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## BUSINESS PLAN FOR THE ESTABLISHMENT OF A 200 HECTARES CATTLE REARING IN LAGELU LOCAL GOVERNMENT AREA OF OYO STATE

### Executive Summary/ Brief Description of the Project

This business plan examines the feasibility of and indeed economic viability of the development of a 200 hectare cattle farm, Lagelu Local Government Area Oyo State. The cattle farm will be run on a large scale, and trenches will be dug and covered with roofing sheets and bamboos in order to house the cattle and prevent pests and rodents. We choose to start cattle farming business because we are sure of generating enough market for our cattles considering the robust Nigerian population. This is why aside from the fact that we've secured the required farming land for breeding cattles in commercial level, we have also secured all the necessary permits that will enable us successfully run this type of business in Nigeria. We are in the cattle farming business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing the Nigerian economy, in national food (meat) production, to export agriculture produce from Nigeria to other countries and over and above to make profit. It can also create job opportunity for young youth and try to help them to understand and practice cattle rearing in a large scale or small scale

### Sponsorship, Management and Technical Assistance.

This business is sponsored by bank loans and initial capital investment from the owners. The project will be managed by the founders and members of staff. Very little technical assistance will be required due to the simplicity of the said project.

### Market and Sales

It is trendy to find people who do eat cattle meat in Nigeria and other African countries. Our Target market include various African communities, intercontinental hotels and Africans in the diaspora. We also ensure that we leverage on health benefits of cattle in marketing. As a matter of fact, cattles are very popular among weight watchers because they are extremely low in calories and fat and posses high level of protein. We have perfected our sale and marketing strategies first by networking with agriculture merchants and intercontinental restaurants and hotels that rely on live cattle from the cattle farms. We also plan to increase sales by leveraging



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on the power of the internet and social media and also through viral marketing and word of mouth.

#### **Technical Feasibility, Resources and Environment**

The cattle farm will be established in the western region of Nigeria which has a relatively temperate weather conducive to cattle habitation. There's also abundance of human and agricultural resources to help feed and maintain the cattle during growth and reproduction, which makes the establishment of the cattle farm more feasible. Though the cattle rearing is not really common in the western part, it is commonly practiced in the northern part, but in the farming industry there is no restriction for where you can rear animals, all areas are welcome. So practicing the cattle rearing in the western part is also a good idea to start with.

#### **Government Support and Regulation**

There are no specific regulations or support from the government as regards the cattle farming business. However, we follow the general guidelines and regulations that apply to other businesses.

#### **Timelines of Projects**

Cattle shed/pen construction: 2 - 3 weeks

Snail purchase: 7 days

Breeding: 9-12 weeks

Marketing and sales: Continuous.

#### **Conclusion**

In summary, the cattle farm is predicted to be successful since it is estimated to generate an approximate profit of 5 million naira in the first year due to the high demand and high availability of the product as well as the wide range of benefits.

