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**18/mhs01/301**

**Medical laboratory science**

**QUESTION:** **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. Send the soft copy to me to view**

BUSINESS PLAN

INTRODUCTION

NAME: Botanical Enterprise

Botanical Enterprise is located inside the city of Ilorin, KwaraState, Nigeria.

The proprietors of Botanical Enterprise are also based in the City of Ilorin.

Botanical Enterprise is a business built to plan an event, taking responsibility for creative, technical and production of poultry feeds . It involves the creation and development of large scale production of feeds such as: Grower feeds, Layer feeds, broiler feeds, chick starter. It involves production of different brands, identifying the target market, devising means of meeting customer’s needs. This business also involves budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and packing, arranging for advert if need, botanical enterprise security’s, and emergency plans.

The start-up cost; investment funds were assets saved from prior earnings gotten from being employed in the labor market of public organization before the establishment of the business “Botanical Enterprise”. It is wished for the founders to remain debt free. However no recognizing that in reality not all variables are controllable, outside financing is a viable option. Below are the start-up requirements.

Start-Up Expenses

Legal - N100,000

Consultancy - N170,000

Rent - N500,000

Insurance - N500,000

Stationary - N150,000

Sundry Expenses - N500,000

Brochures - N100,000

Expensed Equipment - N105M

TOTAL START-UP EXPENSES - N107020000

START-UP FUNDING PLAN (INVESTMENT)

C.E.O. (Founder) - N20M (50%)

Financial Director - N10M (30%)

Project Manager - N20M (20%)

STATEMENT OF CONFIDENTIALITY OF REPORT

BUSINESS PLAN CONFIDENTIALITY AGREEMENT

The undersigned reader of Botanical Enterprise Management business plan hereby acknowledges that the information provided is completely confidential and therefore in the business plan reader agrees not to disclose anything found written in the plan without the express written consent of Entrepreneurship Group A. It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspect confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to Botanical Enterprise Management.

Upon request this business plan document will be immediately returned to Entrepreneurship Group A. This is a business plan; it does not imply an offer of any securities.

The contract shall be governed by the laws of the state, and any applicable Federal law.

EXECUTIVE SUMMARY

Botanical Enterprise welcomes you to the world of Excellence; we are a team of skilled strategists aimed at given perfection as an end results and satisfaction to our clients as we exceed their desired expectations mostly often. For every clients we listen and understood every details, we then proceed of knowing their brands and set goals, so we keep up the pace by combining new and old fashioned products, going the extra mile and using cutting edge feeds production techniques to deliver quality results every time. Botanical Enterprise will be subject to employer and employee trainings to improve our services and keep up with trends. Botanical Enterprise is braced to beat competitions by enhancing and continually improving perfecting every section of feeds production without flaws and is keen to make this a strategic strength to counter rivals in the labour market. Botanical Enterprise is an equal opportunity business; making its expertise and its products available to help its customers poultry breeds.

Botanical Enterprise also includes the services of rentals as our start-up expenses includes the acquisition of expensed equipment such as production machines such as mixing machines, pelleting machines, cooling machines, conveying machines, packaging machines and others; to other production managers who do not possess this, which in return will boost our income dividends continuously. The cash gotten from rentals will go a long way as enabling Botanical enterprise maintain Excellence in rendering services to our clients, as we would be able to change or repair damaged equipment and have no or less reasons for complaints to our esteemed customers at all times, and by doing so maintain high standards and a brand everyone can trust and patronize.

At Botanical Enterprise though located in Ilorin, Kwara State; our services are not limited only to this location, our services spreads beyond borders and extends as for as for the whole country and possibly other countries for clients who request Botanical feeds for their poultry production.

At Botanical Enterprise we choose to be a s widely mobile for the purpose of recognition nationwide for as we proceed arrangements will be made to secure offices across the nation which is inclusive in our long term goals and getting us closer to our clients. Botanical Enterprise will create platform that will not hinder or create barriers for clients reaching us, so to solve this, there will be online presence with a company website where everyone can click to view our goals, aims, series of production covered and about Botanical Enterprise, the website will also be an educative one, as we will post updates of events and trends, production samples that will best suit different birds and by this attract traffic to our brand and referrals; this in return will answer clients unasked questions and give that a result to expect from us as they patronize our brand. We would have software for downloads on mobile devices, tabs and computers to maintain a close relationship with our clients. As we grow, our team of experts will embrace technology trends and applications to keep quality services to our esteemed customers.

The missions will be as follow:

Embrace innovations and improvement as a business strategy to keep up our excellence pace in feeds production if we are to own a large percentage of the labour market.

