

Business Description

This is a retail business (plans to develop a wholesale element) that purposes to harvest and sell honey to friends, church members, co-workers and individuals in the open market. After the business is producing excess honey, sales to restaurants other outlets will be pursued. The honey will be harvested from bees owned and cared for by the owner. The business will start with ten bee hives in the first year and add five bee hives in each of the second and third year of operation for a total of twenty hives.

Investment Required

The investment will primarily cover the cost of 10 Bee Families (hives) and first year honey production. Due to the low profit margins a 3 year payback has been suggested.

Business Overview

Business Description

The business is a retail business that produces honey and honey byproducts. The honey will be produced in Osun and transported to the osun mall for selling to individuals. This is a good location because it is only 10 kilometers from the city mall which is supported by reliable infrastructure. The owner will check on her bees after work. A colleague will train the ownerto harvest honey.

In Osun, honey as a natural product, is very important in human nutrition and human health. Bees are important for maintaining the ecosystem in the pollination process. The market has a high demand for copperhoney (color). Beekeeping provides a good profit requiringonly a minimal investment

The honey produced will be high grade honey because of the fauna in the bee box location. The land for the location of the bee boxes will rented. The bees must be fed and protected from extreme cold weather.The season for producing honey is from April to October.

Biography of Candidate

The owner is a 23 years old female with a BS degree in Agriculture Economy(2020)and a

Master's Degree in Agriculture Economy (2024).

She is very much interested and determined to succeed in beekeeping and honey production, but has never managed a bee family. The plan is to start the bee boxes in the spring and use the time until September to learn how to protect the bees during the winter months. The owner must also use the time before harvest to learn how to harvest honey without harming the bees.

Company Structure

This is a sole proprietorship but is supported by the owner's knowledgeable friend who will be available for consulting. The owner will have no employees or family involvement and will have to obtain a written agreement regarding the renting the land for the bee boxes.

Marketing

The marketing will be direct sales to individuals and/or to wholesalers who will sell the product in the local markets. The honey will be packaged in 800 gram jars with a label attached containing bible verses and/or biblical references. The selling price is #500 Naira s per jar. The product will be delivered locally by automobile in packed discarded store cartons (cartons are free) and cushioned by newspapers.

Industry and Market Overview

The business is dependent upon good growing seasons and an abundance of blossoms. Adverse weather conditions in the growing season and extreme weather in the winter season could significantly diminish the production rate. Infestation of the bee boxes could destroy the honey.

In 2018 Ibadan produced 1105 metric tons of honey and consumed 1000 metric tons of honey. Internet information states that in 2016 there were 57,000 bee boxes and in 2015 there were 108,000 bee boxes. Demand for this product continues to remain high both inside the country and as an export.

Customers

The end consumers will be individuals who either purchase the honey directly from the owner or from shop vendors to whom the owner sells honey. The payments will be made at the point of sale in cash. The original customers will be co-workers, friends and those people encountered in the market. The owner will create an email list of customers and stay in contact with them

regarding future sales.

Competition

Honey can be purchased in the local food stores but many people purchase their products in the open air markets. Food stores have captive customers who come to shop for other foods but may also buy honey. The food store customers usually do not have contact with the sellers except with the clerks at the checkout counter.

By selling to friends, co-workers and those who visit the open mall, the owner will build a loyal customer base who will purchase honey.

Location & Distribution

The honey will be produced in Ede, approximately 20 kilometers from Osogbo, and transported by automobile to the Osun Mall for selling to individuals.

This is a good location because it is near the city mall and is supported by reliable infrastructure. The nectar is from flora that is not polluted by spraying and the use of insecticides and pesticides and other chemicals.

The honey will be sold in 800kg jars for ₦500 Naira per jar.

Promotion

The company name, email address, telephone number and other contact data will be displayed on the jar label.

Advertising will be by word of mouth by word of mouth sales, flyers, and friends who will recommend the honey to their friends.

The owner will promote honey as a healthy product through existing relationships with medical associates and restaurant owners.

An exchange program will be established to have the jars returned. This exchange will establish a link between the customer and the owner and provide an opportunity to make additional sale.

Assumptions

The owner assumes that friends, family, co-workers would support and make their honey purchases from the business but the majority of the sales would be in the Mall.

Honey is a significant food item and is used for baking, sweetening and a breakfast supplement.

Action Plan

Date	Item
10 26 2020	Start studying about bee families. Learn the names of different kind of bees in a bee family and how they help the family. Become familiar with the insects and other threats to a healthy bee family. Learn how to harvest the honey. Find a book and start now!
12 06 2020	IMED Phase III begins
1 12 2020	Start the process to rent the land for the bee families so that the land will be available when the bees arrive.
2 01 2021	Investigate what must be done to order the bees so that they arrive at the proper time. Determine where each family will be located on the land
2 01 2021	Investigate what must be done to order the bee boxes so that they arrive at the proper time. Determine where each family will be located on the land
2 15 2021	Visit market and learn what you must do to sell your honey in the market
3 01 2021	Learn what is required to package the honey for sale and determine the jar and lid design you want
4 01 2021	Design the jar labels and business cards

