**AGRICULTURAL BUSINESS PLAN FOR POULTRY PRODUCTION**

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**Executive summary**

There are quite a great number of things that are highly needed by man as a nutritious source of food that is gotten from the poultry. Chief amongst them are the eggs. Poultry farms all over the world has egg as one of its primary produce and that is why people will continue to look to poultry farms to churn this out. The chicken industry has two main parts:

* Layers, where the chickens bred also lay or produce eggs
* Broilers, where chicken are bred mainly for meat

Amack Winner Poultry Farms, LLC is a world – class and licensed poultry farm and egg Production Company that will be based in the outskirt of Santa Gwagwalada, Abuja Nigeria. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business.

Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (Table eggs produced by battery chickens (white), Table eggs produced by battery chickens (brown), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. In a foreseeable future an expansion to other poultry animals and their products would be considered.

We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry which is known to be a lifeline in our country’s revenue, to contribute our quota in growing the Nigerian economy, in national food production, and also to export chicken and eggs from Nigeria to other countries and over and above to make profit.

Amack Winner Poultry Farms, LLC is well positioned to become one of the leading commercial poultry farms and egg production business in the country, which is why we have been able to source for the best hands and machines to run the company with.

We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in the United States of America. At Noble Ernest Poultry Farms, LLC, our customer’s best interest will always come first, and everything we do will be guided by our values and professional ethics.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client’s needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Amack Winner Poultry Farm is a registered private poultry farm that is owned by Mr. Alhassan Timothy Amake and a few friends . The poultry would be financed by the owner and his friends( partners) for a short period of time.

**INDUSTRY OVERVIEW**

The agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in Nigeria and other countries of the world, it is the industry that produces chicken and eggs for the populace.

Because of the significant role the agriculture sector plays, the government of Nigeria and 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 commercial farming (poultry farming inclusive). Various kinds of birds can be reared in a poultry Farm. Chicken and birds are largely consumed so also eggs and hence providing a large market for poultry farmers.

**SERVICES RENDERED**

Amack Winner Poultry Farm is a standard commercial poultry farm and egg production company that is committed to raising chickens and producing eggs for both the Nigerian society market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list;

* Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.
* Table eggs produced by battery chickens (white)
* Table eggs produced by battery chickens (brown)
* Hatching eggs
* Specialty eggs
* Table eggs produced by free-range chickens

**OBJECTIVES**

* To achieve sales growth targets by the six months and by end of one year. Aggressive gains in the market share and average monthly revenue in Year two.
* To increase number of cooperate bodies and institutions who book our products
* To achieve net profit in year one, increasing in year two, by containing cost and meeting sales goals
* To provide quality sales service and products at fair and best possible prices.

**MISSION AND VISION**

* Our Vision is to become one of the leading commercial poultry farm and egg production brands not just in Nigeria but also on the global level.
* Amack Winner Poultry Farms, is a company committed to raising chickens and producing eggs for both the Nigerian market and the global market.
* We want our chickens and eggs to flood the nooks and crannies of Nigeria and other countries of the world.

**BUSINESS STRUCTURE**

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 within our area of operations.

Amack Winner Poultry Farms, LLC, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers). As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of three years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

* Chief Operating Officer
* General Farm Manager
* Human Resources and Admin Manager
* Accountant / Cashier
* Sales and Marketing Executive
* Field Employees
* Front Desk Officer

**MARKET ANALYSIS**

* **Market Trend**

The Poultry and Chicken Egg Production industry has greatly benefited from campaigns advertising the health benefits of chickens and eggs as a good source of protein. No doubt, the increased demand of chicken and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs have rapidly improved revenue growth for the industry.

In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the recent advancement in technology, poultry farmers can now comfortably predict and produce the quantities of chickens / birds and eggs per time.

**Results from summary of SWOT Analysis;**

* **Strength:**

Our strength as a commercial poultry farm and egg production company is the fact that we have healthy relationships with loads of major players( agriculture merchant) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of Nigeria .

We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress.

* **Weakness:**

Our weakness could be that we are a new commercial poultry farms and egg production company in Nigeria, and it might take us sometime to attract big time customers in the industry. 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 standard commercial poultry farm and egg Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that can’t do without daily supply of chicken and eggs. We are well positioned to take advantage of this opportunity

* **Threat:**

Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company 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 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.

**SALES AND MARKETING STRATEGY**

We are quite aware that the reason why some commercial poultry farms and egg production companies hardly make good profits is their inability to sell off their chickens and eggs as at when due.

Our sales and marketing team will be recruited based on their vast experience in the poultry farming and egg production industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of Amack Winner Poultry Farms, LLC.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of chicken and eggs from the poultry farms and egg production industry that are likely to become our customers.

In summary, Noble Ernest Poultry Farms, LLC will adopt the following strategies in marketing our commercial farm produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchants et al.
* Advertise our business in agriculture and food related magazines and websites
* List our commercial poultry farms and egg production business on yellow pages ads
* Attend related agriculture and food expos, seminars, and business fairs et al
* Leverage on the internet to promote our business
* Engage in direct marketing
* Encourage the use of word of mouth marketing (referrals)

**FINANCIAL PROJECTIONS AND COSTINGS**

* The Total Fee for incorporating the Business (commercial farm) in Nigeria–#20,000
* The amount needed to acquire / lease a farm land  – #50,000
* The amount required for preparing the farm land (poultry fencing, clearing, ploughing, ) – #30,000
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – #30,000.
* Marketing promotion expenses for the grand opening of Bill The Carpenter™ Furniture, Inc. in the amount of #10,000 and as well as flyer printing (2,000 flyers at $0.04 per copy) for the total amount of #5000.
* The total cost for hiring Business Consultant – #25,000
* The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – #100,000
* The amount required for the purchase of the first set of chickens, feeds, medications and additives– #27,000
* The cost for acquiring the required working tools and equipment / machines / hatchery et al– #35,000
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – $60,000
* The Cost of Launching an official Website – #7,000
* Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – #5000

The above projection and further feasibility studies shows that an average of #400,000 would be required to start a poultry farm And egg production. On a sales forecast the first year would generate #200,00 as profit , the 2nd year would generate #600,00 and the third year# 800,000.