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**INDUSTRY OVERVIEW**

Agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most countries of the world; it is the industry that produces chicken and eggs for the populace.

Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into commercial farming (poultry farming inclusive).

Hens, various birds, quails, guinea fowls, ducks et al are all birds that can be comfortably reared in a poultry farm. Chicken and birds are widely consumed in all parts of the world hence there is a large market for poultry farmers. If you are looking towards starting a livestock breeding business, then one of your options is to settle for poultry farming.

Poultry farming is a highly thriving and profitable business venture. Aside from the fact that people consume birds and chickens, supply of eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chickens for meat, and egg production. The eggs produced may be sold for use as table eggs or hatching eggs.

The Poultry Farm and Egg Production Company Industry is indeed a very large industry and pretty much thriving in all parts of the world especially in developed countries such as ***United States of America, Canada, United Kingdom, Germany, Australia and Italy.***

The industry rakes in a whooping sum of **$10 billion** annually with an annual growth rate projected at **6.1 percent**. It is important to state that the establishments with a lion share of the available market in this industry are ***Sharonfield foods Inc., Sysco corp, Norahiils meat solutions.***

Statistics also has it that an estimate of about 35 companies are involved in the business of raising, processing and marketing chickens on a  commercial level; they export chickens, processed chickens and eggs to other countries of the world.

It is on record that Nigerians consume more chicken than anyone else in the world.

If you are looking towards leveraging on the agriculture industry to generate huge income, then one of your best bet is to start a poultry farm and egg production business.

One thing is certain about starting poultry farming and egg production business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your eggs and chickens because there are always food processing companies and consumers out there who are ready to buy from you.

### **EXECUTIVE SUMMARY**

###  **YURKUSI’S** Poultry Farms, LLC is a world – class and licensed poultry farm and egg Production Company that will be based in the outskirt of Santa Fe, New Mexico – United States. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business.

Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (Table eggs produced by battery chickens (white), Table eggs produced by battery chickens (brown), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.

We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the Nigeria economy, in national food production, and also to export chicken and eggs from Nigeria to other countries and over and above to make profit.

 YURKUSI’S Poultry farms, LLC is well positioned to become one of the leading commercial poultry farms and egg production business in Nigeria, which is why we have been able to source for the best hands and machines to run the company with.

We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in the Nigeria. At YURKUSI’S Poultry Farms, LLC our customer’s best interest will always come first, and everything we do will be guided by our values and professional ethics.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client’s needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

**ABOUT THE YURKUSI’S POULTRY FARM.**

YURKUSI’S Poultry farm, LLC is a private registered commercial poultry farm and egg production company that is owned by AIR CDRE HN YURKUSI and his immediate family members. The poultry farm will be fully and single handedly financed by the owner –AIR CDRE HN YURKUSI and his immediate family members at least for a period of time.

Before starting YURKUSI’S Poultry Farms, LLC , AIR CDRE HN YURKUSI with his title to be well known as a military personnel by profession in the NIGERIAN AIRFORCE also was recognized as the former Head of a renowned Agriculture Research Institute in Nigeria. He worked in the industry for well over 10 years before resigning to start his own commercial poultry farm and egg production business. He is of course well experienced and highly qualified to run this type of business.

#### **OUR SERVICES**

#### **YURKUSI’S** Poultry Farms, LLC is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the United States’ market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list;

* Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.
* Table eggs produced by battery chickens (white)
* Table eggs produced by battery chickens (brown)
* Hatching eggs
* Specialty eggs
* Table eggs produced by free-range chickens

#### **OUR MISSION AND VISION STATEMENT**

* Our Vision is to become one of the leading commercial poultry farm and egg production brands not just in the NIGERIA but also on the global stage.
* YURKUSI’S Poultry Farms, LLC is a world class and registered commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both Nigeria’ market and the global market.
* We want our chickens and eggs to flood the nooks and crannies of Nigeria and other countries of the world.

**OUR BUISNESS STRUCTURE**

YURKUSI’S Poultry Farms, LLC is a privately owned and managed commercial poultry farms and egg production business that intend starting small in Santa Fe – New Mexico, but hope to grow big in order to compete favorably with leading commercial poultry farms and egg production companies in the industry both in Nigeria and on a global stage.

We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands within our area of operations.

At YURKUSI’S Poultry Farms, LLC, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

* COO-Chief Operating Officer, ACM SHAMMAH HENRY YURKUSI
* FM-General Farm Manager, MISS SHARON YURKUSI
* AM- Admin Manager, MISS NORA HENRY
* Cashier, MR ORUME ABRAHAM
* Sales and Marketing Executive, MR ADUKU DAVID
* Field Employees, MR OMOSHOPE DANIEL
* Front Desk Officer, MISS FAITH ADUKU.

### **OUR START-UP BUDGET AND EXPENDITURE.**

Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business. The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked.

As for the detailed cost analysis for starting a commercial poultry farm and egg production business; it might differ in other countries due to the value of their money. Below are some of the basic areas we will spend our start – up capital in setting up our commercial poultry farm;

* The Total Fee for incorporating the Business (commercial farm) in Nigeria – **N225,000.**
* The amount needed to acquire / lease a farm land  – **N7,000,000**
* The amount required for preparing the farm land (poultry fencing) – **N80,000**
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **N20,300.**
* Marketing promotion expenses for the grand opening of Bill The Carpenter™ Furniture, Inc. in the amount of **N30,500** and as well as flyer printing (2,000 flyers at N50 per copy) for the total amount of **N5,580.**
* The total cost for hiring Business Consultant – **N2,500.**
* The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – **N25,400**
* The amount required for the purchase of the first set of chickens – **N20,000**
* The cost acquiring the required working tools and equipment / machines / hatchery etc.– **N50,000**
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **N60,000**
* The Cost of Launching an official Website – **15000**
* Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – **N1,500**

TOTAL: ***7,535,780.***

**CONCLUSION:** YURKUSI’S poultry farm is a family business that is solely owned and financed by AIR CDRE HN YURKUSI and his immediate family members. We do not intend to welcome any external business partner, which is why he has decided to restrict the sourcing of the start-up capital to 3 major sources.

These are the areas we intend generating our start-up capital:

* Generate part of the start- up capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from the bank etc.