**BUSINESS PLAN FOR THE ESTABLISHMENT OF A 500 HUNDRED HECTARES OF MANGO PLANTATION AND ESTABLISHMENT OF 210 TONNES OF PER WEEK CAPACITY OF MANGO JUICE AT THE *CHRIS GWAGS FARM , AJAH,LAGOS,*LAGOS NIGERIA BY THE FEWAGS AGRICULTURAL BUSINESS VENTURES AND CONSULTANCY CONFIDENTIAL AGREEMENT.**

The undersigned reader acknowledges that the information provided in this business plan is a confidential and intellectual property ; therefore the reader agrees not to disclose any information to a third party without the express written permission of the promoter of the proposed business.

It is acknowledge by the reader that information furnished in this business plan is in all respect confidential in nature, other than the information which is in the public domain through other means and that any disclosure or use of same by the reader may cause serious harm or damage to the promoters of the proposed business.

Upon request, this document is to be immediately returned to the promoter of the proposed business

Signature:

Name:

Date:

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**EXECUTIVE SUMMARY**

My business strategies determines the feasibility and indeed the economic viability of the development of the 500 hundred hecters of land for a mango plantation and the establishment of mango juice in lagos at the chris gwags farm by the fewags agricultural business ventures . the farm will process about 2,400 mangoes in a cycle, the mango extraction plant will also process about 210 tonnes of mangoes into mango juice and other mango product like mango soap, mango pudding, mango flavor and mango icecream. There is a high demand for mango juice all over lagos and other states like ogun state, ibadan and most of the west region of the country. Lagos is the state with the largest production of mango juice in the whole of Nigeria, the demand gets higher and higher during the mango season. There are so many nutritional values that can be derived from a well produced mango juice . mango tree grows every where in Nigeria which makes purchase of the seed easier and more efficient to get .

This business plan will also create so many job opportunities , and also improve the economic sector and also boost the economy and also gives room for export which improves foreign exchange. The mango seed can easily be gotten from a near by local agricultural local store and also manure can also be gotten too. It will also give room for ivestors and stock buyers .

**SPONSORSHIP**

The project is adequately sponsored by Mr Femi Awogbami, the CEO and founder of fewags agricultural business firm. Mr Femi is a agricultural advisor to young entrepreneurs who also promotes the productivity. The fewags company will be responsible for the management consultancy of the project.

**MANAGEMENT**

The supervision will consist of a democratically selected board of managers who are intellectually sound from the organization structure. This will include the stake holders and also the managers of the fewags agricultural business firm and the executive manager who have a hand in the growth, survival and the profitability of this project.

The min objective of this selected board is to give eloquent and efficient directions and strategies in order to accomplish a refined and accurate result. The board will also adhere to the standards set by regulatory authorities.

The chairman of the project will be responsible for the day to day running of the business to give a more accurate result. He is responsible and accountable for the board of directors ; he will mobilize organization resources to achieve a set goal. He will manage business risks and focus on wealth creation.

**TECHNICAL ASSISTANCE**

THE Firm and farm will be working with the BDS (business development services ). The BDS has experience with firms that deals with conversion of fruit to juice and they will be providing the necessary technical assistance needed. the bank of agriculture as also agreed to finance the production and also the purchase of the machines needed in production of the 500 hectares of land for the planting of the seed and also the conversion through a loan of 5% interest.

The firm also has a working relationship with Olujobi agricultural firm who would help witht the funding of the equipments needed for the extraction and conversion of the mango flavor .

**MARKET AND SALES**

Market orientation: domestic; south west & south east, Nigeria

Market share: 10% niche market in south west, south east Nigeria

Users of product: restaurant, retail shops, hospitals

**COMPETITION ANALYSIS**

Lagos alone has produced 37% of the national output between the years of 1985 to 2018. Abuja state followed up by producing 21% within that period .ibadan , kastina, kano, rivers and rivers state have produced 20% and below during this period. The states mentioned above have produced 78% of the national output of mango juice within the years.

**TARIFF AND IMPORT RESTRICTION**

Restriction on juice importation and zero duty on agricultural equipment will favor the project under consideration.

**MARKET POTENTIAL**

There is a tremendous demand for mango juice in the western part of Nigeria. And the production of mango juice is favorable in all states.

**PROFITABILITY**

the physical, chemical, biological factors such as sunlight, temperature, pest, air, soil texture and conditions, pest. Basically, physical, scientific and financial solutions will be used.

