

Agro – allied Farming Business Plan

Executive Summary

I am proposing Shellie Farms Ltd which will be as licensed agro – allied company that is to be based at Imoke, Enugu State, Nigeria. I have played a crucial part in doing the detailed market research and feasibility studies and i am able to secure some hectares of land to start the commercial farming. My commercial farming is a going to be standard commercial farm , hence it will be involved in commercial crop cultivation, poultry farming and of course animal farming.

I am in to agro – allied business because I want to leverage on the vast opportunities available in the industry, to contribute my quota in growing the Nigeria economy, in national food production, raw materials production for industries, to export agriculture produce from the Nigeria to other countries and over and above to make profit and the business will be managed by I Mmenyene Peter.

Our Services

Shellie Farms will be an agro – allied company that is committed to cultivating organic and non – organic agriculture produce for both Nigerian markets and the global market. We are in business to produce both food and raw materials for industries in commercial quantities.

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

Cultivation of Grains (Grains such as millet, wheat, oat, sorghum, barley, cereal, soybeans, black mustard, sunflower seeds e.t.c)

Fruits Plantation

Vegetable Cultivation (Tomatoes, Lettuce, Cabbage, etc)

Poultry

Fish Ponds

Our Vision Statement

Our Vision is to become one of the leading commercial farm brands not just in Nigeria but also on the global stage.

Below is the business structure of Godswill Farms Ltd;

General Farm Manager

Administrator / Accountant

Crop Cultivation Manager / Supervisor

Fish Farming Manager / Supervisor

Poultry Farming Manager / Supervisor

Cattle Ranch Manager / Supervisor

Field Workers / Contract Staff

Roles and Responsibilities

General 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

Responsible for overseeing the accounting, costing and sale of farm produce after harvest

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) are utilized and different interests involved are satisfied. Responsible for preparing financial reports, budgets, and financial statements for the organization

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

Handles all financial transactions for the company

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 farming activities across the various farming sections.

Administrator / Accountant

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
 Responsible for preparing financial reports, budgets, and financial statements for the organization
 Responsible for financial forecasting and risks analysis.
 Responsible for developing and managing financial systems and policies
 Responsible for administering payrolls
 Ensures compliance with taxation legislation
 Handles all financial transactions for the company
 Serves as internal auditor for the company
Crop Cultivation Manager / Supervisor
 Responsible for managing the crop cultivation section of the commercial farm
 Supervises other workers within the department
 Works closely with the General Manager to achieve the organizations' goals and objectives
Fish Farming Manager / Supervisor
 Responsible for managing the fish farming section of the commercial farm
 Supervises other workers within the department
 Works closely with the General Manager to achieve the organizations' goals and objectives
Poultry Farming Manager / Supervisor
 Responsible for managing the poultry farming section of the commercial farm
 Supervises other workers within the department
 Works closely with the General Manager to achieve the organizations' goals and objectives
Cattle Ranch and Animal Manager / Supervisor
 Responsible for managing the cattle ranch and animal rearing section of the commercial farm
 Supervises other workers within the department
 works closely with the General Manager to achieve the organizations' goals and objectives
Field Workers / Contract Staff
 Responsible for preparing farm lands for crop cultivations
 Responsible for feeding fishes, birds and animals as instructed by the supervisor
 Responsible for cleaning poultry and cattle ranch
 Changes the water in fish ponds as instructed by the supervisor on a regular basis
 Handles Sod installation/hydro – seeding
 Weeding or fertilizer and/or pest control application
 Handles farm implements and machines as instructed by the section manager / supervisor
 Assists in handling the harvest of crops, fishes and birds et al
 Carries out task in line with the stated job description
 Assists in transport working tools and equipment from the farm and back to the designated store room
 Handles any other duties as assigned my the line manager
 Commercial Farming Business Plan – SWOT Analysis
 Shellie Farms 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 commercial farm that will favorably compete with leading commercial farms in the United States of America and in the rest part of the world.
 As an all – round commercial farms, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats.

Strength:

Our strength as a commercial farm company is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the agro – allied industry; both suppliers and buyers within and outside of Nigeria.

Weakness:

Our weakness could be that we are a new commercial farm in the Nigeria, and perhaps the fact that we decided to diversify our farming activities could count against us initial. 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 cannot be quantified, as we know that there are loads of homeowners, and industries that will source for our organic and non – organic agriculture produce and also industries that will source for the raw materials from our commercial farms both in Nigeria and other parts

of the world.

Threat:

Some of the threats and challenges that we are likely going to face when we start our own commercial farm are global economic downturn that can impact negatively on household spending, bad weather, natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that cultivates same crops or rear same animals, birds and fish) as our farms within same location. There is hardly anything we can do as regards this threats and challenges other than to be optimistic that things will continue to work for our good.

