NAME: OLAJIDE RAADIYYAH OYINLOLA

MATRIC NO: 18/MHS06/041

DEPARTMENT: MEDICAL LABORATORY SCIENCE

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**EXECUTIVE SUMMARY FOR FISHERY BUSINESS FEASIBILITY STUDY**

Feasibility study on the establishment of a fish pond is based on my research and the business will be wholly owned by me, OLAJIDE RAADIYYAH OYINLOLA. The name of the business will be called **Deedee’s catfish and fingerlings ventures** and it will concentrate on the sales of catfish.

We will supply matured catfishes to restaurants and also fingerlings to farmers interested in starting a catfish pond within the federal capital territory of Nigeria and our vision is to be one of the known catfish supplier in the FCT with a mission to raise healthy catfishes at a very profitable venture.

 From the research that was carried out, it was discovered that the demand for catfishes are not fully satisfied around some areas in Abuja. Although, there are already existing catfish marketers in Abuja, the poultry farm will be sited at kubwa, Extension 111 Abuja. The legal requirements for the establishment of this venture such as local government revenue (tax) per month and security payment (vigilante) per month have been inquiredand will be carefully compiled with.

 The venture will help in providing employment to locals, meeting the demand of catfishes and fingerlings and making the price affordable in future**. DEEDEE’S CATFISH AND FINGERLINGS PRODUCTION VENTURES** intends to develop into other livestock structures such as cattle, turkey, rabbit and guinea fowl.

**FISH FARMING STRATEGY AND IMPLEMENTATION SUMMARY OBJECTIVE**

* Firstly, to increase number of our client by 25% within 1year of our existence.
* Secondly, to evaluate our strategic marketing by every three months.
* Thirdly, to keep and maintain hygienic pond and healthy fishes

**FISHERY TARGETS AND STRATEGY IMPACTS**

The catfishes and fingerlings will be priced at an affordable rate. When a markup is placed on any of our products, customers will be willing to pay because of the affordable price.

The venture to be established is a fish farm that will focus on the production of catfish and fingerlings because of the fund required the venture will start as a small scale business. The pond location will be a sloppy topography with adequate drainage system in order for effective discharge of waste.

Physical requirements of a plot of land, measuring 100 by 100 feet, would be ok for a start. A small office, store, fishponds, overhead tanks, water bore hole and power house. Electricity is very important.

Access to our location is excellent, we have excellent proximity to freeway. The only unavoidable construction needed for a start now is 2 units of 10 feet by 10 feet mobile fishponds.

**OPERATIONAL PLAN ON FISH PRODUCTION**

The firm will be a commercial fish farm; therefore it will require a full time Labour and geared towards productivity on a scale for the sale of catfishes and fingerlings. The daily operation of the business is as simple as manually feeding the fish twice a day, between 6am and 7am and 5pm and 6pm. While doing this we make sure that ¼ volume of water flows out and is replaced every day

**Production**

The ponds are washed, fertilized and stocked with fingerlings, manual feeding continues for 6 months when maturity is achieved.

Aerated water constantly flows through the pond to achieve artificial stream. Depending on the age and size of the fish, correct size of feed, measured in mm, is used in the feeding.

Customers are placed on notice when the fish will mature.

Daily feed consumption is noted to ensure that we have enough for 1 month before restocking.

Our consultant is always handy to assist our product development and general support.

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**MARKETING PLAN**

The Fishery’s marketing operations will be minimal as once the Company solidifies ongoing relationship with fishery coops and wholesalers, very little marketing will be required to maintain these relationships. At the onset of operation, we intend to aggressively develop relationship with local and regional fishery coops that will assist the Fishery in maintaining stringent so that the business always has a predictable stream of income.

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**Personnel**

Number of employees shall be 2 for a start, the type of labour shall be skilled, professional input shall be on consultation. We shall get the right employees by personal contact, those staff will receive trainings. Their salary shall be in line with the labour market and as applicable in our industry. Overtime, we shall evolve a schedule and written procedures and job descriptions for employees. Surely, for certain functions, contract workers must be used in addition to employees.

**Inventory**

Major inventory in this business is fish and the feed, with some fuel to pump water. We shall also keep feed raw materials since we intend to formulate and prepare our own feed. We are looking at inventory investment of N350,000.00 ( Three Hundred and Fifty Thousand Naira only). The lead-time for ordering is 1 month.

**Suppliers**

Key supplier for fish feed is Grace Nigeria Limited, Wuse 2 Abuja. You can request for any quantity from them, their credit policy is cash and carry. Their feed is nutritious and highly fortified with vitamins and minerals. It is also noted that supply costs are always on the increase, hence the option to formulate and produce our own feed.

**Credit Policies**

We do not plan to sell on credit because it is not customary in this industry and clients would neither be expecting it.

**Fish Farming Startup Expenses**

The fish farming project would take approximately N1,500,000.00 (One Million Five Hundred Thousand Naira only).

Startup Expenses and Capitalization

To set up a fish farming business with less amount, say, N500,000 or N1,000,000 then you will not include some equipment.

The pelletizing machine and dryer would enable me to prepare my own feed which would be cheaper in the long run, thereby increasing my profit. This is because imported fish feed is expensive and would reduce the profit margin if depended upon throughout the six months grow-out period.



**FINANCIAL EVALUATION ON FISHERY BUSINESS**

The financial plan for the fishery business consists of a 12-month cash-flow projection and a break-even calculation. Together they constitute a reasonable estimate of our company’s financial future. More importantly, we hereby present the financial insight into the inner financial workings of our company.

**12-Month Profit and Loss Projection**

As is evident in our 1 year Cash Flow in the table below, with a loan of N1.5m we will be able to generate 2,052,000 . We project 2 sales within the year, that is every 6 months. After the sales we restock our ponds and the cycle is repeated. We assume that each fish will grow out into 2 kilograms. This is not generally the case as the weights vary between 1kg and 3kg at grow out.

From the above projection it can be seen that we will be able to repay the N1.5m (One Million Five Hundred Thousand Naira) loan within one year but, we prefer the repayment spread over 2 years with 1-year moratorium.

**Business Plan Projected Cash Flow**

The profit projection is the heart of our business plan, cash flow is the blood that the heart pumps.

The preliminary expenses are shown in the TOTAL under month1 934,833  Naira, plus recurrent monthly



expenditure bringing it to (1,114,167) for the first five months before sales in the following month.