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**DEPT: ELECT/ELECT**

**A FEASIBILITY REPORT / BUSINESS PLAN FOR THE DEVELOPMENT OF A  
POULTRY FARM WITH LAND OF 200 HECTARES AT LAGOS IKEJA BY  
JEREMIAH BEST**

**Executive summary / project Description**

This poultry farm business plan examines the development of 200 hectares of land used with the establishment of a poultry farm in Lagos State by Jeremiah Best with the poultry name as Jeremiah Success poultry farms. The poultry farm, and egg production agriculture business execution is based in the inskirts of Nigeria, Ikeja to be precise at Ikeja Lagos Nigeria. The poultry farm will be in the form of a standard commercial poultry. The poultry farm will be involved in raising, processing and marketing chickens and eggs .Most of the Table eggs produced by battery chickens will be white , and brown. Also, there are eggs, Specialty eggs, and Table eggs produced by free-range chickens on a commercial level; we export chickens, processed chickens and eggs to other states except from lagos within the country. We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the Economy at lagos, and Nigeria as a whole in national food production, and also to export chicken and eggs from lagos states to other states in the country Nigeria and over and above to make profit. We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in Nigeria. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

**Sponsorship**

Jeremiah success poultry farm is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the Nigeria market

and the global market. This project is sponsored by Mr Jeremiah best. Mr Jeremiah best is a known reknowned Agriculture Research Institute in Nigeria. He worked in the industry for well over 10 years before resigning to start his own commercial poultry farm and egg production business. He is of course well experienced and highly qualified to run this type of business. The poultry farm will be fully and single handedly financed by the owner – Mr. Jeremiah Best.

## **Management**

The management will comprises of democraticatic elected board of members, with functions which are:

Chief Executive Officer

General Farm Manager

Human Resources and Admin Manager

Accountant / Cashier

Sales and Marketing Executive. The roles, and responsibilities of each are stated below as:

### ***Chief Executive Officer – CEO:***

Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

Responsible for providing direction for the business

Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.

Responsible for signing checks and documents on behalf of the company

Evaluates the success of the organization

### ***General Farm Manager***

Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization

Supervises other section manager

Ensures compliance during project executions

Provides advice on the management of farming activities across all section

Responsible for carrying out risk assessment

Uses IT systems and software to keep track of people and progress of the growth of chickens and other birds

Responsible for overseeing the accounting, costing and sale of poultry farm produce

Represent the organization's interest at various stakeholders meetings

Ensures that farming goals desired result are achieved, the most efficient resources (manpower, equipment, tools and chemicals et al) are utilized and different interests involved are satisfied.

Responsible for preparing financial reports, budgets, and financial statements for the organization

### ***Human Resources and Admin Manager***

Responsible for overseeing the smooth running of HR and administrative tasks for the organization

Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Defines job positions for recruitment and managing interviewing process

Carries out staff induction for new team members

Responsible for training, evaluation and assessment of employees

Oversees the smooth running of the daily office.

### ***Accountant / Cashier:***

Responsible for preparing financial reports, budgets, and financial statements for the organization

Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.

Responsible for financial forecasting and risks analysis.

Performs cash management, general ledger accounting, and financial reporting for one or more properties.

Responsible for developing and managing financial systems and policies

Responsible for administering payrolls

Ensures compliance with taxation legislation

Handles all financial transactions for Noble Ernest Poultry Farms, LLC

Serves as internal auditor for Noble Ernest Poultry Farms, LLC.

### ***Sales and Marketing Manager***

Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones

Models demographic information and analyze the volumes of transactional data generated by customer

Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.

Writes winning proposal documents, negotiate fees and rates in line with organizations' policy

### **Technical Assitant**

The poultry farm has relationship with a technical support situated at lagos known as college support for business in poultry farming .This college support raising, processing, and production of chicken. They are good, and produces good technical support to the poultry farm by helping in distribution of products, and services rendered at lagos ,and other states within the country Nigeria. The poultry farm has a working relationship with lagos State Government, lagos State Ministry of poultry enhancers support, and individual farmers with an accredited learning skill in poultry farming works. The poultry farm will get technical support from this relationship in the

area of production through poultry farming contracts. The poultry farm productions will be distributed, and sold within the states by the farm technical team that also assists in distributions, and selling of products.

### **Market and Sales**

The sales revenue in the poultry farming business has soared in the past few years. This is largely due to the increasing demand for chickens and eggs by consumers, as a result of the endless campaigns concerning the health benefits of chickens and eggs. Chickens and eggs are reputed to be a better source of protein by health experts.

One notable trend in the industry is the fact that, as a result of improvement in technology, poultry farmers have now been able to confidently predict and produce the needed quantities of chickens and eggs at a particular time.

### **Competition Analysis Advantage:**

Jeremiah Success poultry farms has recognised the competition in the industry when it comes to selling poultry farm produce to consumers all around the states in Nigeria. We have been able to diligently carry out our research and uncover some of the areas we will be able to seize the market.

One of such ways is how much we intend to sell our chickens and eggs. We want to make sure we sell our poultry farm products at affordable, yet competitive prices in the industry.

Another way we intend to seize the market in our poultry farming business is to make sure we establish good network with some of the strong players in the industry. We want to make sure we form strong business relationships with top agriculture merchants, including suppliers of poultry feed and medication as well as consumers of our products.

### **Market Potential**

There is demand for chickens, and eggs in the Southern, and northern part of Nigeria. The state of infrastructure though not perfect still supports production and trade within Nigeria.

### **Profitability**

Profitability is affected by so many factors such as Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, water, food etc. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit.

### **Technical Feasibility:**

The projects of the poultry farm productions are technical feasible. In terms of technology the equipments for breeding ,and rearing of birds to ensure maintenance of the systems are readily available, and our experts have hand on experience in the usage, and maintenance of the equipment. We are implementing our projects using sustainable production, and due consideration for the poultry . On the eggs, and other poultry production, we have specialists in farm management, market development, poultry skills services, as the part of management services

### **Government Support and Regulation**

The project conform with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government. It creates economic opportunities, market access, improved income for farmers and support food security objective of government. The project will benefit from government intervention fund in the agriculture sector that deals with poultry farming .The project will also benefit from the favourable policy of zero duty for agricultural and equipment import. Restriction of forex for all food products will also widen market opportunity.

### **Project Timeline**

The project will be completed within 4months preferably between January, 2020 to April, 2020.

### **Estimated Costs**

<b>COSTS</b>	<b>AMOUNT (#)</b>	<b>%</b>
<b>Feed</b>	<b>116163</b>	<b>19.6</b>
<b>Medication/vaccine</b>	<b>476373</b>	<b>80.4</b>
<b>TOTAL</b>	<b>592536</b>	<b>100</b>
<b>Live Birds</b>	<b>4041780</b>	<b>79.3</b>
<b>Eggs</b>	<b>1055560</b>	<b>20.7</b>
<b>TOTAL</b>	<b>5097350</b>	
<b>Profit</b>	<b>4504314</b>	
<b>Average Profit</b>	<b>38824</b>	
<b>Return on Investments</b>	<b>5.64</b>	

### **Funding Mechanism**

JEREMIAH BEST as the sponsorship of the project will provide 200Ha of cleared farmland with the adequate funds and supplies needed for the whole project fulfillments

### **Conclusion**

The project is recommended for funding as it is technical feasible