MARKET ANALYSIS

Market Trends

One of the common trends in the commercial farming line of business is that most players in the industry are no longer concentrating only on non – organic farming. They now find it easier to run both organic crop cultivation and non – organic crop cultivation. It is fact that despite that organic food are expensive, the sale for organic food is on the increase and it is indeed profitable.

Despite the fact that commercial farming has been in existence since time immemorial that does not in any way make the industry to be over saturated; commercial farmers are exploring new technologies to continue to improve cultivation processes and also food preservation process; mechanized farming has indeed increased the tons of food produced by farmers. The fact that there is always a ready market for commercial farming produce makes the business ever green.

As a matter of fact, one of the new trends is that with the recent advancement in technology farmers are now grow crops in commercial quantities in a country where such crops can hardly survive and in places where there are few farming land, commercial farmers now make use of the rooftop (basement) of their houses to cultivate crops even for commercial purposes.

Our Target Market

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

Every household consumes produce from commercial farms be it vegetables, fruits, grains, tubers, fish, eggs, poultries, and cattle etc. So also a large chunk of manufacturing companies depends on commercial farms for some of their raw materials. In essence a commercial farmer should be able to sell his or her farm produce to as many people as possible.

We will ensure that we position our business to attract consumers of agriculture produce not joust in the United States of America alone but also other parts of the world which is why we will be exporting some of our farm produce either in raw form or processed form to other countries of the world.

SALES AND MARKETING STRATEGY

We are quite aware that the reason why some commercial farms hardly make good profits is their inability to sell off their farm produce especially perishable crops as at when due. In view of that, we decided to set up a standard food processing plant to help us maximize profits.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the agriculture industry who are likely to refer become our customers.

In summary, Shellie Farms Limited will adopt the following strategies in marketing our commercial farm produce;

Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on the agriculture industry for their raw materials, hotels and restaurants and agriculture produce merchants, amongst others.

Advertise our business and agriculture produce in agro – allied and food related magazines and websites

List our commercial farms on yellow pages ads

Attend related agriculture and food expos, seminars, and business fairs et al

Sources of Income

It is very vital to spell out from the outset in any business how funds will be raised. In this case, Shellie Farms Limited is in the agro – allied business for the purpose of maximizing profits, hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. In essence we are not going to rely only on the sale of our farm produce to generate income for

the business.

Below are the sources we intend exploring to generate income for Shellie Farm Limited;

Sale of varieties of Fruits

Sale of varieties of Vegetable

Sale of Poultry and eggs

Sale of Fish

Agricultural Related Consultancy and Advisory Services

Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (conventional and non – conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial farm business.

Below are the platforms you can leverage on to boost our commercial farm brand and to promote and advertise our business;

Encourage our loyal customers to help with Word of Mouth mode of advertisement (referrals)

Advertise our commercial farm business in relevant magazines (agriculture and food related magazines), local newspaper, local TV stations and local radio station

Promote our commercial farm business online via the official website

List our commercial farm business on local directories (yellow pages ads)

Leverage on the internet and social media platforms like; Instagram, Google+, LinkedIn, Facebook , twitter, and so on, to promote our commercial farm business

Employ direct coupon mailing approach to market our commercial farm produce

Distribute our fliers and handbills in target areas (farm markets) at regular interval

Financial Projections and Costing

When it comes to calculating the cost of starting a commercial farm, there are some key factors that should serve as a guide. The different niche of commercial farms determines the total cost of setting up the business.

For illustration, the start – up cost for a fish farm is different from the start – up cost for mechanized crop farming, so also the start – up cost for poultry farming is different from the start – up cost of cattle ranch (dairy farm) and so on. As a matter of fact, if someone choose to start a mechanized crop farming, then you should be willing to raise huge capital base to start the business. This is so because some cultivation machines / equipment can be pretty expensive.

Below are some of the basic areas we will spend our start – up capital in setting up our commercial farm;

The Total Fee for incorporating the Business (commercial farm) in Nigeria – N30,000.

The amount needed to acquire / lease a farm land – N70,000

The amount required for preparing the farm land (for crop cultivation, fish ponds, poultry, fencing et al – N160,000

The cost for acquiring the required working tools and equipment etc– N150,000

The Cost of Launching an official Website – N30,000

Additional Expenditure (Business cards, Adverts and Promotions etc) – N60,000

Going by the report from detailed research and feasibility studies conducted, I will need an average of N500,000 to start a standard commercial farm business.

Basically, the nature of commercial farms does not require an office space; most people that run commercial farms operate directly from their farms. But we have decide to open a small liaison office; a place where administrative jobs will be carried out.

Sustainability and Expansion Strategy

It is easier for a company to survive when there is steady flow of income which is why we will ensure that we leverage on every business opportunities that we come across to sell our farm produce.