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Goat Farming Business Plan.

BUSINESS NAME: **The Okungbowa Family Farms Ltd.**

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**EXECUTIVE SUMMARY**

The Okungbowa Family Farms Ltd is a registered livestock [farming business](https://www.practicalbusinessideas.com/most-profitable-agriculture-business-ideas/) that will be located in Edo, Nigeria. The livestock business will be concerned with the rearing and selling of goats, processing, and packaging of goat meat as well as production and sales of other goat products.

Our business will offer its products and services to customers in Edo, and all of the states in Nigeria. Also, as our business expands, we will offer our products and services to customers all over Africa.

The Okungbowa Family Farms Ltd will be owned by The Okungbowa family. The couple, Matthew Okungbowa and his wife Felicia with their three grown children have just moved into Edo to start up their goat farming business. The couple both have had managerial experiences working in the livestock industry for more than ten years.

The business will require a total startup sum of N500,000 to kick off in the chosen location. The startup capital will be raised by The Okungbowa family from their investments. N300,000 will be contributed by The Okungbowa family; a sum of N100,000 will be borrowed from the bank; while the other part will be borrowed from friends.

**OUR PRODUCTS OFFERING**

The Okungbowa Family Farms Ltd is a goat farming business that will be concerned with goat farming and goat meat processing and packaging in Edo, Nigeria. As part of a complementary business to our goat farming, we will also run a food processing plant.

The following are the key products and services we will be offering:

* Breeding services
* Boarding services
* Dairy support services
* Sales of cotton wool
* Livestock health services
* Shearing services
* Sales of processed goat meat

**VISION STATEMENT**

Our vision at The Okungbowa Family Farms Ltd is to become the leader in the [livestock farming](https://www.practicalbusinessideas.com/livestock-farming-business-plan/) industry all over Edo and the whole Nigeria. Our hope is also to be among the leading livestock farming brands in Africa before our tenth (10th) anniversary.

**MISSION STATEMENT**

Our mission is to provide quality products and services to all our customers wherever they may be. We want to make sure we sell in commercial quantities our goats, processed goat meat, and several other goat by-products to our customers in Africa in subsequent years.

**BUSINESS STRUCTURE**

For us to establish our business to the level where we want it to be, and to be able to [achieve our business goals and mission](https://www.practicalbusinessideas.com/elements-of-financial-plan/); we must be able to fully establish our business structure onto a well-founded business foundation.

In the course of raising the right business structure for our goat farming business, we will make sure we hire only the right employees to fill the required positions. We will make sure to hire employees that are experienced, hardworking,diligent, honest, and ready to join hands with us to build our goat farming business into where we want it to be.

The following positions are required to be filled:

* General Farm Manager
* Ranch Supervisor
* Accountants / Administrators
* Sales and marketing officers
* Goat farm field employees
* Receptionists

**MARKET ANALYSIS**

**Market Trend**

One trend in the industry is that most goat farmers no longer focus on goat rearing alone, they have started running complementary businesses such as crop cultivation, goat meat processing and packaging alongside their goat farming business.

**Target Market**

The target market encompasses everybody. Everybody directly or indirectly needs the products and services of the goat farmer. It is a fact that everyone from time to time will consume products that come from goats such as goat meat, goat milk, goatskin for producing leather bags, shoes, and belts, etc.

**SALES AND MARKETING STRATEGY**

Every business that intends to be great must have set-out and established sales and marketing strategies that will promote the business. It is because of this that we have come up with several sales and marketing strategies to help promote our goat farming business. They are as follows:

* We will make sure we place adverts on newspapers, related business magazines, radio and television stations.
* We will hand out our business fliers in strategic places.
* We will make sure we place our goat farming business in local business directories.
* We will always encourage our employees to make use of word of mouth in advertising our goat farming business to their friends, family and the general public.
* We will advertise our goat farming business on social media such as Facebook, and Twitter; as well as establishing a website for our goat farming business.
* We will also ensure we make contacts with companies and corporate organizations that need the products and services we have to offer.

**SALES FORECAST**

We have projected the sales forecast of The Okungbowa Family Farm Ltd for the next three years. This sales forecast is just a projection of what we hope to achieve in the following three years after startup.

**Year One**  N500,000

**Year Two**  N1,000,000

**Year Three**  N1,500,000

**FINANCIAL PLAN**

**Source of Startup Capital**

An average startup estimate of N500,000 will be required to be able to start up our goat [farming business in](https://www.practicalbusinessideas.com/best-business-to-start-in-utah/) Edo, Nigeria. This startup capital will be contributed from our investments, and from both friends & family, and our bank.

We have been able to come up with a N300,000 sum to give our business a head start. We have planned on borrowing N50,000 apiece from both our family friends, the Daniels, and the Peters to make up N100,000. The remaining N100,000 will be borrowed as a soft loan from our bank.

**CONCLUSION**

The business plan above is a **goat farming business plan** that has the business name “The Okungbowa Family Farm Ltd”.

The business will be located in Edo, Nigeria, and it will be owned and managed by Mr. and Mrs. Okungbowa and their immediate family. The business will be concerned with the rearing and selling of goats, processing, and packaging of goat meat, as well as the production of other goat products.