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MATRIC NO: 17/MHS01/181

DEPARTMENT: PHYSIOLOGY

LEVEL: 300LEVEL

ASSIGNMENT

A business plan on a chosen agricultural enterprise. Agricultural enterprise chosen: Poultry farming.

INTRODUCTION

Business plan on the production and supply of poultry farming.

Business name: Say Poultry

Business address: No 69 Olasanoye street, satellite town Lagos.

Principal officer: Mahmud Hadiza

Nature of business: Partnership

A sum of two hundred thousand naira is needed for the purpose of this business. Also this document should be confidential and seen my only those whom it is being sent to so as to avoid the abuse of it.

**Executive summary**

Say poultry as the name implies is going to be a business that produces all types of poultry animals to supply food production companies, retail businesses and also individuals who are interested in the supply of this service. Asided having a place of service, it is also going to have an e-website like an online market where the customers need not to come through. All they have to do is order for the goods they want online and our service shall be rendered to them. This is also going to be one of its kind because due to the groeth of internet users a lot of people or customers just want to click on their phone and the deed is done. Also, this is poultry farming and just for home use, event or even parties, poultry products are well needed. How this plan is going to be strategized is we already have a land there in satellite town, we get the poultry start up requirements, the chickens are already in place, create the website. Also we have the word of Anadariya foods which is one of the leading chicken food company nation wide to get their supplies from use due to the fact they need not go through the stress of going to the site of production. We also have connections from the biggest restaurant of the city of lagos which is the say it chickenoo and also from small business as they were impressed in the manner to which we are creating ease for them.

Like we said above the production company is going to be located in satellite town. There are a lot of producers in this industry but this e-website we have will give us a hand over them.

**Market Analysis**

The poultry will have its headquarters and function in satellite town while customers who want to make orders can do it online or even give us a call and suppliers who want to walk in can also do that. The aim is to have these customers get our services at their convienience. The demand of poultry products is high in this region of the nation such that not a single weekend goes by without the host of a party, so many restaurants use not less than a 100 poultry products in a day which some of them have chosen to partner with us. The external threat we might incur is the stench this poultry can cause to the neighbourhood and we are going to tackle that by calling the experienced poultry cleaners to do the job atleast twice in a month to avoid the inconvienience of the neighbourhood.

Our supply will be in the city of Lagos first which with time we shall cover neighbouring states and go worldwide also.

**Human Resources**

We are going to begin with a total of 8 permanent staff. A manager, 2 workers that would take care of the poultry animals 2 cleaners who will come in to clean, 2 members of the ICT unit and an accountant. We would also have technicians to render their services to us but not as permanent staff, they are paid according to the services they render. A sum of twenty thousand naira will be paid each and as the business grows their salary grows.

**Production plan**

A sum of 500 birds (point of layers) will be bought and that cost N675,000, 5 cages and each cage contais 96 birds also be bought which costs N250,000. So a capital of one million naira is to be used. These birds being bought take approximately a month to give new birds or chicken as we say. So we start selling as our stock doubles. We would have a list of debtors which we shall give a maximum of one month to pay up because we also need our business to grows