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A BUSINESS PLAN FOR GODWIN'S PIGGERY

1. EXECUTIVE SUMMARY:

Pig farming is a lucrative business, providing income for millions of people across the World. The market for pork is also very huge and is ever increasing. The annual global demand of pork is 11 million tonnes. That's a lot! One can supply pork to abattoirs, local butcher shops, retailers, hotels, supermarkets, restaurants, wholesalers and individual consumers.

A pig is any animal from the genus *sus* and the family *sundae* of even toed insulates. Although not a lot of farmers are into pig farming in Nigeria, the rearing of pigs is rapidly increasing as demand for pigs rise in certain parts of the country.

The production constraints and perception of pig farming as a dirty job leads to shortage of this commodity. But this project is aimed at eradicating this problem by providing economic opportunities and impacting positively on the individuals and family, the community and the environment at large.

This agricultural enterprise will be situated in Jos Plateau State and this plan intends to examine the feasibility of an acre of land with an 8 square foot building space for each pig to give about

40- 45 pigs annually. This project involves the commercial rearing of pigs for meat in form of pork, lard or bacon and manure amongst others.

2. **The Nigerian Context:**

Nigeria is the most populated black country in the World and it is estimated that by 2050, we would have overtaken America with about 500 million inhabitants. However, Nigerians are also amongst the poorest in the World because according to the World Poverty Clock (WPC) ‘over 80 million Nigerians live below the poverty line’. This creates two major problem for our country.

- ***Malnutrition:*** Nigerians don’t eat balanced diet and most of what we eat on a daily basis are cereal and carbohydrate in nature. For a balanced diet, a protein meal of which pork can serve must be incorporated. Given our very high population and the need for food, it is the goal of this project to tackle Nigeria’s food problem by providing good pork meat at affordable pricing.
- ***Unemployment:*** Again because of the high population, poor government infrastructure and corruption- many Nigerian youths are out of decent employment. In 2015, a number of young Nigerians lost their lives while trying to apply for a job with the Nigerian Immigration service. It is our hope that this project will address this challenge by not only generating income for the founder but to be used as an avenue of helping young graduates start their own pig business as a strategy of fighting unemployment.

3. Our Vision, Mission & Objectives

Our Vision is to provide exceptional pork lard, bacon, gelatine etc for the people of Jos metropolis at an affordable price. Our long-term goal is to be a one stop shop for all pork related supplies while also training interns that can one day start their own business.

The strategy above will enable us (our company) achieve the following objectives;

- Nutrition: Improve the nutrition of the people and community at large through a balanced diet protein product.
- Employment & Improved Income: Peace's Piggery envisions empowering youths of Jos by providing jobs. This can be achieved through labourers during the pig pen construction as well as, transportation of our produce and the workers on the farm as well.

Mission: to exceed the customer's expectation by providing quality product and services in a loving and caring manner to our customers.

Business Objectives:

- Constant growth in sales within the first 12 months
- To generate customer satisfaction so that 60% of our customer base is repeat business.
- To provide quality products at affordable prices with exemplary service.

4. Resources Needed:

The following resources are needed to be able to run a successful piggery;

- I. Pig house: this is necessary because we are raising the pigs in a controlled environment.

- II. Farm workers: We will need to hire at least two farm workers that will provide adequate and timely care for the pigs. People stealing pigs is not a worry with proper supervision because most people will not touch live pigs.
- III. Veterinary Services: Pigs have a high immune system, so with regular vaccinations, they wouldn't fall sick as compared to poultry wipe-out during disease outbreaks.
- IV. Feed Supply: Pigs are cheaper and easier to raise when compared to poultry as they can eat most human food.
- V. Water Supply: It's very essential for water to be readily available for pigs at all times especially when it's hot. Pigs do not have sweat pores so water keeps them hydrated.
- VI. Fridge/ Freezer: A fridge could be important for preservation of some vaccines and also preserving pork for bacon processing.

LOCAL PIG FEED/ RATION MIXING RATIO:

INGREDIENTS	PIG WEIGHT 15-30 kg	PIG WEIGHT 30-60 kg	PIG WEIGHT over 60 kg
Soya bean	25	20	15
Rice bran	25	30	35
Maize	20	25	30
Broken rice	5	5	5
Wheat bran	20	15	10
Leucanae tree leaves	5	5	5

Total(1100kg)	100	100	100
Crude protein%	16	15	14

Water will be readily available as pigs will have about two to four gallons of water per day.

