

DADY DAN GWAKCHANG

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IRD

AFE 202

A BUSINESS PLAN FOR HENCUBE POULTRY.

EXECUTIVE SUMMARY/ PROJECT DESCRIPTION.

Hencube poultry is a farm focused on both egg and meat production that provides for a large market range. It also produces manure as a by-product. It is based in yola city, wuro Haussa. The founders have noticed the health implication of red meat and are creating a business to meet the increased demand for white meat and eggs. Chickens happen to be a great source of white meat and are also largely known for egg production.

SPONSORSHIP

The project is sponsored by the Governor of Plateau state .His excellency Hon Simon Bako Lalong.

OBJECTIVE

Hencube poultry will measure its success by its ability to achieve the following objectives:

Becoming the "Best and most hygienic poultry producer in the area".

Hencube poultry's mission is to provide customers with quality, fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. To provide investors with opportunities to receive a nice return on investment and high-quality growth. To contribute to the community through physical and social programs.

MANAGEMENT

Hencube poultry is owned by six persons. They are namely Faustin Hategekimana, Aisha Alimi, Eric Hagenimana, Lawal Nura bada, Khadijah Ibrahim Khalid and Asmau Abubakar Umar. It is a partnership and each person has an equal share in the business and is also equally liable for any business debts or claims.

The management team is simply the partners in this business. They are Faustin Hategekimana, Aisha Alimi, Eric Hagenimana, Lawal nura bada, Khadijah Ibrahim Khalid and Asmau Abubakar Umar.

TECHNICAL ASSISTANCE

Jennifer's limited is in charge of handling the technical assistance of this project .

MARKET AND SALES

Market orientation: North and south ,Nigeria

Market share: 10% niche market in North and south Nigeria

### COMPETITION ANALYSIS

Competition is not so keen in the markets, however, it still exists. The reasons are;

Poultry products are not branded products; hence what usually matters is effective positioning and timing.

Poultry market is not crowded, it's a seller's market.

Most poultry products are sold through informal channels. Competition is

Our strength over its competitors is firstly based on the fact that we are not entering this business to make much money. We are entering this industry to solve the present problem that our population is facing. We are here to provide quality affordable chicken products.

### LOCATION AND FACILITIES

At this point in the business, we don't have an exact point yet but we have narrowed the location down to wuro haussa, yola city. We are trading from this spot because is it a great place to reach our target market. We think the population base is large enough for our business and it has a stable economic base that promotes a healthy environment for the poultry.

### MARKET SEGMENTATION

Although in the Nigerian populace, there are a few taboos, religious or cultural practices that will prevent the consumption of poultry products, during the market segmentation, we found out that nearly everybody eats eggs and meat, so we are targeting the whole market, individuals, homes, and firms that use eggs and chicken in large quantities. Specifically, there is a high demand for live chickens for home consumption or as gifts during festivals like Christmas, Eid-al-Fitr, New

### PRODUCT DESCRIPTION

We offer chicken eggs and chicken meat that will be gotten from layers and broilers to our target market. We plan to take pride in the uncompromising quality of our products. We also offer fertilizer in the form of chicken manure. This is mostly used in vegetable farming and as an ingredient for feed in fish farming.

Hencube poultry shall produce high quality, contaminant-free chickens and the freshest eggs to satisfy the taste of our beloved costumers.

### **Tariff and Import Restriction**

Forex restriction on food importation and zero duty on imported agricultural equipment will favour the project under consideration.

#### ESTIMATED PROJECT COST

##### Startup costs

Items.	Costs(\$)
Business cards	20
Printer.	200
Leaflets.	10
Blank invoices.	20
Computers.	500
Internet	500
Insurance.	500
Land.	8000
Building.	2000
Advertising/marketing	100
Others.	500
Total	
	12350

#### EQUIPMENTS

Feeders and drinkers	
80	
Crates	
150	
Lighting system	
500	
Egg tray	
50	
Cages	
3000	
Others	
1000	
Total equipment	
4780	

#### FUNDING MECHANISM

This is simply the partners in this business. They are Faustin Hategekimana, Aisha Alimi, Eric

Hagenimana, Lawal nura bada, Khadijah Ibrahim Khalid and Asmau Abubakar Umar.

## CONCLUSION

Hencube poultry's mission is to provide customers with quality, fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. To provide investors with opportunities to receive a nice return on investment and high-quality growth. To contribute to the community through physical and social programs.