

**AFE BABALOLA UNIVERSITY**

**ABUOKUTA**

**COURSE: FOOD PRODUCTION AND  
HEALTH AWARENESS**

**COURSE CODE: AFE 202**

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**ASSIGNMENT ON FOOD**

**PRODUCTION**

**TOPIC:**

**A BUSINESS ON STARTING UP A PIG FARM**

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**EXTRACTION SUMMARY**

After several thoughts and research, I decided to venture into pig farming. Of which the farm will be called “**The Pig Planets PLC**”. It will be opened to unlimited number of public investors, which will share the profit of the business as dividends once every 2 months. I have noticed many un-harvested agricultural opportunities in the society and pinpointed what the pressing needs are as well as how to generate income from solving those needs. Abuja as a capital city lacks pig farmers while pigs are in high demand both by pork meat consumers and by Agro allied industries. The society as well is heterogonous which attracts investors of different kind of businesses. And abundant individuals who have the technical knowhow yet to utilized. So because of this, I am looking forward on selling a most of my pig products to Agro allied industries. As these industries lack raw materials from local producers which leaves them with no option rather than importing those materials from foreign countries. Abuja also has provision by the federal government to support various scales of businesses as the make adequate geographical mapping for all kind of business even the unborn ones. These in no doubt means that I have at least the basic equipment from the government for the farming. Such as electricity for pumping of water to sustain the pig farm, trusted security systems, grants from governmental bodies to grow the farm once successfully established. As well the market opportunities for both primary and secondary consumptions.

## **COMPANY DESCRIPTION**

Having observed the society I reside in, it is obvious that agricultural products are not meeting the demand of the society. These demands, includes quest for proteineuos products for pleasure satisfaction of pork meat consumption, Agro Allied Raw Material Production such as those

used for the production of drugs (eg. Enterogastrone and Heparin for the intestine), cosmetics, Oil Polishes, Nitroglycerine, Plasticizers, Floor Waxes, leather making etc. The society is in demand of these, and due to low or little supply of them, it scares away both foreign and local investor as well as inhibiting the growth of other small businesses that can emerge from it. Once I have been able to solve these pressing needs for the society, I have no doubt that it will be a source revenue to the society, government and create employments for the youths within. Most especially be a source of my financial freedom.

## **MARKET ANALYSIS**

Abuja as a very heterogeneous city with people from all over the country and the world most especially the Chinese whom are great lovers of pork meat. And as the capital city of Nigeria, the affairs is adequately planned and managed by the federal government therefore ensuring and encouraging smooth running and establishment of business by mapping out areas for each type of business, granting loans, ensuring security and most especially Abuja supports wide markets range for selling of all pig products. This is so because the existence Agro allied industries who are in high demand of pig products, diverse people who also consume pork meat. Secondly, I live with my parents here in Abuja, and I have no doubt of their support in all ramifications such financial boosting and the technical know how they can easily provide me with. Moreover, we own a large cassava farm here in Abuja where I can source over 70% of the pig foods, perhaps 95% as I there are more land in our possession for me to increase the cultivation of the cassava this in no doubt will reduce cost of production on my own side.

## **SWOT ANALYSIS. (TRAITS AND WEEKNESS)**

However, I have not failed to recognize the challenging weaknesses facing me, as this is my first time venturing into pig business in my life, so I have no prior knowledge of how to run the business. I am also aware that due to the economic recession the country is facing due over 90% drop of oil price caused by Covid-19 Pandemic, obtaining loan from the government might not even be possible. Therefore the only means of raising capital will be from my personal savings and family support which in no doubt will limit the size of the business. Coming to the aspect of labour, I will have to pay through my nose to be able to hire labourers to help out in the farm as cost of living and labour is high in Abuja compared to other cities in the country.

Abuja as geographic location of this as a factor have already opened an arrays of opportunities for my intended pig farming. It is obvious that the residence of Abuja have high standard of living more than many other cities in the country. This means that there will be a high consumption of pork by it lovers because they have the money to do buy it. Aside the Chinese, there are more potential consumers of pork meat as Abuja population is not made up by one culture or religion therefor leaving the selling of pork meat at a steady increasing rate. There will also be high patronage from agro allied industries within and beyond the city for production of many industrial products that is been gotten from pig.

A lot of traits faces my intended pig farm. As Abuja city is largely populated with Islamic Religious individual which does not support raring or even consumption of pigs. This is a big trait as some religious rascals might deem it right to go and destroy my farm one day. Also coming to the health aspect of the pigs, hiring of verterinary doctors to administer treatment to the pigs should any disease outbreak surpasses

the weekly vaccines I will be giving and infect the pigs will be very costly on me. This also have the potential of taking my pig lives which obviously will be a great trait on me. Unfortunately, because of the nature of the environment pigs stays, it attracts reptiles like snakes and soldier ants around. These two creatures are a big trait to many terrestrial creatures. Even though there are insecticides to scare them aware, but because of how favourable the environment is to them, they always find their way in. Personally I have seen in some instances where soldier ants took the life of some baby pigs in a big farm. The issue of trust and capability between my labourers is another big trait. Because not having capable hands will drain the down. Coming from the perspective of market competition, I am pretty sure there will be a fight from those who are already rooted in the business who might consider my new as a trait to there's so therefore doing anything within their reach to frustrate me. This possible could lead to price fluctuation and deflation maybe even below the cost price of as they are already rooted in the business and can afford to go on deficit for some period of time.

## **MANAGEMENT AND ORGANIZATION**

I hope to establish the pig farm as a medium farm scale business. There will be various offices overseeing the affairs of the business such as office of the CEO which be mine, office of the manager which will oversee the affairs the of the day to day running of the business, office of the supervisor, which will comprises various supervisors that will supervise departments of their specialties, security office for guaranteeing the safety of both lives and properties, office of the admin, which will be in charge of the recruitment and dismissal of staffs if need be and also the supply of foods to pigs and invitation of doctors to check

on the pigs from time to time. However, there'll still be steady labourers to help the admin officer carry out these task. The structure of my pig farm will be open to unlimited numbers of investors as I plan to make it Public Limited Company (PLC).