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DEPARTMENT: PHARMACOLOGY

COLLEGE: MEDICINE AND HEALTH SCIENCE

COURSE CODE: AFE 202 COURSE TTLE: FOOD PRODUCTION AND HEALTH AWARENESS

QUESTION: PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE FOLLOWING THE GUIDELINE IN THE NOTE

**Agricultural Enterprises** means those small business concerns engaged in the production of food and fiber, ranching, and raising of livestock, aquaculture, and all other **farming** and **agricultural** related industries. Agricultural can be done many more different enterprise

My choosen Agricultural Enterprise was **Fruit growing** – This is the growing of fruit or harvesting of fruits to sell or gain more profit. It can also be an agricultural enterprise. In other words it is called Vegetable Fruits Dairy Product. This is a small business . Fruits are consumed by almost everybody and all over the globe, Starting a fruit farm comes with its challenges, but that does not rule out the fact that it is indeed a profitable business. Business plan is yet another very important business document that you should not take for granted when launching your own fruit farming business venture.

The first stage is IDENTIFICATION/SELECTION : Identifying the particular fruit to get, mostly the one the society will like or prefer and which one will get more profit , also starting with a farming industry If you are a close observer of the industry, you will agree that the fruit farming industry is anticipated to increase due to increasing consumer health consciousness, which has led to increasing demand for fresh produce. While per capita fruit and vegetable consumption has remained stable over in recent time, the price of fruits especially organic fruits have increased as consumers demand premium, fresh fruits.

So also, the number of both small and large farms has been increasing. Small, local farms are benefiting from the organic, local movement, while large, commercial farms are improving labor efficiency. Going forward, players in the fruit farming industry will continue to increase revenue generation for their business.

The Fruit Farming industry is indeed a fast – growing industry and pretty much active in all countries of the world. As a matter of fact, The Netherlands has some of the largest greenhouses where fruits are cultivated in the world. That is the scale of food production in the country so much so that in year 2000 alone, greenhouses occupied about 10,526 hectares, or 0.25 percent of the total land area.

**The Product Offering.** We are in this line of business to make profit, and we will ensure that we do all that is allowed by the law of the United States of America to achieve our business goals and objectives. These are the areas we will concentrate on in our fruit farms. If need arises we will definitely add more agriculture produce to our list;

* Cultivation of fruits such as; Banana, Pineapple, Papaya, Strawberry, Blueberry, Raspberry, Plum, Mango, Apple, Cucumber, Dragon Fruit, Oranges, Grapes, Limes, Avocado and a host of other fruits
* Juice processing and packaging.
* Greenhouse construction, consultancy and advisory services .

Also ensure that we hire people that are qualified, hardworking, dedicated, customer centric and are ready to work to help us build a prosperous business that will benefit all our stake holders. As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of ten years or more as agreed by the management of the farm.

Hiring of qualified and competent hands to occupy the following positions; With their roles and responsibilities

* **Chief Operating Officer**:
1. Responsible for fixing prices and signing business deals
2. Provides direction for the business
3. Responsible for signing checks and documents on behalf of the company
4. Evaluates the success of the organization
5. Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions.
6. Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* **General Farm Manager**
1. Supervises other section managers
2. Ensures compliance during project executions (especially in the construction of greenhouses)
3. Provides advice on the management of farming activities across all sections
4. Responsible for carrying out risk assessment
5. Uses IT systems and software to keep track of people and progress of the growth of crops
6. Responsible for overseeing the accounting, costing and sale of farm produce after harvest
* **Administrator/Accountant**
1. Responsible for overseeing the smooth running of HR and administrative tasks for the organization
2. Defines job positions for recruitment and managing interviewing process
3. Carries out induction for new team members
4. Responsible for training, evaluation and assessment of employees
5. Accountable for preparing financial reports, budgets, and financial statements for the organization
6. Responsible for financial forecasting and risks analysis.
7. Responsible for developing and managing financial systems and policies
8. Responsible for administering payrolls
9. Ensures compliance with taxation legislation
* **Crop (Fruits) Cultivation Manager/Supervisor**
	1. Responsible for the cultivation of fruits
	2. Supervises other workers within the department
* **Fruits (Juices) Processing and Packaging Plant Manager/Supervisor**:

i. Responsible for managing the fruits (juices) processing and packaging section of the business

