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BUSINESS PLAN FOR THE DEVELOPMENT OF 3 PLOTS OF LAND FOT THE CHICKY FEEDS POULTRY FARM

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EXECUTIVE SUMMARY

 Chicky Feeds Poultry Farm is a licensed poultry farm and egg production company that will be based in Ibadan, Oyo state, Nigeria. This business plan examines the feasibility of and indeed the economic viability of the development of a three plots of land to start ours poultry farm and egg production.

 Chicky Feeds Poultry is going to be a standard commercial poultry farm which will partake in the raising, marketing, and processing chickens and eggs on a commercial level. Chicky Feeds Poultry Farm would also export chickens and eggs to other states in Nigeria. There is high domestic demand for these products because of our huge population and production constraints leading to shortage of the commodity.

We are in the commercial poultry farm and egg production line of business because we want leverage on the vast opportunities available in the agricultural industry , to constitute our quota in growing the Nigerian economy, in national food production and over and above make profit.

Chicky Feeds Poultry Farm has put strategies in place that will help us employ best practices when it comes to commercial production. At Chicky Feeds Farms, our customer’s best interest will always come first and every activity we do will be guided by our values and professional ethics.

SPONSORSHIP

Chicky Feeds Poultry Farm is a private registered commercial poultry farm and egg production company which is owned by Miss Olaoye Omoniwuraola. The poultry farm will be fully financed by the owner and her family members for at least a period of time.

MANAGEMENT

At Chicky Feeds Poultry Farm, we are aware of the importance of building a solid business structure that can support the picture of the kind of world class business that we want to own. This is why we are committed to only hiring the best hands within our areas of operation. We will ensure that we hire people who are qualified, hardworking and creative, result driven and ready to work to build a business that will benefit all the stakeholders

The following positions would be available

* The CEO
* The general farm manager
* The Human Resources and Administration officer
* The Accountants
* The sales and the marketing executive
* The field employees

TECHNICAL ASSISTANCE

Chicky Farms has a working relationship with IITA, The International Institute of Tropical Agriculture, Ibadan, IITA has a mandate in poultry production and processing will provide technical assistance in this regard. Chicky farms also has a relationship with commercial banks and will approach them for loan to clear the land which may also be leased to members of the cooperative. Chicky Farms also has a working relationship with Farmers Union, Agricultural cooperatives and individual farmers. The farm will also get technical support from this relationship in the area of production through contact farming

MARKET AND SALES

Market Orientation: domestic

User of products: edible eggs for human, cosmetic products from the shell of eggs, livestock feed, cleaning agents from the shell of eggs

COMPETITON ANALYSIS

Chicky Feeds Poultry Firms is fully aware that there are competitors when it comes to selling commercial farm produce all over the Nigerian states, this is why we decided to carry out thorough market research so as to know how to take advantage of the available markets in Nigeria. We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable poultry farming and egg production processes that can help us sell our produce at competitive prices, good network and excellent relationship management.

Another competitive advantage that we are bringing to the industry is the fact that we have healthy relationships with loads of major agriculture merchants-in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs. We also have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress. Aside from our relationship (network) and

Lastly, all our employees will be well taken care of, and their welfare package will be the best , 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.

TARIFF AND IMPORT RESTRICTIONS

The Forex restriction on food importation and the zero duty on imported agricultural equipment will favour the poultry and eggs business project under consideration.

MARKET POTENTIAL / TARGET MARKET

Poultry products are demanded for in every state in Nigeria. Every household consumes the produce from commercial poultry farms. In essence, poultry farmer should be able to sell his or her chicken and eggs to as many people as possible.

In view of that, we have positioned our business to attract consumers of chickens and eggs not just in Ibadan but different states around Nigeria. These are our major target:

* individuals
* Households
* Restaurants
* Eateries
* Merchants of Agriculture

PROFITABILITY Some of the challenges that we are likely going to face when we start our Chicky Feeds Poultry Farms commercial poultry farm and egg are global economic downturn that can impact negatively on household spending, bad weather, natural disasters (draughts, epidemics), unfavourable government policies and the arrival of a competitor which could be a commercial farm that engage in the rearing of chickens and other birds within same location as ours

There is hardly anything we can do as regards this threats and challenges other than to be optimistic that things will continue to work for our good. However, technical, scientific and financial based solutions will be employed to hedge against risks and ensure profits

TECHNICAL FEASIBILITY

For Chicky Feeds Poultry Farm, We are implementing our project using best practices, sustainable production and due consideration for the environment. We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured commercial poultry farm and egg Production Company that can favourably compete in the highly competitive commercial poultry farms and egg production industry.

GOVERNMENT SUPPORT AND REGULATION

This business would help in the creation of economic opportunities, market access, and improved income for farmers and support food security objective of government. The Chicky Poultry Farm project will benefit from government intervention fund in the agriculture sector and will also benefit from the favourable policy of zero duty for agricultural and equipment import. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

PROJECT TIMELINE

This project will be completed within a minimum of five months from 1ST August, 2020 to December 2020 as the necessary provisions would have been made by then.

ESTIMATED PROJECTS COSTS AND REVENUE

CAPITAL EXPENSES

|  |  |  |
| --- | --- | --- |
| Name | quantity | Price in naira |
| Land purchase | 3 plots of land | 500,000 |
| Land clearing |  | 150,000 |
| Blocks | 3000 block pieces | 350,000 |
| Cement bags | 100 bags | 180,000 |
| Woods |  | 250,000 |
| Roofing sheets |  | 200,000 |
| Roofing slate |  | 50,000 |
| Ceiling slate |  | 30,000 |
| Net bundles | 30 pieces | 120,000 |
| Iron door |  | 80,000 |
| Total |  | = 1,910,000 |
|  |  |  |

TOOLS/ EQUIPMENT

|  |  |  |
| --- | --- | --- |
| NAME | QUANTITY | PRICE IN NAIRA |
| Shovel and head pan |  | 30,000 |
| Day old feeders | 40 | 9000 |
| Day old drinker | 25 | 6000 |
| feeders | 70 | 45,000 |
| Geepee tank | 1500 litres | 23,000 |
| nylon | 15 | 12,000 |
| total |  | =125,000 |

SANDS

|  |  |  |
| --- | --- | --- |
| NAME  | QUANTITY | PRICE IN NAIRA |
| Stone big tipper | 4 big tippers of sand | 100,000 |
| Sharp sand |  | 40,000 |
| Soft sand |  | 30,000 |
| total |  | 220,000 |

PRODUCTION

|  |  |  |
| --- | --- | --- |
| NAME | QUANTITY | PRICE IN NAIRA |
| Pullets | 2000 | 240,000 |
| Broilers | 600 | 120,00 |
| Total |  | = 360,000 |

OPERATONAL EXPESNSES AND WORKMANSHIP

|  |  |  |
| --- | --- | --- |
| NAME | QUANTITY | PRICE IN NAIRA  |
| Feeds, vaccines and upkeeps |  | 1,500,000 |
| Salaries and stationeries |  | 300,000 |
| Carpenter |  | 70,000 |
| Bricklayer |  | 80,000 |
| Miscellaneous |  | 150,000 |
| Business registration |  | 20,000 |
| Total |  | 2,120,000 |
|  |  |  |

CONCLUSION

The project is technically feasible and commercially viable. It is therefore recommended for funding.