

JIM UNUNUMA SUCCESS

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NURSING DEPARTMENT

TITLE: BUSINESS PLAN FOR ADEOLA AND SONS FISHERIES

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FOR: AGRICULTURAL DEVELOPMENT AGENCY

NOTE: *Kindly ensure that the data/information in this document are kept confidentially.*

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INTRODUCTION

Adeola and Sons Fisheries is the name of the company, established for the purpose of raising and harvesting different types of fish (majorly catfish, tilapia fish, mackerel, crabs,periwinkle,crayfish). It is located at 12, Adeola industry, Oluwoye Road, Ilaje Township,Ondo State. The business is a family business of a successful fish farmer who exports aqua products to neighboring African countries.

EXECUTIVE SUMMARY

Adeola and Sons Fisheries is a world – class and licensed Fish Company that will be based in a riverine area in Ilaje, Ondo State. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our fish and seafood aquaculture business.

Our fish and seafood farm is going to be standard fish and seafood farm hence will be involved in raising and harvesting finfish (e.g. catfish, tilapiafish and mackerel) and other marine animals such as crabs, periwinkles and crayfish.

We are in the Fish and Seafood Aquaculture industry 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 fish and seafood from Nigeria to other countries and over and above to make profit.

Adeola and Sons Fisheries is well positioned to become one of the leading fish and seafood farming business in Western 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 fish and seafood farming processes as required by the regulating bodies in the Nation. At Adeola and Sons Fisheries, 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.

Adeola and Sons Fisheries is a private registered fish and seafood farming company that is owned by Mrs Adeola Bamidele and her immediate family members.

The fish and seafood farm will be fully and single handedly financed by the owner – Adeola Bamidele and her immediate family members at least for a period of time. Adeola Bamidele studied Fishery and she's a professor in the department of Fishery in one of Nigeria's leading University and has well over 20 years of hands on experience in the fish and seafood aquaculture industry.

Our Product and Services Offerings

Adeola and Sons Fisheries is a standard fish and seafood farming company that is committed to raising fish and seafood for both the Nigerian market and the global market. We are in the fish and seafood 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 fish and seafood farming business;

Raising and harvesting finfish (e.g. catfish, tilapia and mackerel)

Raising and harvesting shellfish (e.g. crabs, periwinkle and crayfish).

Our Mission and Vision Statement

Our Vision is to become one of the leading fish and seafood farm brands not just in Nigeria but also on the global stage. Adeola and Sons Fisheries is a world class and registered fish and seafood farming company that is committed to raising fish and seafood for both the Nigerian market and the global market. We want our fish and seafood to flood the nooks and crannies of Nigeria and other countries of the world.

OUR BUSINESS STRUCTURE

Adeola and Sons Fisheries is a privately owned and managed fish and seafood business that intend starting small in fishing community in Ilaje, Ondo State, but hope to grow big in order to compete favorably with leading fish and seafood farming 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 Adeola and Sons Fisheries, 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;

Chief Operating Officer

General Fish and Seafood Farm Manager

Human Resources and Admin Manager

Accountant / Cashier

Sales and Marketing Executive

Field Employees

Front Desk Officer

Job Roles and Responsibilities

Chief Executive Officer – CEO

Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

Responsible for providing direction for the business

Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.

Responsible for signing checks and documents on behalf of the company

Evaluates the success of the organization

General Fish and Seafood Farm Manager

Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization

Supervises other section manager

Ensures compliance during project executions

Provides advice on the management of farming activities across all section

Responsible for carrying out risk assessment

Using IT systems and software to keep track of people and progress of the growth of fish and seafood in our ponds

Responsible for overseeing the accounting, costing and sale of fish and seafood farm produce

Represents the organization's interest at various stakeholders meetings

Ensures that farming goals desired result are achieved, the most efficient resources (manpower, equipment, tools and chemicals et al) are utilized and different interests involved are satisfied.

Responsible for preparing financial reports, budgets, and financial statements for the organization

Human Resources and Admin Manager

Responsible for overseeing the smooth running of HR and administrative tasks for the organization

Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Defines job positions for recruitment and managing interviewing process

Carries out staff induction for new team members

Responsible for training, evaluation and assessment of employees

Oversees the smooth running of the daily office.

Accountant / Cashier

Responsible for preparing financial reports, budgets, and financial statements for the organization

Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.

Responsible for financial forecasting and risks analysis.

