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Course : Afe 202

Business Plan

Rainbow's Dairy products

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EXECUTIVE SUMMARY

Ehwehwe .O. Abigail has been involved in the food industry for several years. She opened her first dairy shop in Akora Villa in the year 2004. After many years of service, she decided to expand her business by opening up her Dairy Product Company. The aim is to process dairy products. The business is processing Pasteurized Fresh Milk, Maas, Yoghurt, Butter and will start processing Cheese, and Milk Blended Juice.

The estimated shelf life of her product varies, as long as it is kept below 4 degrees Celcius, the products can last from between 12 days to 6 months. Production and distribution is to be sited at 120a, Adejobi crescent, Anthony . Financial analyst say's the business will be profitable.

Sponsorship, management, and Technical Assistance

The business is to be sponsored by Farm Crowd which is Nigeria's First Digital Agriculture Platform that empowers rural farmers by providing them with improved seeds, farm inputs, training on modern farming techniques and provides a market for the sale of

their farm produce. This gives the farmers the capacity to farm more acres and by extension leads to increased food production and security in Africa. It aims is to earn profit and empower farmers. The management would consist of Ehwehwe Abigail as the chief executive officer or director in chief, a managing director who shall be responsible for the co-ordination of the day to day management of the cooperative business, a product line manager, transportations manager and a sale manager. Technical assistance will include a receptionist for receiving of guest and a secretary to be assigned to all managers.

Market and Sales

The dairy products would mainly be pasteurized fresh milk, condensed milk, butter, cheese, yogurt, maas, milk blended juice and ice cream.

Sales shall be done in kilograms and carton size :

s/n	Goods type	Price per kilo Naira	Price per carton (20kg) Naira
1	Pasteurized fresh milk	1000	20000
2	Condensed milk	1200	24000
3	Maas	800	16000
4	Fresh whole yogurt	1300	26000
5	Sweetened yogurt	1100	22000
6	Milk blended juice	500	1000
7	Fresh whole ice cream	1200	24000
8	Cheddar cheese	1200	24000
9	Mozzarella cheese	1500	30000
10	Salted Butter	2000	40000
11	Unsalted Butter	1500	30000

All sales shall be based on value and will be profit oriented, discount sales and bonuses shall be awarded on loyalty of customers and consumers and amount of goods purchased by an individual or enterprise.

Technical feasibility, Resources and Environments

My technical feasibility and resources include:

Multipurpose Plate Pasteurizer

Holding tube

raw milk tank

Homogenizer

incubator milk tanks

Bottle Filler

Chiller plant

Cheese vat

Air Compressor

Cold Room

Display Fridge

Air Conditioners

Label Printer

transport tank

Environment may include inland farms.

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. 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. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

Estimated project cost and revenue

s/n	Items for production	Cost in Naira
1	Multi purpose Plate Pasteurizers	50,000,000
2	Cold rooms	10,000,000
3	Cold trucks	10,000,000
4	raw milk tanks	20,000,000
5	cow feed 5 tons	10,000,000
6	Generators	15,000,000
7	holding tube	10,000,000
8	Incubator milk tanks	20,000,000
9	homogeizer	25,000,000
10	cheese vat	40,000,000
11	air compressor	10,000,000

12	transport tanks	10,000,000
13	commercial vehicle	14,000,000
14	plant and other machinery	15,000,000
	Total	259,000,000

Labor force of 500 people shall be taken into consideration. Generated revenue for sales (if sold on a global platform to all African countries and western nations) is set to be over 250 million Naira if production is to be tripled more can be realized if investments from the general public increase.

Depreciation of assets and expenditure has been put into great consideration as it will be charged and deducted annually and readdressed during our annual general meetings through our statement of financial position.

Revenue shall be used to in discovery of other agricultural product that will generate more income and employment for Nigerian citizens.

Funding mechanism

The business funding is to come from

Owners of the company.

Issuing of shares

Loans and grants

The owners of the company are to contribute 50% of the start up capital i.e the promoters the company people who concern themselves with the day to day running of the company.

Issuing of shares shall constitute of 30% funds shall generated by

selling directors share certificate

selling of preference and ordinary shares

Loans and grants shall be collected from world development banks and agricultural bank of Nigeria also for second options mortgage banks within NIGERIA. A FLOAT shall be left place on our assets pending time of payment.

Conclusion

The aim of the business is to provide jobs and sustainable development in the agricultural sector in a means to diversify the Nigerian economy. To provide jobs for hundreds and millions of people in the Nigerian economy and uphold a higher standard of living. The startup could be little but the leading results could be huge, leading to a rise in other agricultural market and establishment which could lead to an even balanced and healthy economy

