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**COLLEGE/DEPARTMENT:** S.M.S/I.R.D

**MATRIC NUMBER:** 18/SMS09/064

**COURSE CODE:** AFE 202

**QUESTION:** PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE FOLLOWING THE GUIDELINE IN THE NOTE.

**PIGGERY BUSINESS PLAN**

**EMPATEL LIVESTOCK FARM LTD.**

**Business:** Piggery

**Industry:** Agricultural (Animal Farming; Piggery Business Plan in Nigeria)

**INTRODUCTION**

Pig farming business is a very profitable business, and many people are making money all over the world by starting a piggery business. However, to build a successful, sustainable pig farming business, you require sufficient knowledge of how to efficiently raise the pigs, good management skills, and a good piggery business plan. Pigs might not be rampant pets in the households, but they are sure money spinners when pig farming come stop play. Pig farming has been in existence for a very long time and indeed has come to stay. This is one of the best forms of farming that you can begin to look at starting. One of the truths about this business is hinged on the fact that you can start with little capital. In a typical pig herd, there are the males which are known as the boar, the females known as the sows and the little pigs known as the piglets or the farrows. Pig farming is very lucrative. You could get more than 200 new piglets in a year (even with a small herd) and that’s a lot of money if you are able to grow them to the right size and sell them. Some of the benefits of pig farming are pigs have low mortality rate compared to other animals. They are more rugged and easier to raise. They can also survive days without food or water. Pigs are also cheaper to raise compared to fishes or poultry because they can eat most foods that humans eat and even if you have to buy feed for them, their feeds are cheaper than those of other animals. If you do not have money for fancy pig feed, you can always make do with stuff you can find around you or food wastes from your kitchen. This is totally impossible with fishes. The immune system of pigs is higher than other animals. As long as you give them the needed vaccines regularly, they would not fall sick.

**INDUSTRY OVERVIEW**

**Project Identification/selection**

The agricultural sector of which livestock farming or better still pig farming is a part of is no doubt among the leading industry in most countries of the world; it is the industry that produce food for the populace and of course raw materials for industries. 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, and farming implements and machinery for farmers and also encourage entrepreneurs to go into various kind of farming including pig farming. Pig farming is of course a thriving and profitable business because of the nutritious value of pig meat (pork) and other by products from pigs. The Livestock Farming industry of which pig farming line of business is a part of is indeed a large industry and pretty much active in countries such as United States of America, Israel, Brazil, China, Germany, Argentina and Nigeria.

Empatel is a livestock farming business that will be based Umuchiana, Anambra State and is committed to pig farming and meat (pork) processing and packaging for both the Nigeria’s market and the global market. We will also produce related raw materials for industries in commercial quantities. We will also ensure that we operate a standard food processing plant as part of our complimentary business offering. These are the areas we will concentrate on in our livestock (pig) farming business. If need arises we will definitely add more related animal breeding services to our list; Sale of Pig and other livestock, Sale of processed meat (pork), Boarding services, Breeding services, Dairy support services, Livestock health services, Farrier services, Sale and export of cotton wool and other dairy products, Shearing services, Livestock / pig farming related consultancy and advisory services.

**Our Mission and Vision Statement**

**Our Vision** is to become one of the leading livestock farming brands not just in Nigeria, but also globally.

**Our Mission** is to sell our produce (piglet and pigs), byproducts and processed meat (pork) in commercial quantities both locally, nationally and internationally.

We want to build a livestock farming business that can favorably compete with other leading livestock farming brands in Nigeria.

**Project Preparation and Analysis/ Appraisal**

Empatel Piggery is a full intensive piggery. The plan is to build four pig houses, bring in 60 pregnant sows, sixty matured sows, 240 gilt and 160 weaners all female. The Only male stock shall be ten high quality boars stock from a different farm. Initial cost of procuring stocking pigs would be about ₦15,350,000. Within Two months, the farm shall expect to harvest about 500 piglets and the synchronized next set would follow in another four month (500 or more piglets) post stocking. The annual turnover in terms of piglet production is about Thirty million Naira from the sales of 3000 weaners and Thirty eight million from sales of grown out pigs (480 Pigs) yearly; hence expected annual gross turnover is about ₦68,000,000. The four pig building will each occupy 9meters by 63meters, having 30 standard pens and 4 large pens each at the cost of ₦12,765,000. There will be a suck away pit for sewage drainage and double manure pit. All buildings connected to an overhead water system. Total cost for the construction of the pens, including the cost of plumbing, the nipple system, fogger system, drainages and plumbing is ₦51,048,000. The cost of constructing waste disposal system ₦478,000 and cost of constructing the store, feed processing house is ₦1,340,000 hence total construction cost is ₦52,866,000, Budget for feed in the first year feeding ₦24,000,000. Grand total budget till the farm break-even is ₦87,216,000.

Empatel Piggery will commence operation with the construction of four pig houses, a feed house and suck away pit. House 1 will hold 120 Sows, (60 in-sow and 60 dry sows), these shall occupy the 30 standard pens leaving the 4 big pens empty. Within two months, the sows begin to farrow. The other 60 dry sows shall be synchronized to come on heat in group and are accordingly serviced. Ten high quality boars will be utilized for service. Piglet will be weaned between 4 to 8 weeks depending on liter size. Piglets while with the sow, their food is supplemented via creep feeding. (A creep feeder is incorporated in the building of all standard pens). Once a set is weaned, the sows are transferred to the big pen where they stay in group of seven or eight and are synchronized, flushed and serviced. House 2 and House 3 will house the gilt, two per pen. The gilt are raised to sexual maturity, synchronized and serviced in group similar to House 1. House 4 will house the pigs kept for fattening. Male here are castrated, the House would hold between 160 to 168 pigs at each point in time. This house can keep 4 sets in a year while Houses 1, 2 and 3 will have the sows produce two sets of piglets per year. Animals from the farm are sold as weaners or adults for slaughter.

