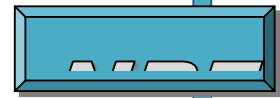


# Nature's Poultry Farms Ltd

Business Plan

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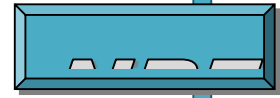
Nature's Poultry Farms Limited is a poultry farm that is aimed at providing top quality and affordable poultry products to a large population of Nigerians with our focus mainly on those who fall below the minimum wage pay grade. This goal will be achieved through our unique and efficient methods of raising poultry gained from experience in the poultry farming industry. It also produces manure as a by-product. The founders of Nature's Poultry Farms Ltd have noticed the health implication of red meat and are creating a business to meet the increased demand for white meat and eggs in the country.

Nature's Poultry Farms Ltd intends on addressing the following problems in the poultry industry:

- To make poultry products affordable to low-earning workers in the country who are not able to purchase and consume poultry on a regular basis.
- To ensure that poultry products are well packed and prepared in the most hygienic way possible by complying with the national standards for food and drugs.
- To increase the availability of white meat in the food market because of its health benefits.

***Our Mission:***

Nature's Poultry's mission is to provide its consumers with quality, fresh and valuable poultry products. Quality and optimum service are the number one priorities. We would also provide investors with opportunities to receive a



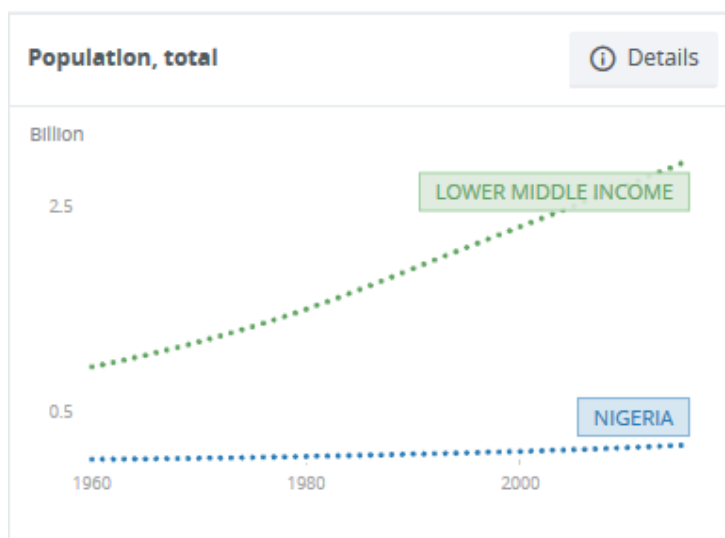
nice return on investment and high quality growth. Most importantly, we want to contribute to the community in a positive manner.

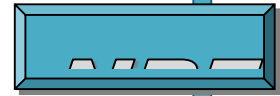
Nature's Poultry Farms Ltd will make poultry products affordable to the masses by:

- Using new feeding methods, practices and feed materials, in order to drastically reduce the cost of raising poultry.
- Eliminating the middle men in product distribution by supplying directly to the consumers through the use of e-commerce and community peer sales outlets.

***Target Market:***

The target market is aimed mainly providing these poultry products to the low income earners in Nigeria.





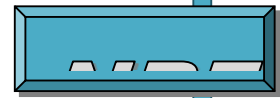
Month-on-month	1.32 %
Year-on-Year	15.4 %
12 Month Avg. Chg	16.68 %

**CPI - Core.**  
March 2017

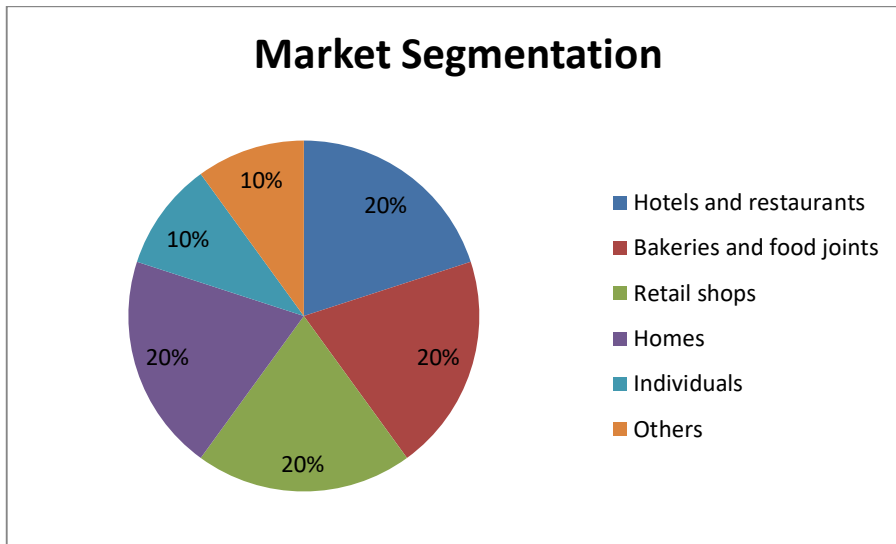
Unemployment	13.9 %
Underemployment	19.7 %
Youth Unemp/Underemp	45.65 %

**Unemployment/Underemployment.**  
Q3 2016

Through survey, we also found out that nearly everybody eats eggs and meat, so we are targeting the whole market, individuals, homes, and firms that use eggs and chicken in large quantities. Specifically, there is a high demand for live chickens for home consumption or as gifts during festivals like Christmas, Eid-al-Fitr.

