**AHMED ABDALLAH IDRIS**

**18/ENGO3/009**

**CIVIL ENGINEERING**

**BUSINESS PLAN**

A POULTRY FARM

**BUSINESS DESCRIPTION**

Poultry farm is a business for people who are passionate about livestock farming. With the global burst in population and worldwide increased demand for food, 0people are now beginning to realize the potential of providing the most important basic need of man.

Poultry farm is a viable business.

**TARGET MARKET**

The target market are the low income earners.

**COMPETITORS**

The competitive landscape for my poultry farm is listed below:

Direct competitors

|  |  |
| --- | --- |
| Roostville | Good packaging, more variety |
| Chi farms | Cheap prices, more variety |
| Zartech | Cheap prices, Good packaging |
| Fiesta | Cheap prices, good packaging |

Indirect competitors

|  |  |
| --- | --- |
| Pork meat | Mass appeal |
| Meat sellers | Better hygiene |
| Fish sellers | Tastier, better hygiene, better packaging |
| Canned products | Healthier, fresher |

**LOCATION**

A good location is vital to the success and profitability of your poultry farm. An ideal poultry farm should be sited where there’s a large availability of cheap land and high population density. It is not advisable to site your poultry farm within a residential area because of the offensive odor it produces. Security factor should also be considered in siting the location of your farm.

**HOUSING YOUR BIRDS**

Poultry housing system determines up to 40% of the rater of success you would achieve in a poultry farm. The housing systems commonly used in poultry farms are-:

The extensive system: Range and fold unit

Semi intensive system: Standard semi intensive system and straw yard.

Intensive system: i. deep litter, ii. Wire and slated floor, iii. Straw yard, iv. Battery cage.

**HUMAN RESOURCES**

Operating a poultry is not labor intensive if the use of technology is employed. With respect to staffing, the number of manpower needed is also dependent on the size of your farm. Some should have admin officers who will oversee the day to day running of your business. You can also double as your accountant to cut down cost.

It is also advisable to have personnel that will monitor and see to the wellbeing of your birds. You will also need security personnel that will monitor the inflow and outflow of people around your farm; and most importantly, guard against theft. Aside these few, you can also add more personnel to suit your needs.

**VENDORS/SUPPLIERS**

Identifying sales channels is important.

My farm intends to get her poultry products directly to her customers through the following sales channels:

* Online store: where customers can order directly to their homes
* Community peer channels: we will setup clusters of peer sales outlets in densely populated areas where customers can buy poultry products from
* Farm sale shops

**MARKETING PLAN**

Target market strategy

Product/service strategy

Pricing strategy

Distribution strategy

Advertising and promotion strategy

Sales strategy

Marketing and sales forecasts

**OPERATIONS**

Operations strategy

Scope of operations

Operating expenses

**FINANCIAL PROJECTIONS**

Can you actually turn a profit?

What does it cost to make what you sell?

Who do you need to execute your plan?  
what else do you spend money on?

Do you have major purchases with long-lasting values?

What does your tax situation look like?

Do you plan to issue dividends to your shareholders?

**DEVELOPMENT**

Development strategy

Development timeline

Development expenses

**MANAGEMENT**

Company organization

Management team

Administrative expenses

**SUMMARY OF FINANCIALS**

Financial assumptions

Projected cash flow

Financial forecasts

Income statement

Balance sheet

Profit and loss

Profit margins, chart

Financial risks

**MARKETING ACTIVITIES**

How do you plan to attract attention, build interest into your offerings and convert prospects into customers?

* Facebook marketing campaign
* Product flyers and banners
* Radio advert
* Twitter promotion
* Google award campaign

**FACTORS THAT MAKE POULTRY FARM A PROFITABLE BUSINESS**

food is one the basic needs of man. Regardless of the economic situation, humans must feed and since domestic birds are consumable; that makes the poultry farm feasible.

With increased awareness on health implications of red meat; there’s an increased demand for white meat and birds are sources of white meat.

**PROJECTED RETURN ON INVESTMENT**

The incubation period of a domestic fowl is 21 days. Birds can be sold off as early as 8-12 weeks. The payback period of a poultry farming business is between 3-5 years.

**CHALLNGES YOU MAY LIKELY FACE**

High start-up capital

Outbreak of diseases

Non availability and affordability of vaccines.

Adulteration and high cost of feed.