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Introduction

A business plan is also a road map that provides directions so a business can plan its future and helps it avoid bumps in the road. The time you spend making your business plan thorough and accurate, and keeping it up-to-date, is an investment that pays big dividends in the long term. Your business plan should conform to generally accepted guidelines regarding form and content. Each section should include specific elements and address relevant questions that the people who read your plan will most likely ask. Generally, a business plan has the following components:

1. Executive Summary/ Brief Description of the Project
2. Sponsorship, Management and Technical Assistance
3. Market and Sales
4. Technical Feasibility, Resources and Environment
5. Government Support and Regulation
6. Timelines of Projects
7. Estimated Project Cost and Revenue
8. Funding Mechanism
9. Conclusion

BUSINESS PLAN FOR ENIOLA FARMS NIYIOLA POULTRY FARMS..

Executive Summary

Niyiola poultry farm will be world renowned for the best poultry products and services. We will provide high quality poultry meat and eggs of different varieties. We will be exporting not just dressed chicken and eggs but also different types of live birds. Due to our size and capacity we will service not just the end users to provide table meat and eggs but also a host of other poultry farms and other industries. We have carried out a very thorough feasibility study on a wide range of poultry products and have carefully studied different business models for this business. In view of this we have only adapted the best model for not just for our business but also to enable us serve other industries well. Our handpicked business strategies adequately address the issues of quality as it relates to the genetic makeup of different bird species and hatchery technologies to make sure that only the best and finest bird products are out from our farm. It is important to note that we cannot achieve such a feat without highly trained and qualified hands on deck. That is why we will put up laboratories and hatcheries. As mentioned earlier, this is to help us to achieve great results and give the best quality. Our well trained professionals take into consideration every little detail. Yes, you heard me right, every little detail because we have a reputation to create. Niyiola Farms sits on two hundred hectares of land on the outskirts of Kwara state, Nigeria. From there we service the whole of Kwara and the a few other states. We have also carried out a detailed market research to enable us to address the different problems peculiar to different environments.

Especially when it comes to live birds, we have researched that different climatic conditions have various health implications on birds. That is why we will invest a

fortune in research to raise genetically modified disease resistant bird species which could also adapt easily to different climatic conditions. The increasing awareness of the health implications of red meat makes people globally to opt for poultry meat, which is healthier to consume. This single factor will spike the demand for poultry products.

Industry Analysis

This project will form part of the Poultry Industry and the greater Agricultural Industry of Africa. The Poultry industry is threefold as it is divided into the following sub-industries:

- Egg Production Industry
- The Broiler Industry
- The Day-Old Chick Supply Industry

The specific industry that the project will make direct and valuable contribution to will be the Egg Production Industry. African Farmers Association (AFA) represents farmers making contribution to the Poultry Industry at large and is responsible for promoting, coordinating and contributing to the welfare of the FARMING Industry in ALL of Africa. The Poultry Industry is highly regarded in Nigeria as it is an industry that makes significant contribution towards 'feeding the nation'. The Poultry Industry provides 61.4% of animal protein consumed in Nigeria. The industry has gone through

some changes in the past as a result of the Agricultural Industry being deregulated. This saw a reduction in production, lower margins in the early supply chain and a greater share of returns in the retail sector for most agricultural products. Recent studies have shown that the consumption of eggs is increasing steadily, the increase in consumption is anticipated to grow in future. Moreover, of the total egg production output, 65-70% is consumed in the household sector, while 30-40% of consumption is attributed to food service, industrial and commercial uses. Some Key issues that may be influencing the productivity of the industry include the following:

- Poultry related diseases such as Newcastle Disease and Avian Influenza.
- Urbanization.
- Redistribution of land.
- Imports posing great competition to local players.
- Raw material prices.
- Applicable product standards and regulations.
- Food safety certification.

