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**Matric no: 18/mhs06/016**

### **Business plan on poultry**

Poultry is the form of animal husbandry which raises domesticated birds such as chickens, ducks, Turkey and geese to produce meat or eggs for food. Poultry mostly chickens are farmed in great numbers. More than 60 billion chickens are killed for consumption annually. Chickens raised for eggs are known as layers, while chickens raised for meat are called broilers.

In the United States, the national organisation overseeing poultry production is the Food and Drug Administration (FDA). In the UK, the national organization is the "Department of Economic, Food and Rural Affairs" (DEFRA).

### **Poultry Production**

Birds are a group of higher animals with feather covered bodies which reproduce by means of laying and hatching eggs. Two main branches are egg and meat production.

#### **Chicken**

A domestic fowl is the commonest type of poultry and is found everywhere in West Africa.

#### **Breeds of Chicken**

There are many breeds of chicken, some are bred for meat, some for their egg production qualities and others for both egg and meat production (dual-purposes).

The common breeds are:

1. West African dwarf
2. Exotic (imported beef): imported mainly for the purpose of producing fertilized hatch eggs. The hens and cocks are raised together at the ratio of 15 hens to 1 cock. They must have such qualities such as high growth rate, high egg production level and resistance to diseases. Exotic breed could be highly susceptible to diseases sensitive to feeds and varying environmental factors.
  - A) Broilers- they are table birds raised mainly for meat with good management and feeding. They will attain weight of 2kg at an average of 8weeks which is mostly preferred by the hoteliers and fast food industries.
  - B) Pullets- these are layers, meant mainly for egg production. It takes average of 4-5 months from the day-old chicks (time they were hatched) before they start laying.

They lay between 1-1.5 years depending on the management before you dispose them as spent layers during festive period.
  - C) Cockerel- these are cocks many for table meat and in breeding farms to service the layers. They take average of 6 months on the farms to reach.

### **Housing system in poultry**

Intensive system- it prevents the birds from having access to pasture and

intense sunlight.

Semi-intensive- some form of housing is provided, grazing and form of wandering is allowed within an enclosure . Their movement is partially restricted while temporary structures are provided as shelter.

Extensive system or free range system- birds are not confined within the building and are allowed to move out, initial capital requirement is small and the labour is very small, it also minimises two incidence of ecto-parasite attack e.g. ticks and lice.

### **The Brooding house**

This is a special house where chicks take place during brooding stage, the breeders house is constructed in such a way that sides of building is covered with polythene sheets, which can be rolled up to allow inflow of air (ventilation) . The roof of the house is better covered with asbestos roofing material. The floor of the house should be properly cemented. As the chicks advance in age, there is a reduction in provision of warmth, consequently the polythene sheet is gradually rolled up until the end of breeding stage.

### **Incubation**

Act of producing optimum temperature for the fertilized eggs to develop into chick.

### **Hatching**

Act of liberating fully developed chick from the shell after incubation .

### Feeding

Chicks diet must be rich in protein of high quality and crude protein content should not be less than 23% and all essential amino acids must be fully represented to encourage proper growth and also to make them develop resistance against diseases.

### Poultry diseases

Include fowl pox, cholera, chronic respiratory disease, new castle, gomboro, fowl typhoid etc. The causative organisms are fungi, bacteria, virus, protozoa. Anti-bacteria drugs, anti-fungal, anti-viral will be suitable to treat the aforementioned disease.

## **FEASIBILITY STUDY/ REPORT FOR POULTRY FARMING**

It may be possible to buy young chicks from a farmer who broods chicks for sale. This is also an opportunity for an enterprising farmer who has an incubator.

### **BUSINESS EVALUATION OF FARM (POULTRY)**

The evaluation is based on birds I.E. layers and broilers. This evaluation will be based on 50% normal loss I.E. at the process of taking care of the day old chicks, it is possible to lose 5% of the birds to sickness. Therefore if we start with 1000 birds, it is possible to lose 50 birds at the process of rearing them. While broilers if we start with 400 birds it is possible for us to lose 20 birds to disease at the process of rearing them.

### **SPONSORSHIP**

Sponsored by Vanessa Matsena. She is using the business idea as a means of creating job opportunities for workers who are good in poultry work. She also handles a business in South Africa ( The poultry farm adventure).

### **MANAGEMENT OF THE PROJECTS**

It is going to make up a group of experienced people to manage the business. The aim is to be able to produce well-educated poultry workers in order for the business to run effectively. I ANAMELECHI NGOZI JOY will be responsible for the day to day management for cooperative business .

### **MARKET AND SALES**

Sell directly to the final consumers or retailers .

### **MARKE ORIENTATION**

East-West direction.

### **MARKET SHARE**

10% middle East and Africa, South Africa.

### **USERS OF PRODUCT**

Meat, eggs, feathers, goose fat, etc.

### **COMPETITION ANALYSIS**

Direct competition will enable from small and emerging players in the poultry industry that are in close proximity to poultry house project and target a

similar market as the project.

### **MARKET POTENTIAL**

Market opportunity for poultry farming is very wide. Nigerians consume more than 60 billion chickens annually. Pacific and MEA countries has boosted meat production consumption in these regions, which is considerably during the poultry feed industry growth.

### **PROFITABILITY**

- Start up- example 500 birds (point of lay layers): N675,000
- 5 cages (96 birds per cage) to house the 500 birds: N250,000
- Cage house of per construction: N400,000 18 months worth of feeding (used packaged feeds): N4,522,500

Total start up capital for 500 birds (layers): N5,847,500.

B) Operation and Maintenance- poultry farm requires a very high level of operation and maintenance because the quality of their production depends on how well you manage them.

C) Market

D) Profitability

### **TECHNICAL ASSISTANCE**

Organisation has technical assistance from FDA. We have the Edo

state government working hand in hand with our goods from one state to another via outside the country.

### **FUNDING MECHANISM**

Vanessa Matsena will provide us with a free cleared land and some equipment. Vanessa Matsena will also produce various housing systems.

### **PROJECT TIMELINE**

Project will be completed within 3 years preferably between November, 2020 to October 2023.

### **IMPLEMENTATION/ MONITORING**

I **Anamelechi Ngozi Joy**, ensured that the actual budget was being monitored to show that the actual result reflects the expected results as obtained in the project plan.

### **CONCLUSION**

My project is feasible and commercially viable. It is also recommended for funding so implementation can take place.

