, and perhaps it might take us sometime to attract big time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

OPPORTUNITY

The opportunities that are available to us as a standard commercial poultry farm and fish Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that can’t do without daily supply of chicken, fishes and eggs. We are well positioned to take advantage of this opportunity

Also, we are aware that most of the populace are in search of job opportunities, this could serve as a great revenue to those that are in need of employment to work in our organization so we can all grow and be able to serve the state and country at large.

THREATS

Some of the threats and challenges that we are likely going to face when we start our the commercial poultry farm and fish production company are global economic downturn that can impact negatively on household spending, bad weather and natural disasters (draughts, epidemics) are also a major threat, unfavorable government policies and the arrival of a competitor within the same location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic.

MARKET ANALYSIS

The Poultry and Fish Production industry has greatly benefited from campaigns that advertise the health benefits of chickens, fishes and eggs as a good source of protein. No doubt, the increased demand of chicken, fishes and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs has rapidly improved revenue growth for the industry.

In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the recent advancement in technology, poultry farmers can now comfortably predict and produce the quantities of chickens and eggs per time.

COMPETITIVE ADVANTAGE

major competitive advantages are;

1) We will provide excellent pocket friendly prices and largest selection of rice varieties

2) We strive to provide excellent distribution prices and online ordering for our rice

3) Sale of high quality locally produced rice produced using the best agricultural practice

4) Our Ability to handle all manner of rice milling equipment and tools,

5) Our ability to produce rice in large quantities.

6) Ability to cover wide range of customers demand all at the same time.

SALES AND MARKETING STRATEGY

It is a known fact that the reason why some commercial poultry farms hardly make good profits is their inability to sell off their chickens and eggs as at when due.

Our sales and marketing team will be recruited based on their experience in the poultry farming and fish production 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 Iguehi Poultry and Fish Farms.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture businesses that rely on daily supply of chicken and fish from the poultry farms and fish production industry that are likely to become our customers.

In summary, Iguehi Poultry and Fish Farms will adopt the following strategies in marketing our commercial farm produce;

1) Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchants et al.

2) Advertise our business in agriculture and food related magazines and websites

3) List our commercial poultry farms and egg production business on yellow pages ads

4) Attend related agriculture and food expos, seminars, and business fairs et al

5) Engage in direct marketing

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 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.

We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial poultry farm and fish production business.

Here are some things ways we can boost our commercial poultry farm and production brand and to promote and advertise our business;

1) Advertise our business in our official website and employ strategies that will help us pull traffic to the site.

2) Place adverts on community based newspapers, radio stations and TV stations.

3) 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.

BUDGET AND EXPENDITURE

In setting up any business, the amount or cost will depend on the scale you want to undertake. If you intend to go big by renting a big facility, then you would need a good amount of capital to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative as well as 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 commercial poultry farm and fish production 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 commercial poultry farm;

1) The Total Fee for incorporating the Business (commercial farm) in United States of America – **$800**

2) The amount needed to acquire a farm land  – **$55,000**

3) The amount required for preparing the farm land (poultry fencing) – **$40,000**

4) Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **$4,500.**

5) Marketing promotion expenses for the grand opening of Vance Furniture, Inc. 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 – **$3,000.**

7) The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – **$9,500**

8) The amount required for the purchase of the first set of chickens – **$9,000**

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) – **$60,000**

11) The Cost of Launching an official Website – **$500**

12) Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – **$3,000**

Going by the report from detailed research and feasibility studies conducted, we will need an average of **$300,000** to start a standard commercial poultry farm and fish production business in the United States of America.

CONCLUSION.