Performs cash management, general ledger accounting, and financial reporting for one or more properties.

Responsible for developing and managing financial systems and policies

Responsible for administering payrolls

Ensures compliance with taxation legislation

Handles all financial transactions for Adeola and Sons Fisheries

Serves as internal auditor for Adeola and Sons Fisheries

Sales and Marketing Manager

Manage external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones

Model demographic information and analyze the volumes of transactional data generated by customer

Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.

Writing winning proposal documents, negotiate fees and rates in line with organizations' policy

Responsible for handling business research, market surveys and feasibility studies for clients

Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients

Develops, executes and evaluates new plans for expanding increase sales

Creates new markets cum businesses for the organization

Empowers and motivates the sales team to meet and surpass agreed targets

Field Workers / Contract Staff

Responsible for feeding fish and seafood as instructed by the supervisor

Responsible for cleaning the ponds and the entire fish farm environment

Changes the water in the pond as instructed by the supervisor on a regular basis

Handles fish and seafood farm implements and machines (hatchery) as instructed by the section manager / supervisor

Responsible for raising and harvesting finfish (e.g. catfish, tilapia and mackerel)

Responsible for raising and harvesting shellfish (e.g. periwinkle, crabs and crayfish)

Responsible for raising and harvesting aquaculture species to augment or replenish wild habitats

Responsible for raising and harvesting other aquaculture (e.g. seaweed, alligators, frogs and turtles)

Carries out task in line with the stated job description

Assists in transport working tools and equipment from the fish and seafood farm and back to the designated store room

Handles any other duties as assigned by the line manager

Front Desk / Customer's Service Officer

Welcomes clients and potential clients by greeting them in person, online or on the telephone; answering or directing inquiries.

Ensures that all contacts with clients (e-mail, walk-in center, SMS or phone) provides the client with a personalized customer service experience of the highest level

Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services

Manages administrative duties assigned by the creative director in an effective and timely manner

Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries.

SWOT ANALYSIS

Adeola and Sons Fisheries does not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis.

We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard fish and seafood farming company that will favorably compete with leading players in the Fish and Seafood Aquaculture industry in Nigeria and the rest part of the world.

We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured fish and seafood farming company that can

favorably compete in the highly competitive fish and seafood aquaculture industry in Nigeria and the world at large.

Part of what the team of business consultant did was to work with the management of our organization in conducting a SWOT analysis for Adeola and Sons Fisheries . Here is a summary from the result of the SWOT analysis that was conducted on behalf of Adeola and Sons Fisheries.

Strength:

Our strength as a fish and seafood farming company is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry; both suppliers of fish and seafood feeds and medications and buyers of fish and seafood within and outside of Nigeria.

We have some of the latest fish farming hatchery, tools and equipment that will help us raise and produce fish and seafood in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in Western Nigeria.

Weakness

Our weakness could be that we are a new fish and seafood farming company in Nigeria, and perhaps it might take us sometime to attract big time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

Opportunities

The opportunities that are available to us as a standard and world – class fish and seafood farming company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that can't do without daily supply of fresh water fish and seafood. We are well positioned to take advantage of this opportunity

Threat

Some of the threats and challenges that we are likely going to face when we start our own fish and seafood farming company are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor within same location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

MARKET ANALYSIS

Market Trends

The Fish and Seafood Aquaculture industry has greatly benefited from campaigns advertising the health benefits of fish and seafood as a good source of protein. The vast majority of the revenue generated in the industry is derived from sales of fish, mollusks and crustaceans that will be processed into food products; this industry's success is tied to levels of seafood consumption.

Nigeria is one of the world's largest importers of fish. About 1.2million metric tons of fish is consumed annually. This shows that the market for fish is huge and with a population growing at 5.7% annually, the market will continue on the upward trend.

As a matter of fact, one of the new trends is that with the recent advancement in technology, fish and seafood farmers can now comfortably predict and produce the quantities of fish and seafood they want to produce per time from their hatchery.

OUR TARGET MARKET

Naturally, the target market of those who are the end consumer of fish and seafood and also those who benefits from the business value chain of the fish and seafood aquaculture industry is all encompassing; it is far – reaching.

Every household consumes produce from fish and seafood farms be it finfish (e.g. catfish, tilapia, mackerel), shellfish (e.g. crabs, crayfish, periwinkle). So also almost all hotels and fast restaurants sell fish and seafood.