**TECHNICAL FEASIBILITY**

the plan and project are technically feasible. In terms of the conversion aspect , which will involve removing the skin of the mango, them using the mango juice extraction machine to extract the liquid part of the mango. The whole process is a simple and a specialist of over 30 years experience is on our team. The equipment for the juice extraction is readily available and serviced properly for optimum production level.

On the mango planting, harvesting and juice extraction. We have specialist in pest control, farm management, irrigation, mechanization, weed science, market development, experienced farmers and accountants on our team. And also we have specialists in quality control .

We are carrying out our project using the best international practices, sustainable production and due consideration for the environment.

**GOVERNMENT SUPPORT AND REGULATION**

The project is intact with the economic diversification objective of the government. Its also supports the rule of export and reduced importation. It also creates various job opportunities for various young and old job seekers. The project will also benefit from the government policy for zero duty for agriculture.

**PROJECT TIMELINE**

The project will be completed within 7 months definitely from April, 2020 to October, 2020.

**ESTIMATED COST AND REVENUE**

1. **LAND CLEARING**

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITY** | **QUANTITY** | **#(naira)** |  |
| land clearing | 2 hectares | 250,000 |  |
| Cross cutting | 2 hectares | 22,000 |  |
| Rome ploughing | 2 hectares | 52,000 |  |
| Sub total | 2 hectares | 360,000 |  |
| total | 500 hectares | 180,000,000 |  |
|  |  |  |  |

1. **EQUIPMENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **QUANTITY** | **MODEL** | **#( naira)** |
| **Pre treatment machine** | **1** | **Yts-yjk9** | **3,000,000** |
| **Fruit crusher** | **1** | **Tgdv-y6** | **2,000,000** |
| **Fruit extractor** | **1** | **Kro-u7** | **10,000,000** |
| **Preheater and enzymolysis** | **1** | **Hrf-y7** | **2,000,000** |
| **Filter and clarifier** | **1** | **Bfb-tt4** | **5,000,000** |
| **evaporator** | **1** | **Jdn-ty6** | **15,000,000** |
| **Sterilization machine** | **1** | **Fjcc-d9** | **4,000,000** |
| **Total 41,000,000** | | | |

**(C) VEHICLE TYPE**

|  |  |  |  |
| --- | --- | --- | --- |
| **TYPE** | **MODEL** | **QUANTITY** | **AMOUNT** |
| **MINI VAN** | **MERCEDEZ BENZ** | **3** | **50,000,000** |

**(D) IRRIGATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **type** | **quantity** | **mpdel** | **amount** |  |
| **Hose reel** | **2** | **140-440mt** | **1,500,000** |  |

**OPERATING COST**

|  |  |
| --- | --- |
| CAPITAL(500 HECTARES) | AMOUNT IN NAIRA |
| PLOUGHING | 5,000,000 |
| HARROWING | 5,000,000 |
| MECHANIZATION AND STORAGE | 40,000,000 |
| INPUT | 30,000,000 |
| AREA YIELD INSURANCE | 3,000,000 |
| PRODUCE AGGREGATION | 2,000,000 |
| GEO SPATIAL SERVICE | 3,000,000 |
| INTEREST PER HECTARE | 10,000,000 |
| LOAN PRINCIPAL AND INTEREST | 100,000,000 |
| IRRIGATION COST | 20,000,000 |
| **TOTAL AMOUNT** | **218,000,000** |
|  |  |

AMORIZATION

|  |  |
| --- | --- |
| LAND CLEARING AMMORIZATION PER HECTARE | 40,000 |
| LAND CLEARING AMMORIZATION FOR 400 HECTARES | 160,000,000 |

REVENUE

|  |  |
| --- | --- |
| Yield per hectare 4 tonnes @ 145000 per tonne |  |
| Revenue for 500 hectares | 170,000,000 |
| Net revenue for 500 hectares (without amortization) | 60,000,000 |
| Net revenue for 500 hectares ( with amortization) | 50,000,000 |
| Second production cycle |  |
| Net revenue | 40,000,000 |
| Annual net revenue | 90,000,000 |

Currency conversion rate: #390.00 to 1USD

**FUNDING MECHANISM**

Chris gwags farm will produce 500 hectares of cleared farm land. Also chris gwags farm will also provide large freezers to prserve the mangoes.

Equity investors will provide equity for equipment and vehicle purchases. Where possible equity investors to provide equity for working capital otherwise secure loan at the rate of 10% through government intervention window at the bank of agriculture, bank of industry and commercial banks.

**CONCLUSION**

the plans and project is technically feasible and marketably viable.

And it is therefore recommended for funding.