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BUSINESS PLAN FOR THE ESTABLISHMENT OF A 200 HECTARES SNAIL FARM IN OBIO/AKPOR LOCAL GOVERNMENT AREA OF RIVERS 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 snail farm in Bori Camp, Obio/Akpor Local Government Area Rivers State. The snail farm will be run on a large scale, and trenches will be dug and covered with concrete and wires in order to house the snails and prevent pests and rodents. We choose to start snail farming business because we are sure of generating enough market for our snails considering the robust Nigerian population. This is why aside from the fact that we've secured the required farming land for breeding snails 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 snail 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.

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 snail 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 snail in marketing. As a matter of fact, snails 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 snail from the snail farms. We also plan to increase sales by leveraging on the power of the internet and social media and also through viral marketing and word of mouth.

Technical Feasibility, Resources and Environment

The snail farm will be established in the southern region of Nigeria which has a relatively temperate weather conducive for snail habitation. There's also abundance of human and agricultural resources to help feed and maintain the snails during growth and reproduction, which makes the establishment of the snail farm more feasible.

Government Support and Regulation

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

Timelines of Projects

Snail pen construction: 2 - 3 weeks

Snail purchase: 3 days

Breeding: 6 - 9 months

Marketing and sales: Continuous.

Conclusion

In summary, the snail farm is predicted to be successful since it is estimated to generate an approximate profit of 2 million naira in the first year due to the high demand and low availability of the product as well as the wide range of benefits.

References

Profitable Ventures.com

iproject.com