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MATRIC:18/ENG07/006.

DEPT:PETROLEUM ENGINEERING

COURSE:AFE ASSIGNMENT

DATE:27-04-20.

TOPIC:

Prepare a business plan on a chosen agricultural enterprise following the guideline in the note. Spiral bind and submit upon resumption. Minimum of five pages, times new roman size 12 with double line spacing. Send the soft copy to me to view.

1. Why poultry farming?.

Poultry farming is a reliable source of generating income it’s a business I have been considering some time now, because i have the passion for poultry and its a business that also requires alot of capital depending on the production.

**Factors that makes poultry farming a profitable and reliable business.**

1. Food is one of the basic needs of man. Regardless of the economic situation, human beings must feed and since domestic birds and consumable; that makes poultry farming feasible.
2. My country Nigeria for instance has a population of over 150million and growing; bear it in mind that a huge population means a huge demand for food (egg and meat).
3. With the increased awareness on the health implications of red meat; there’s an increased demand for white meat and birds are a source of white meat.

Starting a poultry farming business

The poultry industry is a broad niche. There are many sub-sectors in the poultry industry. When poultry farming is mentioned, a lot of people take that to mean chicken rearing or turkey rearing alone but poultry farming is a very wide different aspects. Below are the niches in the poultry business:

1. Egg production ( layers breeding)
2. Meat production ( Broilers breeding)
3. Chicken breeding (Hatchery)
4. Poultry feed production
5. Poultry equipment manufacturing
6. Egg and meat processing, packaging and marketing.
7. Poultry marketing and consultancy

What type of bird will you be focusing on?

Another important factor to consider is the type of birds you wish to rear. There are several types of birds that you can rear. Poultry farming can further be classified into the types of birds:

1. Domestic fowl or chicken( Broilers and layers)
2. Turkey
3. Guinea fowl
4. Pigeon
5. Duck
6. Goose
7. Peacock
8. Quail

**CAPITAL INVESTMENT PLANS**

The poultry farming business is capital depending on the scale, location of your farm and the type of management technology used. A small scale farm being run behind your house may require a capital of between N700, 000- 300,000 A medium scale poultry farm may require a start-up capital of 3000000-7000000 and a large scale between 30000000 and above depending on the productions.

**Poultry location**

A good location is vital to the success and profitably to a poultry farm. An ideal poultry farm should be sited where there’s a large availability of cheap land and the same time; should be close to areas with high population density. It’s not advisable to site your poultry farm within a residential area because of the offensive odour it produces. While it’s smart to start poultry farm in a place where the odour and noise would not disturb other people, you should also consider the security factor.

**Housing of the birds.**

Poultry housing system determines up to 40% of the rater of success you would achieve in poultry farming. A good housing system is very important for your poultry farm. The housing system commonly used in poultry farming are-:

1. **Extensive system**: Range and fold unit
2. **Semi Intensive system**: Standard semi intensive unit and straw yard
3. **Intensive system**: Deep litter, ii. Wire and slated floor, iii. Straw yard, iv. Battery cage

**a. Free Range System**: Under free range poultry farming system, chickens are allowed to roam around on their own in search for food. This system cannot be used for commercial poultry farming because of the high level of risks involved b**.Deep Litter System**-: This system involves spreading wood shavings or saw dust on a concrete ground with the chickens placed on the floor and the dust serving as a ‘cushion’ for them. The dust is changed regularly, either by removing and replacing or by layering.

**c. Battery Cage System**-: As for the battery cage system, metal cages are constructed inside a building to house the birds. The cages are usually split into different compartments to house small groups of birds. The cages also contain feeding and water troughs as well as laying nests.

There is a very long list of equipment and facilities to put in place in order to fully manage a poultry farm. You would need to construct a house for the birds, provide feeders and drinkers, a good waste disposal system, source of water, lightening and heat, egg crates and storage space for keeping feed and eggs.

Therefore, you should make a list of all the items you would need, find out the prices and compare different prices to further give you an idea of the costs of setting up the poultry farm.The following equipment may be needed for your poultry farm and their uses:

1. Feeders
2. Drinkers
3. Perches
4. Nests
5. Crates
6. Lighting system
7. Waste disposal system
8. Incubator
9. Heaters or brooders
10. Egg tray
11. Cages and coops

**7. Feeding your birds**-: Feeding is a major aspect of poultry farming. In fact, about 70% of your expenses would go towards poultry feeding. Therefore, it is imperative to figure out the feeding aspects of business before you go into it. There are two ways to go about feeding in poultry farming:

1. Producing your feeds by yourself
2. Buying already-made poultry feeds

I recommend the former for large commercial poultry farms because it helps you to save a lot of money on feeding costs. You can easily learn how to make poultry feeds, purchase equipment and start producing feeds for your farm. You can even make some extra income for yourself by selling to others but it is important that you get the right feed formula and ingredients that would enhance the growth of your birds.

[**Poultry Farm staffing and manpower**](https://www.profitableventure.com/hire-best-employees-startup/)

Operating a poultry farm is not labour intensive if the use of technology is employed. With respect to staffing, the number of manpower needed is also dependent on the size of your farm. But some must haves should be admin officer or manager; who will oversee the day to day running of your business. Your manager can also double as your accountant to cut down cost.

It is also advisable you have personnel who will reside permanently in the farm to monitor and see to the wellbeing of your birds. You will also need security personnel that will monitor the inflow and outflow of people around your farm; and most importantly, guard against theft. Aside these few mentioned, you can add more personnel to suit your business needs.

1. **Accounting**-: I mentioned in one of my previous articles how a lot of poultry farmers take the accounting and record keeping aspects of their business for granted. Poultry farming is just like any other commercial business out there and for you to track your performance and productivity, adequate records must be kept.

You don’t need to have an accounting background or spend hours on record keeping or accounting for your farm; just purchase a farm management software, install it on your computer and there you are, you would be able to know how your business is doing and whether you are growing or not.

1. **Health**-: Just like you need regular health check-up to stay in good shape, the birds in your farm also need regular check-up. They need proper vaccines and medications to prevent diseases and promote growth. You should have a consultant, a veterinary doctor who would be in charge of giving vaccinations and providing proper health care for the birds. [Chicks need more care after they hatch especially within their first 3 weeks](https://www.profitableventure.com/care-for-baby-chicks-hatch/).
2. **Marketing**-: Another factor to give consideration to is the [marketing aspect of your poultry business](https://www.profitableventure.com/poultry-marketing-strategies/). You have to find a way to reach your customers and this would be done by employing the right marketing techniques. Therefore, before you start a poultry business, you should really consider the marketing strategies which you would use to break into the market.

**The Projected return on investment**

The incubation period of the domestic fowl is 21 days. You can start selling off your birds as early as 8 – 12 weeks but full maturity is reached between 20 – 24 weeks. The payback period of a poultry farming business is between 3 – 5 years.

**Five Challenges of Starting a Poultry Farming Business.**

Poultry farming business is one of the most important and profitable aspect of livestock farming business especially in Nigeria. But like every other business, there are risks and challenges involved.

1. Poultry farming has a longer payback period
2. It is Labour intensive
3. Pest such as rats ants, etc and predators such as hawks, snakes can cause massive loss