A BUSINESS PLAN FOR THE DEVELOPMENT OF A 7 HECTER LAND FOR THE FARMING AND REARING OF FISH AND SNAIL IN LARGE QUANTITIES, EVELIZ GLOBAL RESOURCES, BAYELSA STATE, YENEGOA, NIGERIA.

Non-Disclosure and Confidentiality Agreement

The undersigned reader hereby agrees that all financial and other information that will be received regarding this business plan is confidential and will not be disclosed to any other individual without prior written consent.

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**Executive summary/ Project Description**

The business plan is of a business called Eveliz Global Resources which is an agricultural farm that seeks to produce and market high nutritional and affordable fish farm produce and snails to cater to the nutritional needs of individuals and households in Yenagoa. The business is registered as a partnership between the shareholders of Eveliz Global Resources. The business serves the purpose of providing healthy and fresh fish farming produce and healthy snails to the people and homes in Yenagoa.

The land used for the business is a 7 hectare land solely for the rearing of the fishes and snails. The species of fish that the business is based on are Tilapia fish and Catfish and the species of snail that are reared the African giant snail called Archachatina marginta. The fish are bought as fingerlings and are to be raised till they mature and then are sold and the snails are bough young and raised till they can be sold. There are about 3000000 fish produced from the farm in a year and 50000 snails produced in a year and the production rises as the years go by due to the high reproductive capacity of both the tilapia and the snails.

*Vision Statement*

To include our high quality fish and snail produce in the consumers’ diet of residents in Bayelsa and other adjourning towns.

*Mission statement*

To provide high nutritional quality fish and snail produce to our numerous customers using improved farming techniques, value addition and environmentally friendly processes.

**Sponsorship**

The business is sponsored by Emilia Tenson who is the owner of Tyne Industries. Tyne industries runs some restaurants and hotels and will be a major customer of the products of the farm. Emilia Tenson who has years of experience in running a business also contributes in supporting the farm by giving advice on the management of employees.

**MANAGEMANT**

The farm is a partnership between the directors by the name of Miss Esther Bamson and Miss Emilia Tenson who are the owners of farm. The partner who has majority power is Miss Esther Bamson. The decisions regarding the farm will be made by the two parties and their decision will affect the welfare and wellbeing of the farm and employees. Miss Bamson Esther would play the part of and occupy the office of the director who will be in charge of the employees and monitoring of the manager who will be put in charge of the welfare of the employees and the books of account. The manager is still answerable to the director. Miss Emilia as the second partner is mainly involved when decisions are made and sometimes for consultancy in regards to employees.

**TECHNICAL ASSISSTANCE**

The farm is assisted by an acquaintance of the director who owns a large farm which produces a variety of fish and in very large quantity. The farm belonging to the person who technically assists the farm is called Millie farms which is located in Rivers State. The owner of Millie farms assists the farm in technical issues and problems. The farm also gets advice on technical issues from Stan consultants who advice the farm appropriately on the things they are meant to do.

**MARKETING AND SALES**

The major consumer or our major customers are Tyne industries’ restaurants and hotels which is a business owned by a partner in the business Emilia. They are to buy a huge amount of the farm produce for their business. The farm is also to sell to sellers in in the market in large quantities. They are also to sell to other restaurants and bars. The people within Bayelsa are the main targets for sales but the business also targets to sell to close states and towns around. The fish will be sold fresh and at the choice of the consumers, it can be sold dead or alive, the snails are sold alive.

**Competition Analysis**

The business of fish farming is a very much ventured into business by the people in Bayelsa State and is gone into by a lot of people. The fact that catfish are very easy to raise and tilapia have a high production rate is common knowledge making these species of fish the main when people venture into the business of fish farming. The competition is quite much but the difference or distinguishing factor is the size of the farm land. Most who venture into the business in Bayelsa state have a small farm land or space so they produce less. Eveliz global resources has the upper hand in regards to this factor therefore the competition will show little effect.

**Market Potential**

The demand for fish in Bayelsa and the surrounding states is quite high and the use for these by the consumers are plentiful and basic.

**Resources and Environment**

The environment where the business is located is strategically planned out to fit the business and for the resources. The environment where the business is one which doesn’t lack in water supply and has good roads for when distribution is going to take place, also the environment where the business is going to take place is one where customers can not only easily locate but one around where the need for the product is good.

**Government Support and Regulation**

The project is going to benefit from government help to farmers in the country. The government plays a role in the business and the business plays a role by providing safe and fresh fish and snails to the public. This project is going to help the government by reducing the rate of unemployment when workers are hired and increase the rate of production in the country and also increase the national income.

**Project Timeline**

The project will be completed within 8 months due to the construction of the various ponds and the purchase of equipment for the pond.

**Estimated Project Costs and Revenue**

**Fixed Cost**

1. **Land Constuction**

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **QTY** | **₦** | **K** |
| Clearing of land | 7 hectares | 1,700,000 | 00 |
| Digging of holes for ponds | 50 | 300000 | 00 |
| Building of snail pens | 10 | 200000 | 00 |
| Building of ponds | 50 | 4000000 | 00 |
| **Total** |  | **6200000** | **00** |

1. **Equipment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **QTY** | **MODEL** | **₦** | **k** |
| Fish pond pump | 50 | Barracuda 25000 | 13500000 | 00 |
| Engine big flow fish pond split water pump | 25 | ZIDONG S | 6291000 | 00 |
| Nets | 100 |  | 300000 | 00 |
| **Total** |  |  | 20091000 | 00 |

**Revenue**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Year 1** | **Year 2** | **Year 3** |  |  |
| **Catfish** | **₦** | **40,444,940** | **50,070,070** | **50,600,890** |  |  |
| **Tilapia** | **₦** | **50,00,0900** | **60,975,090** | **70,385,690** |  |  |
| **Snails** | **₦** | **40,490,000** | **40,984,980** | **50,454,620** |  |  |
| **Total revenue** | **₦** | **130,943,940** | **170,030,140** | **171,441,200** |  |  |
|  |  |  |  |  |  |  |

**Conclusion**

In conclusion, this business or project is highly favorable and profitable. It is a good choice of business considering various factors and is going to be very advantageous.