* **Sales and Marketing Executive**:
1. Identifies, prioritizes, and reaches out to new partners, and business opportunities.
2. Identifies development opportunities; follows up on development leads and contacts.
3. Writes winning proposal documents, negotiate fees and rates in line with company policy.
4. Responsible for handling business research, marker surveys and feasibility studies for clients.
* **Our Target Market**

Naturally, the target market of fruit farm produce and also those who benefit from the business value chain is all encompassing; it is far – reaching. Every household consumes produce from fruit farms howbeit different types and species of fruits. A fruit farmer should be able to sell his or her farm produce to as many people as possible.

**Our Competitive Advantage**

Our competitive advantage lies in the power of our team; our workforce. We have a team of hardworking and highly proficient farmers and scientists, a team with excellent qualifications and experience in various niche areas in the fruit farming industry. Aside from the synergy that exists in our carefully selected team, we have some of the latest farm machines and equipment and we will be guided by best practices in the industry.

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

 **SALES AND MARKETING STRATEGY.**

Over and above, we have perfected our sales and marketing strategies first by networking with agriculture merchants, smoothie shops, fruit juice companies, supermarkets, grocery stores and companies that rely on raw materials from the fruit farms who are likely to become our customers.

 The following strategies in marketing our commercial farm produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on fresh fruits for their raw materials, supermarkets, grocery stores.
* Advertise our business and agriculture produce in agro – allied and food related magazines and websites
* List our juice farms on yellow page.
* Attend related agriculture and food expos, seminars, and business fairs et al
* Leverage on the internet to promote our business
* Engage in direct marketing
* Encourage the use of word of mouth marketing (referrals)

Sources of Income

The fruit farming line of business for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. We are not going to rely only on the sale of our farm produce to generate income for the business.

Below are the sources we intend exploring to generate income .

Cultivation of fruits such as; Banana, Pineapple, Papaya, Strawberry, Blueberry, Raspberry, Plum, Mango, Apple, Cucumber, Dragon Fruits, Oranges, Grapes, Limes, Avocado and a host of other fruits

* Juice processing and packaging
* Greenhouse construction, consultancy and advisory services

Sales Forecast

From the survey conducted, we discovered that the sales generated by fruit farms across the United States depend on the size of the farm, and the nature of the fruit farm (greenhouse fruit farms or land cultivation of fruits).

We have perfected our sales and marketing strategies and we are quite optimistic that we will meet or even surpass our set sales target of generating enough income from our first year of operation and build the business from survival to sustainability.

We have been able to examine the fruit farming industry, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some workable assumptions as well with respect to the nature of fruit farm that we run.

* Our Pricing Strategy

One of the easiest means of penetrating the market and acquiring loads of customers is to sell our fruits at competitive prices hence we will do all we can to ensure that the prices of our fruits and juices are going to be what other commercial farmers would look towards beating.

* Payment Options

The payment policy is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the country.

Here are the payment options that will make available to her clients;

* Payment via bank transfer
* Payment with cash
* Payment via online bank transfer
* Payment via Point of Sale Machines (POS Machines)
* Payment via mobile money transfer
* Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials.

**Fruit Farm Business Plan – Publicity and Advertising Strategy**

Any business that wants to grow beyond the corner of the street or the city they are operating from must be willing to utilize every available means to advertise and promote the business. Intending of growing the business which is why we have perfected plans to build our brand.

Below are the platforms we will leverage on to boost our fruit brand and to promote and advertise our business;

* Place adverts on both print (newspapers and magazines) and electronic media platforms
* Sponsor relevant community based events
* Leverage on the internet and social media platforms to promote our business.
* Engage in roadshows from time to time in targeted neighborhoods
* Distribute our fliers and handbills in target areas
* Contact corporate organizations and residents in our target areas by calling them up and informing them of the product and the farm produce we sell
* List our fruits farms in yellow pages
* Advertise our fruits farms in our official website and employ strategies that will help us pull traffic to the site.
* Ensure that all our staff members wear our branded shirts and all our vehicles and trucks are well brandedwith our company logo.

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