We will employ the expertise of internal and external logistics analyst and entrepreneurs to keep updated to innovation and utilization of technology to our clients deserved satisfaction.

Our vision will represent “bringing beauty in Creation” reflecting in the brand name “Botanical Enterprise”

1. We aim at being the top three Feeds producer in Ilorin and top two nationwide.
2. Compensating employees and owners of Botanical Enterprise to boost positive productivity.
3. Produce quality results every time.

In every changing, fast paced world, success is determined by good choices for lasting effects, communication is important. Botanical Enterprise strives to be the best choice of clients by helping to ease their breeding capabilities, predicable professionalism. Botanical Enterprise will ensure a worry and hassle-free production at a reasonable price. Botanical Enterprise will strive to provide the same predictable professional working environment to its employees and contracted vendors, justly compensating them for their services. It is our priority to make a comfortable living wage to its owners, full-time staffs and contracted staffs as well as their families, as we include a compulsory discount for our staffs events to celebrate their unending efforts to daily making Botanical Enterprise to household name.

Botanical Enterprise will continuously engage in market research to keep in tune with the needs of the market also utilizing the latest technology and trends all to ensure our clients receive the individual attention they deserve in the vision and daily mission of Botanical Enterprise “Bringing Beauty into production of poultry feeds”.

Our keys to success include these three areas to enable quality services and commitments as a team.

1. Achieving accurate fulfillment of our clients wishes
2. Team works to push our brand to higher levels of professionalism
3. Competitive pricing for the quality of services offered.
4. Significant profit made on each and every equipment rented.

INDUSTRY ANALYSIS

The breakdown of the market for Botanical enterprise production falls in a wide range grouping. Individuals as well as organizations demand the services we provide. In other to provide the greatest depth of information, the market segment have been broken down into private and public organizations and groups.

Private Organizations make up the single largest portion of Botanical Enterprise client base. These private organizations such as business corporations and political parties host the most events on the largest scale. Therefore they generate larger revenue per event. And the majority of larger scale holiday functions will fall under this segment.

Public Organizations include government agencies, they host some farmers every year. Botanical Enterprise hopes to alleviate the pressure of public employees who are the second single largest segment. This sector can save money and give back to its community at the same time. These productions are moderate in scale with middle to low revenues generated. Emphasis is placed on the visibility of the products for public viewing. The majority of organizational family functions will fall under this segment.

Age break downs:

* Under 24: Persons under the age using production planners are race at best. Botanical Enterprise hopes to top the early college graduates who have begun their professional careers but have not started their families. These product will focus majorly on feeds with moderate to high energy appeal. The revenues generated will range from moderate to high, depending on the products. The majority of feeds will fall into this segment.
* Ages 25-55: The persons that fall in the age group are employed, middle to upper middle families, the reason that they are too busy to do it themselves. Therefore Botanical Enterprise will be hand for questions, contact will be moderate in length but occur regularly so as not to disturb the daily life of the families. These production will generate moderate revenues. The majority of these feeds production will occur in this market segment.
* Age 56 and above: Persons over this age have reached the turning point of life; many are retiring, and so replacements of these individuals are imminent.
* Others: This segment consists of the securities,gatemen,store keepers,transport,generator operator, etc.

Botanical Enterprise has chosen three market segments based on the consistent demand for botanical feeds. While there are other potential customers, they are smaller, less consistent in terms of demand, and more difficult to reach. The supplement companies, processors, and to the smaller degree the nurseries are attractive customers due to their consistent demand and typical long –term contract needs .there is significant value to these customers for a grower to consistently offer the same high level of active botanicals feeds in each poultry production or birds feeds and to able to meet the long duration contracts.

Products

Broiler feed : is a type of feed that have a very high amount of protein, much more higher that you want your normal chicken to feed on this. This feed has one purpose, for the chickens fast growth and nothing else. This what commercial chicken farms use for their chickens for fast produce and delivered fast to the slaughter houses. The feed makes the chicken to grow very fast that in two months, they would have grown full.

Layer Feeds: the layer feeds is a type that is fed to the hens when they started laying their first eggs. This feeds is made to support their bodies for eggs production. This feed has a high calcium amount and is good for eggs production.

Chick Starter: the chick starter is a kind of grain feed that has the highest amount of protein.it looks a lot like grains of sand or dirt. The high protein amount is needed by the the newly hatched chicks for it to grow quick and healthy.it also crumbles so that the chick can easily eat and swallow the chicken feeds. Feed the chick starter to the chicks that just hatched until they grow and graduate to the other kind of feeder, which is the grower feed at around 4-6weeks age.