The farm can be expanded to 4000 animals with the introduction of 28 additional similar Pig Houses in the second year. Pork, beacon etc could be processed from this farm. Biogas could be produced from the animal dung. High quality Boar semen could be imported from France and utilized for artificial insemination and production of good piglets. The demand for pig and it’s by product is always on the increase.

**Feed and feeding components of milled pig feed.**

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| --- | --- |
| Feed type | Price/ton (₦): |
| 1. Maize | 183,000 |
| 2. Soya (full fat) | 180,000 |
| 3. Spent Grain | 1,500 |
| 4. Palm kernel cake | 50,000 |
| 5. Blood meal | 300,000 |
| 6. Trace element/vitamins |  |

**Other feed**

Empatel piggery shall maximally utilize the land to produce supplementary food for the pig to substantially reduce the cost of feed. The following would be produced in the farm or cheaply obtained from the surrounding.

a. Potato leave or tubers: Pigs relished potatoes either cooked or raw. This would be farmed around the wet portion of the land all year round.

b. Cassava pills and tubers could be used to supplement energy. All cassava products for pigs must undergo fermentation and cooked.

c. Banana and plantain stems: These stems could be obtain free or at a little cost from plantations, sprinkled with salt and served to pigs raw or cooked

d. Water leaves and other vegetable. All edible vegetables are consumable to pigs and a good source of vitamin.

e. Leftover food: Garbage or Leftover food could be booked from big eateries, fruit market or farms. This is further examined and re cooked for feeding pigs.

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**Implementation/monitoring**

**Our Business Structure**

Empatel is a livestock in combination with pig farming company that intend starting small in Umuchiana, Anambra, but hope to grow big in order to compete favorably with leading livestock farms in the industry both in the Nigeria and on a global stage. We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands in and around Anambra. we will ensure that we hire people that are qualified, hardworking, dedicated, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders. Below is the business structure of Empatel;

**Chief Operating Officer (owner)**

* Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
* Responsible for providing direction for the business
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Responsible for signing checks and documents on behalf of the company
* Evaluates the success of the organization

**General Farm Manager**

* Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization
* Supervises other section manager
* Ensures compliance during project executions
* Provides advice on the management of farming activities across all section
* Responsible for carrying out risk assessment

**Administrator / Accountant**

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Defines job positions for recruitment and managing interviewing process
* Carries out staff induction for new team members
* Responsible for training, evaluation and assessment of employees
* Responsible for preparing financial reports, budgets, and financial statements for the organization

**Piggery Manager / Supervisor**

* Responsible for managing the commercial breeding of pigs and other livestock.
* Responsible for managing boarding services, breeding services, dairy support services, livestock health services, farrier services, and shearing services et al.
* Works closely with the General Manager to achieve the organizations’ goals and objectives

**Sales and Marketing Officer**

* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of new business
* Writes winning proposal documents, negotiate fees and rates in line with company policy
* Responsible for handling business research, marker surveys and feasibility studies for clients

**Field Workers / Contract Staff**

* Responsible for feeding pigs and other livestock as instructed by the supervisor
* Responsible for cleaning the piggery
* Changes the water in piggery as instructed by the supervisor on a regular basis
* Handles farm implements and machines as instructed by the section manager / supervisor
* Assists in handling the breeding of piglets, pigs and other livestock

**Client Service Executive / Front Desk Officer**

* Welcomes guests and clients by greeting them in person or on the telephone and answering or directing inquiries.
* Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
* Through interaction with clients on the phone, uses every opportunity to build client’s interest in the company’s products and services
* Manages administrative duties assigned by the manager in an effective and timely manner

**Evaluation**

**SWOT Analysis**

**Strength:** Our strength as a livestock farming business is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the livestock farming industry; both suppliers and buyers within and outside of the Nigeria. We have some of the latest livestock farming machines, tools and equipment that will help us breed pigs and other livestock in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in livestock farming industry under our payroll.

**Weakness:** Our weakness could be that we are a new livestock cum pig farms in Nigeria and we may not have the required cash to pump into the publicity of our business. 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.

**Opportunities:** The opportunities that are available to us as a pig farming business cannot be quantified, we know that there are loads of people, and industries that will source for pigs, pork, and also industries that will source for the raw materials from our livestock farms both in Nigeria and other parts of the world.

**Threat:** Some of the threats and challenges that we are likely going to face when we start our own livestock farm cum piggery business are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that rear same animals) as our livestock farms within same location. There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

**Our Target Market**

As you would expect, the target market of those who are the end consumer of livestock farm produce and also those who benefits from the business value chain of the agriculture industry is all encompassing; it is far – reaching. Every household consumes produce from livestock farms be it meat, milk, and the skin (leather) used for bags, belts and shoes production et al. So also a large chunk of manufacturing companies depends on livestock farms for some of their raw materials. In essence a pig farmer should be able to sell his or her farm produce to as many people as possible. We will ensure that we position our business to attract consumers of agriculture produce not just in Nigeria alone but also other parts of the world which is why we will be exporting some of our livestock farm produce either in raw form or processed form to other countries of the world.