**OBI CHUKWUDUMEBI NNAMDI**

**18/MHS03/008**

**DEPARTMENT OF HUMAN ANATOMY**

**COLLEGE OF MEDICINE AND HEALTH SCIENCEE**

**AFE 202**

**FOOD PRODUCTION AND HEALTH AWARENESS**

**LECTURERS: MR. SALAMI ABDULRASHEED**

 **MR OLUWASUSI JOHN TOYIN**

**EXECUTIVE SUMMARY**

Feasibility Study on the establishment of a cash crop form is based on the survey made by Dumebi and the business with by wholly owned by him. The name of the cash crop farm will be name Dumebi Farms and will concentrate on sales of cash crops such as banana, plan oil and orange.

We will banana, palm oil and orange to different quick service restaurant in south west Nigeria and our vision is to be one of the known cash crop farm product supplier in Nigeria with a mission to raise healthy crops at a very profitable venture.

From the research that was carried out it was discovered that the demand for the cash crops is not fully satisfied around some areas of Abuja, though they are already existing cash crop farms operating around borders of Lagos and Ogun state environment, the cash crop farm will be sited at Ifo Local government area in Ogun state a neighboring environment to Lagos, there are also demand in some part of lfo, Sango and Lagos. These legal requirements for the establishment of this venture such as local government revenue (tax) per month and security payment (vigilante) per month have been inquired and will be carefully complied with.

The venture will help in providence employment to the locals meeting the demand of cash crops and making the price affordable in future, Dumebi Farms intends to develop into other livestock farming structures such as coffee, tea, cotton and cocoa.

**STRATEGY AND IMPLEMENTATION SUMMARY OBJECTIVE**

To increase number of our client by 40% within 3 years of existence

To increase our output percentage within a short period of time

To evaluate our strategic marketing by every three months

To keep and maintain hygienic farms for healthy cash crops

**TACTICS AND STRATEGY IMPACTS**

Dumebi farm products will be priced at affordable rate. When a markup is placed on any of our products, customers will be willing to pay because of the affordable price.

The venture to be established is a cash crop farm that will concentrate on the production of some cash crops like Orange, banana and palm oil because of the fund required the venture will start as a small scale business having the population of the people neighboring communities and three major Local Government Area of Abuja, which are Wuse, Kubwa, VGC – Wuse are target market. The farm site will be a permanent land and will need necessary equipment for its operation as it is entirely new firm to start from the scratch, will have to be acquired.

**OPERATIONAL PLAN**

The firm will be a commercial cash crop farm; therefore it will require a full time labor and geared towards productivity on a scale for the sales of cash crop.

For the banana, palm oil and Orange production; the banana and Orange usually takes 6 months to yield while the palm oil can take a year or more..

**MARKET POTENTIAL**

Most meals in Nigeria is not complete without some cash crop output. Nigeria has over 170 million growing population that demand for Cash crop on a daily basis. With increasing awareness on health implication of the advantages of some fruits and the other cash crops like maize and cereals and all, they are ever increasing and for Cash crop such as maize, cereal, banana, Orange

**MARKETING STRATEGY**

As we mentioned earlier, resident and families of three local government of Abuja being our target market awareness will be made by means of advertisement. The advertisement will be made on flyers, handbills, and in the future marketing will be done to eateries, restaurants and companies that demand for our product. Our major market in the future are cash crops supplied to Restaurants, fast food joints.

**MARKETING**

Marketing activities include among other grading quality, promotions, packaging and value adding these activities are essentials as they will lead to large volume of sales of product quickly as possible resulting to increase of income

**GRADING**

Cash crops such as Orange, banana and palm oil should be graded by size and labeled according to its weight. During selection and grading, care must be applied to ensure that weight is uniformed to avoid rejection from customers

**BUSINESS EVALUATION OF FARM/FINANCE**

This evaluation is based on the normal Cash crop production .

But we are focusing on Orange, banana and Palm oil

**Orange**

The orange like any other cash crop; we are expecting about 2 percent loss and then the growing of the cash crop could take about 6 moths - 1 year.

**Bananas**

The banana similar to the orange also needs very steady care and consistent development and could take 6 months to develop

**Palm oil.**

Palm oil comes from Pam tree which could take years to develop in some cases it could take 10 years or more than 10 years for the palm tree.

**CAPITAL EXPENSES**

2 plots of land @ 200,000 N400,000

Iron door N100,000

 N500,000

**TOOLS**

Tractor 2 pieces N300,000

Hoe 20 pieces. 40,000

Cutlass 20 pieces. 30,000.

Water supply system. 100,000

Fertilizers 400, 000

 = 870,000

**WORKMANSHIP**

Workers to create riges = 250,000

**PRODUCTION**

300 Orange seeds. = 150,000

200 banana seeds. = 100,000

Palm oil plantimg of trees. = 50,000

 = 300,000

**OPERATIONAL EXPENSES**

Business Registration N40,000

Workers for weeding, and nurturing of the plant N2,000,000

 = 2,040, 000

**SUMMARY**

Capital expenses N1, 720, 000

Operational expenses N2, 290, 000

TOTAL EXPENSES N 4, 010, 000

**TOTAL SALES FOR PERIOD OF 12 MONTHS**

Oranges N4, 000,000

Banana. N3, 000, 000

Palm oil. N1,500,000

 7, 500,000

**PROFIT = SALES – EXPENSES**

Profit = 7,500,000 - 4,010 000

= 3,490,000

**CONCLUSION**

 The project is technically feasible and commercially viable. It is therefore highly recommended for funding.