**18/Law 01/114 - Ibekwe Kenechukwu .K
A Business Plan**
A feasibility study is an analysis of the viability of a business idea. It is used to check the project in order to ensure technical, economic, commercial, financial and environmental impact lens. A feasibility study is used to develop business plan in an agricultural related enterprise. A feasibility report ought to contain the details of outcome or result of the feasibility study connected on an idea. A feasibility study would provide evidence in a document form of the technical possibility and commercial viability of the proposed project.
A BUSINESS PLAN FOR THE DEVELOPMENT OF A FOUR HUNDRED HECTARES OF PALM FRUITS PLANTATION AT AGBANI COMMUNITY FARM, IN NKANU WEST L.G.A. ENUGU, ENUGU STATE, NIGERIA BY EMEKA AGRO CONSORTIUM.

Upon request, this document is to be immediately returned to the promoters of the proposed business

Signature:

Name:

Date:

**Executive Summary/ Project Description**

This business plan examines the feasibility of and indeed economic viability of the development of a 400hectares of palm tree plantation in **Enugu by Chimaroke Nnamani and The Farmer.s Society in Nkanu West L.G.A Enugu**. There is high domestic demand for these products because of our huge population and production constraints leading to shortage of the commodity.

The proposed project will create economic and job opportunities, impact positively on the economy of the South Eastern States. The entire palm fruits to be processed will be done locally through direct production, contract farming in **Enugu** State and direct purchase from smallholder farmers in other production areas. This project would help ensure the people have what to eat and are also working at the same time because they would profit majorly when they take their products to the market and this would contribute significantly to food security. .

**Sponsorship**

The project is sponsored by Chimaroke Nnamani, a politican, the former governor of Enugu State and founder of Mea Mater Elizabeth High School . Chimaroke Nnamani wants to ensure productivity of smallholder farmers in Enugu through The Farmer.s Society in Nkanu West L.G.A Enugu. The society comprises of well known farmers who make a living through what they get from their farms and sell on a daily basis. This society comprises of experts with many years of experience in the project being proposed. Emeka Agro Consortium would be responsible for handling the day to day activities and also the management and handling of the projects.

**Management**

The management of a Board of Director would make the plans to ensure efficiency, this management would be made up of shareholders and would also comprise of a group of people from the society more experienced in the field to ensure efficiency and first class information. They would also be involved in the daily activities in the farm as all hands are needed for the project to be a success. The board of directors are expected to give strategic policies that would ensure a long term success of the organization. Standards would be set in order to ensure accountability.

The Managing Director would be responsible for the organisation of the daily activities of the business or supposed project. He would report back to the Board of Directors and would also mobilize the resources to achieve the set goals. He would also manage the risks which it would face and he would focus on creation of wealth.

**Technical Assistance**

The society has working relationship with the states’ Ministry of Agriculture and this is made possible with the help of his Excellency Dr. Chimaroke Nnamani. The Ministry of Education for the state is highly interested in the project and he shows this by the donations he makes to the account made for this purpose. The ministry also aims to provide technical assistance in any possible way to ensure the growth and success of the proposed project. The Society also has a working relationship with BOA (Bank of Agriculture) and we are collaborating on Emeka Agro Consortium where the owner appreciate farmers, the aged and also the less privilege in Enugu through monetary award and also distribution of some palliatives and this would help ensure all in the state have something to eat and he does this annually.

**Market and Sales**

Market orientation: domestic; South East, Nigeria

Market Share: 90% niche market South East Nigeria

Users of Products: palm wine for human consumption, palm fronds for cooking, the leaves are also used to feed animals like; goats and cows etc, the palm fruits can also be used to cook and prepare delicious meals.

**Competition analysis**

 This business is done predominantly by South Eastern states and Enugu has the highest production or deal in palm fruits. This project would help ensure the State stays top on the chart and helps ensure the citizens which reside in Nkanu West L.G.A and neighbouring Local Governments have a fair share as it would help to reduce hunger in the land and provide a means of livelihood for the people.

**Tariff and Import Restriction**

The restriction on food importation and zero duty on imported agricultural equipment will favour the project under consideration as it would be carried out locally in our farmlands.

**Market Potential**

There is a demand for palm fruits and also resources got from a palm tree in the Southern part of Nigeria. The state of infrastructure is a bit strong and supports processing and trade within Nigeria.

**Profitability**

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, water, air, soil conditions, price fluctuations. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit.

**Technical Feasibility**

The projects (production of palm fruits and palm wine) are technically feasible. This does not need much technology as it can be done manually. The industrial process is simple and other valuable items can be got from the palm tree such as; oil which is used to moisturise the skin although it is processed locally and also soap used in bathing. The South East is predominantly made up of Catholics and the leaves from the palm are essential during Palm Sunday. A majority of the items would be processed locally and that would help reduce the cost of machines used to process them. Coconuts are an obvious product of palm trees, but betel nuts and acai fruit also come from the palm tree. Palm trees grow up to 197 feet tall and it is one of the tallest growing species of palm.

To help with the plantation and processing from the harvested palm trees, there are various specialist which would be in charge of the mechanization, farm management, weed science, market development and accounting as a major part of the team as everyone called on is a specialist. The state of infrastructure around The Society and generally in Enugu is adequate and suitable for the location of the farm/firm for efficient production, processing and marketing. Raw materials will be produced and sourced locally.

**Government Support and Regulation**

The project conforms to the economic diversification objective of the government. It creates economic opportunities, market access, and improved income for farmers and support food security objective of government. The project will benefit from government intervention fund in the agriculture sector. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

**Project Timeline**

The project will be completed within 6months preferably between October, 2020 to March 2021, 2021 because land clearing is mostly done in the dry season and this would be needed because the land is much.

 **Estimated Project Costs and Revenue**

The project is set to cost from a range of 10 - 11 million and this is because Emeka Agro Consortium are set to provide us with the necessary tools and equipments we need to ensure the project is a success. They are also providing the vehicles we would need. The money would basically be used to buy the seeds and pay the workers and also set up the farm land properly. The workers are expected to be paid as they work daily and there would be morning, afternoon and evening shifts to ensure the work is done faster and no one would be stressed out because there would be enough time to rest after a day work.

**Funding Mechanism**

Agbani will provide 400Ha of cleared farmland around the Community and lease it to members of The Farmer’s Society at Nkanu. Investors are to provide equity for equipment and vehicles purchase. Where possible investor to provide equity for working capital or otherwise secure loan at the rate of 9% through government intervention window at the Bank of Agriculture, Bank of Industry and Commercial banks.

**Conclusion**

 The project is feasible in all aspects and it would lead to the greater good of the people as it seeks to eliminate hunger and boost the economy of the state. This project is highly recommended for funding.