OSARO EVELYN PRINCESS

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**EVESONG** **POULTRY FARMS LIMITED**

Evesong poultry farms limited is a full service poultry farming business setup to provide quality and affordable poultry products to the millions of Nigerians earning less than the minimum wage. This will be achieved through our unique and proprietary methods of raising poultry gained from over 20years of experience in the poultry farming industry.

Evesong poultry farm limited intends to address the following problems \ pain points in the market:

* Marking poultry products affordable to low-earning workers who only eat poultry on special occasions (Christmas, birthdays)
* Ensuring that poultry products are well packed and prepared hygienically .

Evesong poultry farms limited will make poultry affordable to the masses by

* Drastically reducing the cost of raising poultry by using new feeding methods, practices and feed materials
* Elimates the middle men in product distribution by supplying directly to the consumers through use of e-commerce and community peer sales outlets.

Our target market are the low-income earners in Nigeria. Some facts and figures about this segment of the population can be seen below:

Direct competitors

|  |  |
| --- | --- |
| Roostville | Better packaging, more variety |
| Chi farms | Cheaper price, more variety |
| Zartech | Cheaper price, better packaging |
| Fiesta | Cheaper price, better packaging |

Indirect competitors

|  |  |
| --- | --- |
| Pork meat | Mass appeal |
| Meat sellers | Better hygiene |
| Fish sellers | Tastier, better hygiene, better packaging |
| Canned products | Healthier, fresher |

Evesong poultry farms limited intend to raise N 160,200,000 which would be spent as shown below:

* Processing Equipment and machinery – N 105,000,000
* Staff & personnel –N 4,800,000
* Birds –N5,400,000
* Feeding material- N 45,000,000

Evesong poultry farms limited intend to get her poultry products directly to her customers through the following sales channels;

* Online store: where customers can order directly to their homes
* Community peers channels: we will setup clusters of peer sales outlets in densely populated areas where customers can buy poultry products from
* Farm sales shops

And in order to attract attentions , build interests in our offerings, and converts prospects into customers , we are also involving online marketing , in order to advertise online and keep more customers alert by attending and advertising on trade shows and sponsor events. Using plat forms like

* Face book marketing campaign
* Product flyers and banners
* Radio advert
* Twitter promotion
* Google ad word campaign

Evesong poultry farms limited aim: our aim is focused on both egg and meat production that provides for a large market range. It also produces manure as a by-product. I Evelyn have noticed the health implication of red meat and we are creating a business to meet the increased demand for white meat and eggs. Chickens happen to be a great source of white meat and are also largely known for egg production .

Evesong poultry farm limited objectives: becoming the ‘best and most hygienic poultry producer in the area’ complying by the national standards for foods and drugs. Turn in profits from the first six months of operation.

Evesong poultry mission is to provide customers with quality , fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and services are our number one priority. To provide investors with opportunities to receive a nice return on investments and high quality growth. To contribute to the community through physical and social programs. Evesong poultry farm intends to have the largest poultry farm product.

Evesong poultry is owned by six persons. They are namely Faustin

Hategekimana, Aisha Alimi, Eric

Hagenimana, Lawal Nura bada,

Khadijah IbrahimKhalid and Asmau

Abubakar Umar. It is a partnership and each person has an equal share in the business and is also equally liable for any business debts orclaims.Owners

20%Faustin Hategekimana20 Shares

20%Aisha Alimi20 Shares

20%Eric Hagenimana20 Shares

10%Lawal nura bada10 Shares

10%Khadijah Ibrahim Khalid10 Shares

20%Asmau Abubakar Umar20 Shares

Location and facilities

ExamplesEvesong poultry

At this point in the business, we don’t have an exact point yet but we havenarrowed the location down to

wuro haussa, yola city. We are trading from thisspot because is it a great place to reach our target

market. We thin the population base is large enough for our business and it has a stable economicbase that promotes a healthy environment for the poultry.