Flock Raiser: the layer feed is another type of feed for all the mixed flock of chickens you have. Whether the flock has some egg laying hens and some young chickens or even some rooster. This is all round feed for all ages.

MARKET PLAN

We have discussed our client base as being predominately middle to upper-middle class individuals, couples or public and private organizations on how our products has been of a help to them . We promise the same great results every time. When marketing to individuals, the idea of releasing them from task, freeing their time for family and friends and the promise of a worry-free activities of the area the buzz words and concepts. Our marketing is predominantly by:

Awareness and Publications: Botanical Enterprise will have to communicate the brand (quality, nature, service) to the general public by publishing on blogs, social media platforms, and various websites with a high traffic and subsequently as we grow extend to radio, jingles, TV commercials and digital adverts. Letting the general public aware of our brand a mouth to mouth reference is also a key measure. To aid this we will have an online presence with clips of previous jobs done and for easy assessment.

Promotions: While disseminating what our brand represents and our services rendered to reach out for patronage of the general public, to generate a high level of sales we have to embark on discount sales and after sales services.

Market Research: We believe that for botanical enterprise success, it is important to engage in constant research about new breeds and understand certain commercial demands to enable us deliver services with worth or value according to results of that breeds. This measure is an advantage over competitions.

Advertising and Digital Media: Botanical Enterprise will devise strategic measures to attract the public about our brand through media houses (TV Commercials, Radio, Banners and Roll Up Banners). In this present age advertising can be well achieved if linked with digital marketing because of technology mainly internet, mobile devices, display advertising, social media platforms, advert commercials online and websites; this is necessary because of a large market base using the internet, as most people will be informed about our products using digital devices than the less numbers through physical shops; thereby increasing our services rendered to be unlimited to poultry breeders. Most of this adverts on social platforms require not too high expenses for sponsored promotions.

Sponsorship: As a strategy for marketing, Botanical Enterprise will sponsor major and minor non-governmental and governmental organizations, bazaars, fairs, marts, educational awards, summits and more in which we use the platform for advert and reach out to more people; we will have printed banners, roll up banners, fliers and on some cases where there is available motion projection a video clip to show and give to attendees. Apart from monetary and sponsorship, in most cases our sponsorship can be by service; we will set up and organize the event at a discount rate.

Also, when marketing to public and private poultry breeders , the idea of greater efficiency which will be brought by our products.

Pricing: Because it has different shape and sizes, billing to customers would diver because there are different individuals with different taste, but all would come at an affordable and reasonable price.

SALES FORECAST

Botanical Enterprise has the foresight to grow at a rapid pace to keep up with demand. We wish to maintain a steady rate of sales growth, however we understand that sales of products and services will vary in different months as noted in the tables and charts below- Diagram 1.0 and Diagram 1.2 rapid increase during the productive season to boost sales, and a year view to of outcome.

YEARLY FORECAST DIAGRAM 1

ORGANIZATION PLAN

 Botanical Enterprise is a partnership organization established by three individuals who hold the offices of Chief Executive Officer, Financial Director, and Project Manager.

The shareholding capacity is calculated below with the average of start-up funding plan (investment) from introduction of the plan.

START-UP FUNDING (Investment)

C.E.O. - N20M

Financial Director - N10M

Project Manager - N20M

|  |  |
| --- | --- |
| C.E.O. (Average)N2,000000 x $\frac{100}{1}$ = N2000000000 | C.E.O. (Percentage)N2,000000 = 180%N2000000000 |
| Financial DirectorN10,00000 x $\frac{100}{1}$ = N100,00000 | Financial DirectorN10,00000 x $\frac{360}{1}$ = 108%N100,00000 |  |
| Project ManagerN2,000000 x $\frac{100}{1}$ = N2,000000 | Project ManagerN2,000000 x $\frac{360}{1}$ = 180%N2,000000 |  |

The Chief Executive Officer: The employer of labour and founder of Botanical Enterprise. She sees it that every feeds made are produced and executed well according to the organizations standards.

The Financial Director: He handles finances and account monitoring of botanical enterprise market and other things been spent on.

The Project Manager: The project manager handles every event projects and works the liaison as well as coordinating the products till its finish. He is also in charge of vendors and contracted staffs Botanical Enterprise employs.

The Digital Market Strategist: The digital media strategist is in charge of technical running of botanical feeds; including publications, promotions, website management, marketing, brand development and services.

The Software Engineer: The software Engineer is responsible for developing applications for digital devices and building or maintaining the brands website.