In essence a fish and seafood farmer should be able to sell his or her farm produce to as many people as possible. In view of that, we have positioned our business to attract consumers of fish and seafood not just in Nigeria alone but also other parts of the world.

We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business. Below is a list of the people and business that we will market our fish and seafood to;

- Household
- Individuals
- Hotels
- Restaurants
- Fast food eateries
- Agriculture merchants

SALES AND MARKETING STRATEGY

We are quite aware that the reason why some fish and seafood farming companies hardly make good profits is their inability to sell off their fish and seafood as at when due. Our sales and marketing team will be recruited based on their vast experience in the fish and seafood aquaculture industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of Adeola and Sons Fisheries.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of fish and seafood that are likely to become our customers. In summary, we will adopt the following strategies in marketing our fish and seafood;

- Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchant et al.
- Advertise our business in agriculture and food related magazines and websites
- List our business on yellow pages ads
- Attend related agriculture and food expos, seminars, and business fairs et al
- Leverage on the internet to promote our business
- Engage in direct marketing
- Encourage the use of word of mouth marketing (referrals)

FINANCIAL PROJECTIONS AND COSTINGS

When it comes to calculating the cost of starting a fish and seafood farm, there are some key factors that should serve as a guide. The different types of fishes and seafood to be raised in the fish and seafood farms determine the total cost of setting up the business. The expenses from pond construction to marketing is considered. The farm is to have 10 concrete ponds of flow through system and each pond is to contains 1,000 stocked catfish.

Cost of Constructing Each Pond is as Follows

Each pond is 3m x 2.5m by 1.4m, each pond consumes 210 blocks and each bag of cement for 30 blocks. Hence $210 \times 10 = 2,100$ blocks. $2,100/30 = 70$ bags of cement needed. $2000 \times 70 = 140,000$ naira.

4trips of sand used = $7,000 \times 4 = \text{N}28,000$

2trips of gravel = $32,000 \times 2 = \text{N}64,00$

Cost of labour = $\text{N}150,00$

Cost of plumbing (inlet and outlet facility) = $\text{N}100,000$.

The cost of bore hole = $\text{N}150,000$.

Cost of treatment = $\text{N}50,000$.

The cost of high breed fingerlings $30 \times 10,000 = \text{N}300,000$.

Cost of feeding from day one to maturity stage is 200 bags of foreign feed = $\text{N}1,000,000$.

After the average weight of the fish was 1.7kg. And it was sold at 800 naira each. The output was 800×9800 fishes, due to 200 mortality. $800 \times 9800 = \text{N}7,840,000$.

Input is $\text{N}3.25'$ million.

PAYMENT OPTIONS

The payment policy adopted by Adeola and Sons Fisheries is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the Federal Republic of Nigeria.

Here are the payment options that Adeola and Sons Fisheries will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via check
- Payment via mobile money
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for fishes and seafood.

STARTUP CAPITAL

No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through. Adeola and Sons Fisheries is a family business that is solely owned and financed by Mrs Adeola and His immediate family members.

They do not intend to welcome any external business partners, 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 my Bank

N.B: We have been able to generate about #2.8million from personal savings and we are at the final stages of obtaining a loan facility of #1million from our bank. All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Adeola and Sons Fisheries is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our fishes and seafood a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of six years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

- Check List / Milestone
- Business Name Availability Check: Completed
- Business Registration: Completed
- Opening of Corporate Bank Accounts: Completed
- Securing Point of Sales (POS) Machines: Completed
- Opening Mobile Money Accounts: Completed
- Opening Online Payment Platforms: Completed
- Application and Obtaining Tax Payer's ID: In Progress
- Application for business license and permit: Completed
- Purchase of Insurance for the Business: Completed
- Leasing of farm land and building of standard fish ponds: In Progress
- Conducting Feasibility Studies: Completed
- Generating capital from family members: Completed
- Applications for Loan from the bank: In Progress
- Writing of Business Plan: Completed
- Drafting of Employee's Handbook: Completed
- Drafting of Contract Documents and other relevant Legal Documents: In Progress
- Design of The Company's Logo: Completed
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: In Progress
- Recruitment of employees: In Progress
- Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: In progress
- Creating Official Website for the Company: In Progress

- Creating Awareness for the business both online and around the community: In Progress •
Health and Safety and Fire Safety Arrangement (License): Secured .