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Business plan for four hundred hectares of cocoa production at ELIM FARM, ABUJA by Good food ventures

Project description

This business plan reveals the establishment of 400 hectares of cocoa production and its processed state in Abuja by Good Food ventures. This plan will equally state the finished goods the cocoa will be used to produce like chocolate, animal feed, soft drinks and alcohol, cocoa powder, coco butter. There is a high demand for these products and the population is rapidly consuming it and this leads to shortage of the commodity.

This production is popularly in the western part of Nigeria, most Yoruba states engage in the production of which includes; Lagos, Ibadan, Ondo and Ekiti state with town including Egba, Okeigbo and Ilesha. the plantation is also seen in Bonny and Calabar.

Cocoa flourishes in the areas that are not more than 20 degrees north or south of the equator. The trees respond well in regions with high temperature and distributed rainfall. This production site will be economically and financially useful for the people of Abuja as it will not only provide job opportunities but also make interested sponsors and investors to partake of the production that will create more economic value for the people of Abuja. It will also create an outlet for its produce to be sold at an affordable rate.

sponsorship

This project is entirely sponsored by Mr. Nnamdi Nwokeji, an Agric Engineer and founder of Elim farms. Mr. Nnamdi is scaling the production of farming by inputting his utmost effort for the provision of a cooperative society in Abuja. Elim farms is said to be established in most parts of the state including Lagos, Osun, Kaduna and Port Harcourt, having its headquarters in Abuja. It has experts in every field of agriculture. Good food ventures will be responsible for the management consultancy of the projects.

Management

The management will comprise of a democratically elected Board of Directors at the apex of the organization structure. This will be made up of shareholders and members of the cooperative who have a stake in the survival, growth and profitability of the business as well as distinguished agribusiness professionals of proven integrity and vast experience in the project area. The prime objective of the board will be to give strategic information and directions that will yield long-term results in the organization. The board will ensure that the organization is compliant with all standards set by regulatory authorities.

The president will be in charge of the coordination of the day to day management of the business. He is accountable to the Board of Directors; he will mobilize organization resources to achieve set goals. He will manage business risks and focus on wealth creation.

Technical Assistance

Elim farms has a working relationship with Cocoa Research Institute of Nigeria (CRIN). CRIN is a National Institute with research mandate on Cocoa, Kola, Coffee, Cashew and Tea. the Institute has six (6) substations located in the six geopolitical zones of Nigeria where these crops are cultivated in abundance. Over the years, the Institute has recorded major breakthroughs in research work that enhanced the production and utilization of products and by-products of the mandate crops.

The farm also has relationship with international institute of Tropical Agriculture (IITA), and International Cocoa Organization (ICCO)

The farm will find the necessary financial requirement for this project and equipment for which they will assist some commercial banks who are also in working relationship with them who will lend them loans for the project.

The farm has a working relationship with Abuja state government as it is recognized to be one of their biggest business setups, the farm tends to bring many investors to Abuja and develop the state more. The farm will get technical supports from these areas in terms of money or equipment.

The farm also has working relationship with cooperatives bodies and other farms that will serve as an outlet for the sale of the cocoa and its produce. This will benefit the bottling companies nationwide.

Market and sales

Since this project is based in North central (Abuja) the outlets it will focus on are in the South West, South East and South South of Nigeria. Each market will get 5% of each sales in the outlets provided in the 3 geopolitical zones (south west, south east and south south) The consumers of these produce are both human beings and livestock; as the humans consume the beverages and chocolates while the husk are for livestock consumption and industrial use.

Competition analysis

The earliest cocoa farms in Nigeria were in Bonny and Calabar which did not yield profits as it was said that its ground wasn't suitable for the production of cocoa. Rapidly the plantation traveled to the South West region and it bloomed successfully. States like Lagos was producing more cocoa and its income was alarming, it also expanded to places like Ibadan, Egba and Ilesha which continued to yield more results. In general it expanded and flourished in Yoruba hinterlands and that makes them the main producers of cocoa, giving Abuja a result to beat. This project has never been tried in the north zone before making the Yoruba hinterlands the major producers of cocoa.

Tariff and import Restrictions

Since this project is an inside project which would not involve importation of any kind, restrictions by the government on the project will be null and void as every equipment used are locally made.

Market Potential

There is a strong demand for cocoa and its produce in the Northern part of Nigeria. The zone will not only pave way for more job opportunities and income but with the infrastructures not yet at its good state supports trade within the country.

Profitability

Cocoa should be cultivated in the areas where it thrives best, i.e. areas with hot, moist climates, with average rainfall of between 1150mm and 2500mm, and a temperature range of 18°C to 32°C. Cocoa should be grown on land where there are no land tenure problems. Cocoa farms/plantations should not be established on or adjacent to areas identified/recognized as high conservation value habitats. If rare, threatened or endangered species, or high conservation value habitats, are present on cocoa farms/plantations or nearby, appropriate measures for management planning and operations should be implemented. The soil for cocoa growing should be rich in nutrients and should have the appropriate physical and chemical properties, level of acidity, and organic matter content that are favorable to the development of the cocoa tree. Depending on varietal requirements, adequate temporary and permanent shade trees should be provided in cocoa farms.

Technical feasibility

The projects are technically feasible. In terms of technology, which involve the cleaning and roasting of the pods and grinding on the pods to produce its fine texture for the production of beverages and other things. Specialist are highly involved in this plantation, to take really good care of the trees and ensure it flourishes.

The major competitors in the South West are HUSKIES which deal with the produce of cocoa, the make both beverages and cosmetics with cocoa. The tend to be main distributors in the South Western region, they tend to be spread all over the country. But with the help of the marketing team, the products will be made popular in the country giving way for a healthy competition. With also the help of our internationally trading agencies, the products will be acknowledge on the international level.

Project Timeline

The project is estimated to be complete within 7 months as the dry season commerce. The whole project will flourish by then because cocoa is known to do well during the dry season.

Estimated Cost

Before the process begins, the land is first cleared and treated for the first month that way it will the crops room to blossom well. The amount for this project will be explained individually.

Land clearing

ACTIVITY	QTY	AMOUNT IN NAIRA	AMOUNT IN KOBO
Land clearing	1 hectare	240,000	00
Lining and Pegging	1 hectare	100,000	00
Spacing	1 hectare	50,000	00
Shade establishment	1 hectare	50,000	00
TOTAL	400 HECTARES	440,000	00

Equipment

Name	Qty	Amount in Naira	Amount in Kobo
Pruning saws	5	50,000	00
Cocoa harvesting knives	5	50,000	00
Wheel barrows	5	49,760	00
Steel lopper	1	15,000	00
Pressure Sprayers	5	100,000	00
Shade clothes	4	75,950	00
Planting bags	10	150,000	00
TOTAL		590,710	

Vehicle

Type	Model	QTY	Amount in Naira
Pick up truck	Tundra 2	1	100,000

Funding Mechanism

Elim farm will provide 400 hectares of land in Abuja and lease it to the cooperative board of Good Food ventures. The venture will also lease 4,000MT capacity silo as equity contribution. Equity investor to provide equity for equipment and vehicles purchase, where possible equity investor to provide equity for working capital or otherwise secure loan at the rate of 10% through the intervention of the government, commercial banks and trading agencies.

Conclusion

The project is technically feasible and commercially viable. It is therefore recommended for funding.