

NWEKE UCHE MICHAEL

18/ENG03/056

CIVIL ENGINEERING

AFE 202

EXECUTIVE SUMMARY

MN Industry is intended to contribute to the agricultural sector, not just in Lagos State, but also Nigeria at large. This is going to be achieved by formulating plans for continuous training of all our employees at regular interval and also liaising with stake holders in the industry to contribute our quotas in the supply of farm produce to Lagos as the focal point and secondary branches in other states and export to other countries to meet the demand for food nationwide and, as time progresses, worldwide.

No doubt the demand for food produce is not going to plummet any time soon, which is why we will put plans in place to continue to upgrade our system of farm production and ensure that there is adequate supply to the market. With that all in check, we know that we will be able to get good returns on our investment.

Our biggest advantage and selling point at MN industry will be the affordability of cost of sale and constant supply of farm produce in bulk. Since our products would be sold at an affordable purchase price, there is hardly any customer both in wholesale & retail that will come across any of our unique farm produce, who wouldn't want to come back to make more purchases.

Due to the focus of both retailing and wholesaling, MN industry would be enabled to concentrate on clients and treat them as top priority regardless of status or size of orders, every client would be attended to equally and satisfactorily. Our farm is opened to customers to purchase freshly harvested farm produce & those in our warehouses to our ready market by the use of our distribution vans.

PRODUCT AND SERVICES

At MN Industry our focal point of produce would be yam, plantain and potato. We would ensure that not only do the distributors [who would eventually retail it] get it but we would also allow people in the communities around have access and can buy both small scale and in bulk.

THE BUSINESS

Everyone likes the taste of plantain either ripe or unripe, depending on the preference of individuals. Plantain can be used for various food items, like plantain chips, flour and so on. It is a popular food in most parts of Nigeria and the world at large. It is widely consumed across the continents by almost all citizens, ethnics and religious groups. With these in mind and with the high demand of both products in the market, we can safely conclude that starting a plantain business anywhere in Nigeria is going to be a viable business.

Like we have always said, the best product to deal with is the product that is in high demand in the market and plantain happens to be one of such product.

OUR VISION

1. To be a major supplier of plantain in Lagos state, and all other states in Nigeria and eventually, Worldwide.
2. To service the taste of the surrounding communities

Mission

1. Our mission is to provide fresh products at affordable prices”
2. MN Industry aims to be a cornerstone in the community creating a platform for employment for residents of the neighborhood and the Nation at large.
3. We seek fair and responsible profit, enough to keep the company financially healthy for the long term and to fairly compensate for our money and risk.
4. To become the most preferred plantain and potato chips product manufacturer among the people by giving them best for the least.

Objectives

1. To provide the unique & quality plantain for the market at an affordable cost.
2. To develop the strong presence in the community, and the nation to draw needed support for sales goals.

Company Ownership

Currently MN INDUSTRY is a company with Nweke uche Michael as the CEO.

Company Summary

MN industry will be located in Iraboko, ibeju lekki local government area. which is a very peaceful and green atmosphere. This Town is a very popular destination because of its

overwhelming growing population & a business hub for the state. It is also a good location to employ workers who would work on the farm and others who would engage the processing & storage of our farm produce.

MANPOWER REQUIREMENT

Salary /month

S/N	ROLES	NO	SALARY	TOTAL
1	Manager	1	45,000.00	45,000.00
2	Accountant	1	55,000.00	55,000.00
3	workers	20	20,000.00	400,000.00
4	Dispatch drivers	1	35,000.00	35,000.00
5	Cleaners	3	15,000.00	45,000.00
6	Security	2	20,000.00	40,000.00
			Total	620,000.00

START UP COST

S/N	DESCRIPTION	TOTAL COST(N)
1	LAND	10,000,000.00
2	ADMINISTRATIVE FUNDS	700,000.00
3	MACHINING FACILITIES	2,100,000.00
4	TRANSPORT VANS	3,000,000.00
5	SALARIES	620,000.00
6	ELECTRICITY	250,000.00
7	DRAINAGE SYSTEM	120,000.00
8	INVERTER (100KVA)	1,000,000.00
9	EMERGENCY FUNDS	300,000.00
	TOTAL	17,970,000.00

SWOT Analysis:-

STRENGTH:

- **PRICING:** The prices of our products are very reasonable and less than our competitors.
- **Versatility of products:** MN AGRO introduces new specs of plantain flour to the market that has not been seen thereby giving our customers value for their cash.
- **Efficiency in distribution:** Our product enroute to the market are thorough and efficient

WEAKNESS:

There is a risk in starting this business because it will be first of its kind.

- **Perishability of goods:** Plantain products not processed are perishable items hence need to be sold as soon as possible to gain maximum benefit.
- **LOCATION:** Due to the location of the factory, there would be need to deliver plantain that are not processed into flour directly to the market for immediate sale. This is a challenge that will be addressed by the provision of thermo vans for deliveries of plantains as the business grows in the nearest future.

OPPORTUNITY:

- **INCREASING CUSTOMER BASE:** With the continuous increase in the population of Edo and its never ending desire, the financial potentials are limitless and we already have a large customer base.
- **PRODUCT DIVERISIFICATION:** Expansion of the product line in the future with the introduction of plantain chips, plantain flour & yam flour.
- **DRINKS & CHIPS:** The opening and expansion of establishment of our own outlets which is aimed at the production of drinks will be to create an umbrella company.

Threats:

- **COMPETITORS:** Several competitors in the industry with well-established players like Pounded Yam, Semolina, etc. These are all well recognized brand among the customers and its sales are maximum among the various products across all states in Nigeria

- **VISIBILITY:** One of the challenges to face is the brand visibility and recognition by the populace in the district, as they are used and familiar with other established brands.

CONCLUSION

We are positively confident that our agricultural products will succeed with our huge customer base with a unique range of product.

There are many factors that influence the availability of the product. Supply of raw materials like fertilizers and labour should be within time. Worker should be hardworking and be at their best on the job so that we can provide market with the quality hygienic plantain and plantain products as well as other finished goods associated.