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*Assignment.*

*Prepare a business plan on a chosen agricultural enterprise following the guidelines in the note.*

*Answer.*

***FISH INDUSTRY BUSINESS PLAN***

*The fish industry involves the cultivation and marketing of fish in a controlled environment for all or*

*part of their life cycle.*

 *A business plan helps to develop an overall vision and mission for your business. You think about*

*your short and long term goals. And also while setting a business plan you set the direction for your*

*business plan you set the direction for your business to develop over the next five years*

 *Why does your farm exist*

 *For commercial purpose*

 *For consumption*

 *What purpose does your farm serve*

 *For barbecue*

 *Pepper soup*

 *Sardine*

 *Fish rolls*

 *This is beyond “make money” this mission statement is based on your values and your core identify*

 *as a small farm*

*The catfish industry in Nigeria is one of the fastest growing segments of the agriculture fish market*

 *today. The growth potential for the catfish market is at its strongest level ever. The demand for*

 *catfish is increasing due to the ever-increasing health consciousness of consumer. Per capita*

 *consumption of fish in Nigeria has increased geometrically*

*. These increases in demand are stressing the world’s natural fisheries, which are*

*generally considered to be at or near their maximum sustainable yield, thus increasing the demand for*

 *the catfish raised in aquaculture facilities. Not to mention the increasing demand in our society for*

 *locally grown products. GROWTH RATE, INDUSTRY SIZE, OPPORTUNITY AND SALES*

 *PROJECTION The demand for fish according to the federal ministry of agricultural was 9.1 million*

 *tons in 2015while domestic production was 3.5 million tons. The Nigerian Federal Ministry of*

 *Agriculturalestimates that the demand for fish in the nation is projected to grow from its current*

 *demand by 30%. This deficit was partly augmented by massive importation of fish of about*

 *1,200,000 tons. This is a big drawback on our scarce foreign exchange.This still left a huge deficit of*

 *4,400,000 tons, hence the concerted effort to ensure self-sufficiency in fish production through*

 *aquaculture in Nigeria. The demand for Fish in the country is currently estimated at about*

 *11,830,000 million tons annually, as against the local annual production of just 3,500,000 metric*

 *tons, giving a demand-supply gap of about 8,330,000 million tons. It is very clear that the demand is*

 *far higher than supply.*

*the only fish farm in Kashere which provides us with the avenue to control the market, and being the only fish farm we will enjoy monopoly.*

**

*We also intend to offer free delivery services to our customers in the first few years of operation.*

**

*The growing population is another major factor because more people are coming ranging from*

 *students to business men and women, investors and people from all part of the country.*

*INDUSTRY TRENDS*

*The demand for cat fish is non-seasonal commodity. There are no up and downtrends in this industry*

 *as there is always demand for catfish. Demands even goes higher than normal during festive periods*

 *but they are no periods when demand is below normal as even during fasting periods, at evening*

 *time of break, people would also come to buy to break their fast.*

*Our Goals*

**

*To remain pioneers in the fish farm business and to further strengthen our leading position.*

**

*To increase the production of our product (Catfish).*

**

*To lay emphasis on the vertical integration of the production and to achieve added value.*

**

*To increase productivity and efficiency to the benefit.*

**

*To establish long-term planning for the benefit of the consumers and make more profit.*

**

*To successfully meet the challenges and demands of the domestic market.*

**

*To seek transparency in the structure, operation and production of the company.*

*MARGINS The end product of fish farm is the grown up (Adult) fish for sale in the market. Unlike*

 *poultry farming or other farms where you can have other bye products like the animal dung, fish have*

 *no such bye products which you can also sale for profit. Our revenue driver, would be the sale of the*

 *grown up or adult fish to the market. The revenue to be raised here from this sale is high if we are*

 *able to work hard and ensure our fish are alive, healthy and well feed and reach the market desired*

 *size. When we buy a fingerling at the cost of N40, after the growth cycle of 6months, the fish would*

 *be sold in the market for about N600*

 *–*

 *N700, it’s a big revenue driver for us. So have to work hard so that this is achieved.*

*FIXED AND VARIABLE COST Fixed cost for these early periods are as follows:*

**

*Tax*

**

*Depreciation VARIABLE COST Fixed cost for these early periods are as follows: Feeds Seed*

 *(Fingerlings) Fuel Electricity Chemicals Labour Cost (Sales Girl and Labourers*

*LENGES IN CATFISH FARMING Fish farming is a very lucrative business and a profit maker all year round. The reason for its profitability can be attributed to the fact that it is a food and it is always in demand. In fact, the demand for fish can never be met because of the massive population we have especially here in Nigeria. As any farm or business venture, catfish farminginvolves risk. This risk if managed carefully could be minimized, as they have the potential to wipe out your fish stock or make the farm unprofitable. Some of these challenges and risks include:*

**

*Fish Loss: This loss could be as a result of disease affecting your fingerlings in the pond. Some of these diseases include; Enteric Septicemia, Columnaris, Aeromonas, Virions, Tape Worms, round worms, flukes, etc.*

**

*Fish is very sensitive to manage and a slight mistake could result to degenerated growth of your fish or even death which may cause massive revenue loss.*

**

*Water Contamination: Spillage into the ponds could cut off oxygen flow to the fingerlings or fishes and this would kill the fishes.*

**

*There is no byproduct in fishery unlike poultry where even the drop can be harvested and sold to other farmers and make extra profit. In fishery, all you get is the*

 *flesh*

*.*

**

*Quality of Fingerlings: Poor quality fingerlings may die or even fail to grow and this would result in a loss of investment.*

**

*Setting up fish farm is capital intensive, much more than that of poultry and snail farming. Setting up fish farm requires more careful planning and much capital input.*

**

*Failure of water supply: Breakage of water supply is potentially dangerous to the fish and if such occurs, there are great tendencies of the fishes dying.*

**

*Fish farming is capital intensive.*

**

*It is labor or management intensive*

**

*Cannibalism and high mortality rate of fingerlings*

*Short term goals*

*Within a year the amount of fish pond should be about ten with fifty fish in each of them*

*that is 500 fish in total.*

*Long term goals*

 *After a year the amount of fish and fish pond would have*

 *Increased to 60 ponds and still 50 fish in each of them or*

 *Or even more making the amount of fish to increase to 3000*

 *The farm would be located in Mandolin Abuja. The site is generally*

*Flat with gentle sloping which is quite suitable for the farm.*

*This slip would aid ensure 100% drainage of pond water. We have a plot of land which covers*

*A capacity of 200 by 200 meters.*

*The farm is also located in the community stream.*

 *Challenges and risks*

 *Fish loss can bring a down fall to the business and also give discouragement about the business*

 *Provision of fish foods is also essential to the business*

 *Fish eats themselves if they are mixed up together so it must be well observed.*