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 POULTRY FARMING BUSINESS

INTRODUCTION: Poultry farming is a commercial production of poultry birds which includes; Chicken, turkey, geese, pigeon, guinea and game birds. They are easy to produce and have high meat to carcass ratio hence they are excellent product of meeting the protein need of populace.

Chicken constitutes of about 90% of the poultry population in Nigeria. Subsequently, poultry farming is generically used to refer to chicken farming in the country. The country has taken a major chunk of this business opportunity because the poultry business is here to stay.

Three factors have been primarily responsible for remarkable development of poultry industry. The first factor has been demands of eggs and poultry meats as articles of diet. The second factor has been that ;poultry rising has been a relatively profitable enterprise when compared with most other agriculture enterprise. The final reason is roles being played by poultry association of Nigeria,umbrella body of all poultry farmers in Nigeria. High cost inputs,power outages,diseases,low purchasing power of consumer are the major hindrances to the rapid development of chicken industry.

 EXECUTIVE SUMMARY/PROJECT DESCRIPTION

 This business plan examines the feasibility of economic viability of three different types of birds (turkey ,domestic fowl-broilers and layers).The poultry farm will produce about 30-40 crates of egg in a month. It will also produce white meat in a production cycle. The egg shell can also be used for the production of soap. Food is one of the basic needs of man. Regardless of the economic situation, human beings must feed and since domestic birds are consumable , that makes poultry farming feasible .With increased awareness on the health implication of red meat, there’s an increased demand for white meat and birds are a source of white meat. Eggs are also used as leavening agents in baked food and as an ingredient also used in the manufacturing of hair shampoo and for the production of egg powder that can later be incorporated into baby food.

 However, starting a poultry farming of your own either large or small scale is a very wise decision as this will bring you immense financial benefits both in short and long term. The egg production via the process of raising poultry layer birds from the point of lay, for the purpose of producing poultry table egg and birds using battery cage.

 Nigeria has a population of over 150 million and growing; and a huge population means a huge demand for food (egg and meat).The business will create economic opportunities,help to conserve scarce production of white meat and eggs. It will create market access , create a source of income for retailers or people that sell eggs and contribute significantly to food security.

 BUSINESS OVERVIEW

 Egg production/chicken rearing is the most popular form of poultry farming because egg consumption cuts across the whole country. Poultry production comes in different forms ranging from parents to stock breeder meat(broiler/production),egg production,quail production,turkey production,ostrich farming,dog farming,geese farming and ornamental bird rearing among others.the business could also come in specialaization such as brooding,point of lay production,liquid egg pakage,egg trading,cold room marketing,day old chicks,feed milling,birds transportation or egg deport business. Because of the vastness of this industry, enterprise focus will be on an aspect and with time add other aspects either for vertical or horizontal integration in Nigeria. This industry is still grossly untapped and any part of the industrial possess great potential.

 The major hindrances to the growth of the industry in Nigeria ranges from absence credit,high intrest rate,high cost of feed, unavailable electricity which is important for cold room. Because of the fallow nature of the poultry industry in Nigeria, the prospect is high.

 MANAGEMENT

 A personnel who will reside permanently in the farm to monitor and see to the well being of the birds .A manager will be employed to oversee the day to day running of the business .The owner also have to supervise the farm to make sure it is in good condition .The owner also have to monitor and supervise the financial activities of the farm.

Each cage is observed for discomfort of birds or sick birds or dead birds. Such animals are then taken care of and recorded. Water is checked. Feed (already measured) is given to the birds by evenly pouring them into the through.

 TECHNICAL ASSISTANCE

 A security personnel maybe employed to monitor the in-flow and outflow of people around the farm and to also guard against theft. An accountant can also be employed to record and take note of the financial status of the farm. A personnel should also be put in charge of feeding the birds as well as giving them water and making sure their cage is clean all the time.

 Security measures will be put in place to prevent disease outbreak. Foot bath for visitors and workers will be put in place at each entrances. Animals and materials will be kept from the poultry cages.

 MARKET AND SALES

 The marketing of chicken follows the traditional channels of distribution. Generally, broilers are distributed in the market through middle men /women and wholesalers. The farm can also supply the egg and other poultry products to major hotels, restaurants and catering outlets. Life chickens and eggs will be sold to registered hawkers on a regular basis.

 MARKET POTENTIAL

 There is a strong demand for eggs and poultry bird in every part of the country. The eggs and white meat are products that are usually consumed by people almost every day. So poultry products are products that are highly required by people all over the country . it is a business that does not require too much marketing before getting consumers.

 PROFITABILITY

 Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, rain, air, diseases, price fluctuations and other risk factors that can affect yield and profitability. However, technical, scientific and financial based solution will be used to reduce the risk factor and safeguard profit.

 TECHNICAL FEASIBILITY

 Poultry farming is technically feasible. Some equipments and facilities have to be put in place in order to fully manage a poultry farm. A good house or cage for the birds have to be constructed. Feeders,drinkers,a good waste disposal system,source of water,lightening and heat,egg crates and trays and storage space for keeping feed and eggs.

 GOVERNMENT SUPPORT AND REGULATION

 The project is in line with the economic diversification objective of the government. it creates economic oppurtinity,market access,improved income for poultry farmer and support food security obvective of the government.it will also contribute significantly to employment,output increase,stable prive and stable exchange rate.

 PROJECT TIMELINE

The incubation period of a domestic fowl is 21 days. The bird reaches full maturity between 18-20 weeks. The project can be done within a period of one to two years.

 ESTIMATED PROJECT COSTS AND REVENUE

(A)EQUIPMENTS AND APPLIANCES

EQUIPMENTS QUANTITY AMOUNT

I)BATTERY CAGE 30 40 000

II)FEEDERS 20 20 000

III)DRINKERS 20 20 000

IV)EGG CRATES AND TRAYS 40 35 000

 SUB TOTAL 115 000

(B)OPERATING COST

EXPENSES NUMBER/QUANTITY AMOUNT

I)1-2 WEEKS OLD LAYERS 40 20 000

II)1-2 WEEKS OLD BROILERS 30 15 000

III)1-2 WEEKS OLD TURKEY 30 21 000

IV)CHICKEN FEED 25BAGS 88 000

V)TURKEY FEED 10 BAGS 45 000

VI)DRUGS 250ML 10 000

VII)TANK OF WATER 1000ML 10 000

SUB TOTAL 209 000

(C)SALARY FOR ONE YEAR

I)MANAGER 20 000 PER MONTH 240 000

II)ACCOUNTANT 15 000 PER MONTH 180 000

III)SECURITY GUARD 12 000 PER MONTH 144 000

IV)PERSONNEL 15 000 PER MONTH 180 000

SUB TOTAL 744 000

TOTAL AMOUNT TO BE USED=1 068 000

 FUNDING MECHANISM

 Capital will be provided by the business owner. The land to be used will also be provided by the business owner. The projected cash flow would be presented on request. Positive net cash, balances are realized at the end of second laying year. From the projection, the farm shows profitability.

 CONCLUSION

The project is technically feasible and very profitable. Poultry products are also highly demanded by people all over the world. Poultry farming is a highly developed industry it’s efficiency and productivity is a product of bringing together of all the available industry facilities. This can never be provided enough by one individual or company. The industry works effectively as a network with different specialization, bringing divert input. Also to avoid overcrowding of ideas and thinking of the limited resources, focus will be on egg production and chicken rearing for a long time under supervision.