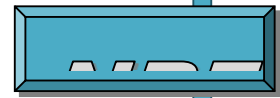


**Market Segmentation**



Market Segmentation	Market Share
Hotels and restaurants	20
Bakeries and food joints	20
Retail shops	20
Homes	20
Individuals	10
Others	10

**Target Market Segment Strategy:**



Individuals are a small sector in the market segmentation. They are a pretty large group but they buy a relatively small amount of eggs.

The part of the market that we hope to supply a large number of eggs to are the industries that need eggs. We have strategically placed our site close to these industries. They are bakeries, restaurants, boarding schools, home delivery food companies. This strategy is used to help to promote the increase in the demand for our products.

### ***Competition:***

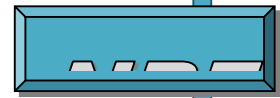
Competition is not so keen in the markets, however, it still exists. The reasons are;

- Poultry products are not branded products; hence what usually matters is effective positioning and timing.
- Poultry market is not crowded; it's a seller's market.
- Most poultry products are sold through informal channels.

### ***Direct Competitors:***

<b>Roostville</b>	<b>Better packaging, More variety</b>
<b>Chi Farms</b>	Cheaper price, more variety
<b>Zartech</b>	Cheaper price, better packaging
<b>Fiesta</b>	Cheaper price, better packaging

### ***Indirect Competitors:***



<b>Pork meat</b>	<b>Mass appeal</b>
<b>Meat sellers</b>	Better hygiene
<b>Fish sellers</b>	Tastier, better hygiene, better packaging
<b>Canned products</b>	Healthier, fresher

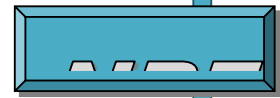
### ***Competitive Edge:***

Our strength over our competitors is firstly based on the fact that we are not entering this business to make much money. We are entering this industry to solve the present problem that our population is facing. We are here to provide quality affordable chicken products. We saw that some of our competitors are seasonal they only produce their chicken at a given period of time. We won't work like that always is ready to provide chicken and eggs.

### ***Funding:***

Nature's Poultry Farms Ltd intends on raising N160,200,000 which would be spent in the following manner:

- Processing equipment and machinery – N105,000,000
- Birds – N4,800,000
- Feeding Material – N45,000,000
- Staff and personnel – N4,800,000



***Distribution Strategy:***

Nature's Poultry Farms Ltd plans on getting her poultry products directly to her consumers through the following sales channels:

- Online stores: This channel would allow customers to order directly to their homes.
- Community peer channels: Clusters of peer sales outlets in densely populated areas where customers can buy poultry products from will be setup.
- Farm sale shops

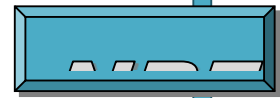
***Marketing Strategy:***

Nature's Poultry Farms Ltd will strive for the production of products with the highest quality and we plan on employing the following strategies. Our location puts us in the proximity of a major hotel, restaurant, schools with campuses and home deliver food centers we will be supplying to. We would also make contracts with hawkers in markets to sell our live chickens and eggs. We would also make contracts with retail shops for a constant supply of eggs at intervals.

***Marketing activities:***

- Facebook marketing campaign
- Product flyers and banners
- Radio adverts
- Twitter promotion





- Google adword campaign
- Website

***Pricing strategy:***

The price of the chicken would range from N1500 up to N1700 depending on the size and quality. Also, the price for a crate of eggs ranges from N600 to N1000.

The price of a sack of manure costs about N200. These prices would also vary depending on the existing market price of poultry meat and eggs.

***Sales strategy:***

- Better farm management practices
- Regular visit by veterinary doctors to check up on the birds
- Recycling wastes as fertilizer
- Always putting the customer first

***Profit Assumptions:***

**GENERAL ASSUMPTIONS**

	2020	2021	2022
<b>Plan Month</b>	1	2	3
<b>Current Interest Rate</b>	10.00%	10.00%	10.00%
<b>Long-term Interest Rate</b>	4.00%	4.00%	4.00%
<b>Tax Rate</b>	30.00%	30.00%	30.00%
<b>Other</b>	0	0	0