The following equipment will be needed;

- An electric tail cutter:

This is important in cutting the tails of piglets. Cutting tails can enhance survival rate, improve carcass quality, reduce the biting tail disease as well as save feed and improve daily gain.

- Stainless steel round pig water bowl:

Saves more than 30% of water , suitable for farrowing bed, nursery and finishing

- Wired fence

to ensure pigs remain in their pens without escaping and safety as well

- Show feed holder :

for feed carrying convenience

- Pig board:

To maintain distance between the farmer and the pig, to avoid bites

- Hog snare:

To get the pig where you want it to be for the purpose of weaning, administering medications and vaccinations.

- Mineral feeder:

To make mineral supplements available for pigs as well as preserve the supplements from harsh weather conditions.

- Heat lamps :

For piglets or sick pigs to keep warm

- Hoof trimmers:

To trim hooves if they have an injury or are overgrown and causing a problem

- Drenching gun:

First aid medical kit should always be readily available in the farm.

5. MANAGEMENT:

Management of this project comprises of the owner, the workers involved in the cleaning, feeding and other processes on the pig pen. A manager oversees the enterprise, keeps records, coordinates maintenance, regular vaccination and marketing of the pigs at optimum market weight.

6. MARKET AND SALES:

For a start, interaction with market women who sell pork, to find out how they buy their pork, where they buy it from and ask if they'd buy from Peace's Piggery. This can establish a knowledge on how the channel works, the quality and quantity the market needs, the selling price and selling points.

Advertisement could be done on social media, the marketer will handle direct sales. The target market will be hotels, eateries, food companies, animal markets. Jos is one of the most suitable

places for this enterprise as a lot of trading export goes on to other states making it easy to find buyers and be able to convince them that our source is legit. Also, it's proximity to Abuja and Kaduna which has a lot of pork lovers makes it a good location.

In northern parts of Nigeria, pig farming is a taboo. Therefore, marketing in northern Nigeria may not be considered. However, in the southern and western parts, pork is on an increasing demand thereby making this a target market. Pigs will be sold after about five and a half months when they've reached a finishing weight starting from about 250 pounds live weight. A desired slaughter weight is the optimum market weight.

7. TECHNICAL FEASIBILITY:

Land and Building:

First things first, land is needed for the pigs pen, then leading to the building of the pigs pen with concrete floors. The pen will be well aerated with convenience for proper sanitation.

Nutrition:

Swine require water, carbohydrates, vitamins, proteins (amino acids), fats and, minerals.

8. PROJECT IMPLEMENTATION TIMELINES

- Identify target market and find customers
- Finding suitable land for rent, considering factors like proximity to market, aeration and building the pigs pen
- Readily available food be provided
- A start of with one sow and one boar with a few farrowed piglets
- Create a balanced ration and stick to that

II. Operational Cost: This will be represented in a profit & loss statement for the first year of operation

Profit & Loss Statement (Projected) 1 st Year of operation				
Income:				
S/N	Income Streams	Unit Price (N)	QTY	Total Income (N)
1.	Pigs (Sold in whole)			
	Mature boars	35,000	20	700,000
	Mature Sows	12,000	35	420,000
2.	Bacon (sold in kilo)	1,800	150	270,000
3.				
		TOTAL INCOME		1,390,000
Operational Expenses				
S/N	Item Description	Unit Price (N)	QTY	Total Expense(N)
1.	Piglets Purchased	2000	25	50,000
2.	Pig feed per month	20,000	12	240,000
3.	Water cost (monthly)	10,000	12	120,000
4.	Farm Labour (monthly)	20,000	12	240,000
5.	Vaccines (monthly)	10,000	12	120,000
6.	Marketing cost (yearly)	15,000	1	15,000
		TOTAL INCOME:		1,390,000
		TOTAL EXPENSE		785,000
		PROFIT		605,000

CONCLUSION

Taking a look back at all that has been discussed, the good this enterprise can do for individuals, the community and the national income in the long run, solving the problem of unemployment in our little way, empowering youths to become owners of their own piggery someday, the cost versus profit ratio, there's no doubt that Peace's Piggery is viable and highly feasible with all things going as planned.

