FOOD PRODUCTION AND AWARENESS (AFE 202)

# ABU ANGEL ANONE

## 18/MHS02/006

### NURSING SCIENCE (200L)

**Prepare a business plan on a chosen agricultural enterprise following the guideline in the note. Spiral bind and submit upon resumption. Minimum of five pages, times new roman size 12 with double spacing.**

**POULTRY INDUSTRY**

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* **Executive Summary / Brief Description of the project.**

The agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most 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 most countries ensures that they go all the way to subsidize seedlings, fertilizers, farm implements and machinery for farmers and also encourage entrepreneurs to go into commercial farming (poultry farming inclusive).

Hens, various birds, quails, guinea fowls, ducks et al are all birds that can be comfortably reared in a poultry. Chicken and birds are widely consumed in all parts of the world hence there is a large market for poultry farmers. If you are looking towards starting a livestock breeding business, then one of your options is to settle for poultry farming. Poultry farming is a highly thriving and profitable business venture.

Asides from the fact that people consume birds and chicken, supply of eggs is also a major source of revenue generation for poultry farmers. Players in the poultry farming and egg production industry basically raise chicken for meat and egg production. The eggs produced may be sold for use as table eggs or hatching eggs.

The Poultry Farm and Egg Production Company Industry that layer poultry farming business is a part of is indeed a very large industry and pretty much thriving in all parts of the world especially in developed countries such as United States of America, Canada, United Kingdom, Germany, Australia and Italy et al.

* **Sponsorship, Management and technical assistance**

SPONSORSHIP: No matter how fantastic your business idea is, if you do not have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial layer poultry farm and egg production business. No doubt raising startup capital for a business might not come cheap, but it is a task that an entrepreneur must go through.

These are the areas where I intend in generating my startup capital;

* Generate part of the startup capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from my Bank

***N.B:*** I have been able to generate about 1,000,000 Naira (Personal savings 500,000 Naira and soft loan from family members500,000 Naira) and I’m at the final stages of obtaining a loan facility of 1,000,000Naira from my bank.

MANAGEMENT AND TECHNICAL ASSISTANCE: Well aware of the importance of building a solid business structure that can support the picture of the kind of world class business I want to own, this is why I’ll be committed to only hire the best hands within my area of operation with the help of my family.

At ANGEL Poultry Farms, I’ll ensure that we hire people that are qualified, hardworking, creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce and customers).

* **MARKET AND SALES**

Every household consumes produce from commercial poultry farms be it chicken or egg. So also, almost all hotels and fast restaurants sell meals made from chicken and eggs. In essence a commercial poultry farmer cum layer farmer should be able to sell his or her chickens and eggs to as many people as possible.

In view of that, I have positioned the business to attract consumers of chicken and eggs not just in my residential state alone but in other parts of the country. I have conducted our market research and survey and will ensure that we meet and surpass the expectations we set for the business.

Below is a list of the people and business that we will market our live chickens and eggs to;

* Households
* Individuals
* Hotels
* Restaurants
* Fast food eateries
* Grocery stores
* Agriculture merchants
* Schools
* **Technical Feasibility, Resources and Environment**.

Poultry houses need to be managed in a way that will minimize litter moisture and improve litter quality. Litter storage conditions (prior to use), bird nutrition, environmental conditions (humidity and condensation), and equipment (drinkers, foggers and evaporative cooling pads) in houses all can contribute to problems with litter moisture – if not managed properly

* **Government sponsorship and Regulation.**

The government has no hand in the sponsorship. The Government has some regulation such as: the siting of the farm, the location, the payment of tax, etc.

* **Timelines of Projects.**

ANGEL Poultry Farms, does not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard commercial layer poultry farm and egg production company that will favorably compete with leading commercial layer poultry farms and egg production.

* **Estimated Project Cost and Revenue.**

Below are some of the basic areas we will spend our start-up capital in setting up our commercial layer poultry farm and egg production business;

* The amount needed to acquire/lease a farm land – **200,000 Naira**
* The amount required for preparing the farm land (poultry fencing and all) – **100,000 Naira**
* Marketing promotion expenses for the grand opening of ANGEL Poultry Farms, in the amount of **50,000naira** and as well as flyer printing (2,000 flyers at 20 Naira per copy) for the total amount of **20,000Naira**
* The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) at a total premium of – **$20,000**
* The amount required for the purchase of the first set of layer chickens – **1,000,000Naira**
* The cost for acquiring the required working tools and equipment/machines/hatchery et al – **100,000 Naira**
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **60,000 Naira**
* Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) –**10,000 Naira**
* **Funding Mechanism.**

No matter how fantastic your business idea is, if you do not have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial layer poultry farm and egg production business. No doubt raising startup capital for a business might not come cheap, but it is a task that an entrepreneur must go through.

ANGEL Poultry Farms, is going to be family business that is solely owned and financed by Abu Angel and her immediate family members. I do not intend to welcome any external business partners, which is why I have decided to restrict the sourcing of the startup capital to 3 major sources;

* Generate part of the startup capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from my Bank
* **Conclusion.**

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won’t be long before the business closes shop.

ANGEL Poultry Farms, will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of.

We know that if this is put in place, we will be able to successfully hire and retain the best hands we can get in the industry, and they will be more committed to helping us build the business of our dreams.