Market Analysis

The main products of the project will be the eggs produced by the layer birds. The project will strive to improve the quality of the eggs produced and sold by providing the right nutrition and environment condition for the layers. Other

products to be sold by the project will include dressed chicken, live birds and manure resulting from chicken droppings. The marketing efforts will focus on identifying and understanding the ever changing needs and preferences of the customers in order to satisfy them. The marketing mix will drive the customer value proposition of the project. The following is an account on the product, promotion, place and packaging that will be applied to the selected market segment

Projected Total Compensation Package per annum.

| Staff | Packages |
|-------------------|----------|
| Manager | 500,000 |
| Marketing Officer | 350,000 |
| Accountant | 350,000 |
| Operators | 350,000 |
| Packers | 150,000 |
| Cleaners | 50,000 |
| Security | 100,000 |

Production Plan

After training, feeding and treating the birds for some weeks, the layers start egg production after 20-21 weeks, which means that we will start the supply and distribution after a few weeks. The broilers however take a lesser period of time to mature, they take 6-8 weeks and they are slaughtered, hung upside for blood drain, then defeathered using hot water. After they are cut open to remove waste products and the internal organs that can cause decay. The legs and head are then cut off and they are packaged, ready for supply and distribution. The live birds however are hatched at the hatchery and are immediately supplied and distributed. With this distribution strategy, we will supply 12,000 packages daily using 4 shifts of 6hrs each with 1hr break.

Risk Accessibility

In the first year of operation, employee costs will be minimized so as to ensure that this risk is minimized. There is a potential market risk in terms of competition from well-established poultry farms and suppliers, Niyiola poultry farm will have to compete for market share with these established businesses. To mitigate this, the business will focus on a specific market segment and strive to understand the customers better than the competitors. This project will knowledgeable and competent personnel in significant areas such as business management, financial management, costing, entrepreneurship and technical aspects relating to raising layers and egg production management. It will be important for the owners, management and employees to be well trained.

Moreover, a loss of key personnel is likely to affect the business adversely.. The depreciating rand is also a factor to consider as it also affects prices of procurement such as vaccines, medicines and imported feed supplies. This risk is external and out of the control of the business. There will be likelihood to implement energy saving measures such as the use of energy saving bulbs.

Niyiola poultry farm will look into alternative energy sources such as solar power and wind mills. The business will strive to not pass on the costs to consumers as it understands that affordability is one of the key success factors in the poultry industry. There is a risk of outbreak of diseases that could adversely affect the products of the project. When poultry is kept intensively, the risk of disease is very high for the mere reason that the birds are too close to each other. If proper vaccination programs are not followed the business could suffer major financial losses. It is important that a proper vaccination program is followed. The vaccination will minimize the threat of diseases. Personnel will ensure that the birds are monitored for diseases and that the chicken housing are kept clean and secure from other event risks.

Financial Plan

The company intends to raise an amount of approximately 750,000,000 of seed capital. 250,000,000 has already been committed by management.

Current Capital Structure

| Shares Authorized | Shares Issued |
|---------------------|------------------|
| 15,000,000 common | 1,500,000 common |
| 1,000,000 preferred | 0 preferred |

Current Shareholders:

| | |
|----------------------|----------------|
| Burutolu Tarimobowei | 300,000shares |
| Aba Dorcas | 300,000 shares |
| Onjewu Claire | 300,000 shares |
| Odumah William | 300,000 shares |

For 750,000,000, the investing party will receive 750,000 preferred shares, or 33.3% of the company. Preferred shares will include senior debt and anti-dilution provisions as negotiated.

Utilization of Proceeds:

Working capital

The proceeds from the offer will be used to fund the working capital requirements of the company (and its subsidiary and associated companies, if any).

Acquisition of assets

Land & building, plant & machinery, and other fixed assets will be purchased as and when deemed necessary to maximize the profits of the company

Cashflows incidental to the normal business operations of the company.

Funds will be used for the purpose of business operations of the company.

The most likely exit afforded investors will be through acquisition. If the company's actual operational and financial results are in any reasonable range of the projected results herein, the company will become an attractive asset to an acquisitive competitor or larger medical device company. No particular competitor or company is thought to be more likely than another to be interested.

Exceptional results would enhance the ENIOLA brand name and financial position, making new product development and the likelihood of new product success more plausible. In this scenario, the opportunity to raise capital and provide an investment exit to shareholders becomes more likely.

Projected Profit and Loss

Barring any unforeseen circumstances, ENIOLA poultry farms is anticipated to break-even by Year 3 of operations. Profits for the company in subsequent years will accelerate with the increase in anticipated sales volume.

Projected Cash Flow

It will be noted that the company's cash flow will be steadily declining for the first year of operations. This is expected due to large capital investments and initial slow sales. the company has calculated its financial plan so that it will have enough cash from

investors and debt to survive until profitability reaches acceptable levels.