The Secretary: The secretary handles the keeping of records, assisting members of the board as well as customer relations.

The management team sees to it that Botanical Enterprise achieves its set goals and objectives.

Diagram 1.4

C.E.O.

PROJECT MANAGER

FINANCIAL DIRECTOR

SECRETARY

TRANSPORT, DISC JOCKEYS, , CONTRACT STAFFS

Our target market.

Naturally, the target market of those who are the end customers of commercial poultry farm produce and those who benefits from the business value chain of the poultry farming and egg production industry is all encompassing; it is far reaching.

Every household consumes produce from commercial poultry farm be it chicken or egg.so almost all fast restaurants or hotel sell chicken and eggs.in essence a commercial poultry farmer should be able to sell his or her chicken and eggs to many as possible.

In view of that, we have positioned our business to attract customers of poultry breeders and eggs producers not just in Nigeria but all other parts of the world. We have conducted our market research and survey and we will ensure that we meet and surpass every expectations we set for the business.

Below the list of people and business that we will market our feeds to.

1: Household breeders

2:individual breeders

3:Hotel poultry breeders

4:Agricultural merchants

HOW TO MANAGE THE CHALLENGES

1. Having extreme passion and drive for our work
2. Giving detailed planning
3. Trust but verify
4. Being a negotiator, diplomat, listener, innovator and strategist
5. Know your clients and manage heightened emotions and stress
6. Being organized.

FINANCIAL PLAN

Service-based business requires little funds to start-up, as they grow and expand fewer funds to maintain. Therefore the following assumptions have been made on pro-forma income statement.

PROFORMANCE INCOME STATAEMENT

All numbers in N

|  |  |  |  |
| --- | --- | --- | --- |
|  | YEAR 1(N) | YEAR 2(N) | YEAR 3(N) |
| Revenue | N177.6M | N180.6M | N180.7M |
| Direct cost | N55,440,000 | 56,016,000 | N56,660,400 |
| Operating Expenses | N26,553,100 | 27,390,750 | 27,390,000 |
| Power Generation | N16,860,000 | N16,860,000 | N16,860,000 |
| Marketing and Promotions  | N8,880,600 | N9,030,750 | N9,03,750 |
| Operating Income | N95,618,900 | N97,208,250 | N96,549,600 |
| Income Taxes | N23878,048 | N24,386,640 | N24,175,872 |
| Gain or Loss of sales of Assets |  |  |  |
| Total Expenses | N126.9M | N128.8M | N129.3M |
| Net Profit  | 29% | 29% | 29% |

YEARLY CASH FLOW PROJECTION (CASH FLOW PROJECTION)

All numbers in N1,000

|  |  |  |  |
| --- | --- | --- | --- |
| CASH RECEIVED | YEAR 1(N) | YEAR 2(N) | YEAR 3(N) |
| Net cash from operations | N99,095,580 | N74,662,735 | N73,662,248 |
| Net profit | N50,740,852 | N51,821,610 | N51,373,728 |
| Change in Accounts Receivable | N0 | N0 | N0 |

|  |  |  |  |
| --- | --- | --- | --- |
| Change in Accounts Payable | N0 | N0 | NO |
| Change in Income Tax payable | N23,878,048 | N508,592 | N210,768 |
| Net cash Investing  | N106.5M | N1,500,000 | N1,500,000 |
| Assets purchased or sold | N106.5M | N1500,000 | N1,500,000 |
| Net cash from Financing |  |  |  |
| Cash at Beginning period | N0 | N7,404,420 | N65,970,827 |
| Cash at End period | N7,404,420 | N 65,970,82 | N138.1M |

BREAK-EVEN ANALYSIS

Diagram 1.5

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N2.5M |  |  |  |  |  |  |  |  |  |
| N2M |  |  |  |  |  |  |  |  |  |
| N1.5M |  |  |  |  |  |  |  |  |  |
| N1M |  |  |  |  |  |  |  |  |  **\*** |
| N500,000 |  |  |  |  |  |  |  |  **\*** |  |
| 0 |  |  |  |  |  |  |  **\*** |  |  |
| N4M |  |  |  |  |  |  **\*** |  |  |  |
| N3M |  |  |  |  |  **\*** |  |  |  |  |
| N2.5M |  |  |  |  **\*** |  |  |  |  |  |
| N2M |  |  |  **\*** |  |  |  |  |  |  |
| N1.5M |  | **\*** |  |  |  |  |  |  |  |
|  |  0 | 500 | 1000 | 1500 | 2000 | 3000 | 3500 | 4000 |