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Matric number: 18/mhs02/021

Topic: prepare a business plan on a chosen agricultural enterprise.

 What’s a business plan

A business plan is a rigid document that comprehensively aligns a particular business.

There are two types of business plan:

* When starting a business
* When expanding a business

An entrepreneur writes a business plan . He is aware of how long the business will take because business normally takes a lot of time. A business plan should be comprehensive. A good business plan depends on nature of business.

Business plan is necessary for the following:

1. It helps provide structure to your thinking
2. It helps communicate words
3. It prompts thinking about future

What is agricultural enterprise?

Agricultural enterprise means those small business concerns engaged in production of food and fiber, ranching and raising of livestock, aquaculture and all other farming and agricultural related industries.

There are different types of agricultural enterprises.

1. Introduction:

- Kaplan Poultry farming ( registered name)

-Lagos ( location)

--capital intensive depending on the type of scale, location of the farm and the type of management technology used ( nature of business)

\_ statement of financial need

\_ statement of confidential report: it is a report of friendship industries, that all recipients of such confidential information( ie directors, employees, staff, interns, volunteers, vendors and other outsider alfillates) shall respect and preserve the privacy confidentiality and security of confidential and proprietary information.

It contains name signature and date

It has office and signer copy

2)Table of content : a list; usually found on a page before the start of a written work, of its chapter or section titles or brief descriptions with their commencing page number.

3)Executive summary :Poultry farming has proven to be a very lucrative business

Not only in Nigeria but in the world at large. The high demand for chicken meat and egg and other poultry products has lead to an increase in poultry farms spring up in many parts of the world

1. Chikki feed stores ( name of company)
2. product: down and feathers, egg shells, goose fat, foie grass meats etc
3. Festac town , new road opposite satellite. Lagos

7)Industry analysis :

 Strength: 1)relevant skills in business

* 1. Day to day management is easier
	2. Availability of cheap land to be developed into farms.

 Opportunity: 1) insurance support for farmer

 2) veterinarians in the area

 3) minimum land is required for farming

 Weakness: 1) lack of financial capacity and high production costs

 2) lack of skillful workers

 Threat: 1) flood days

 2) lack of adequate infrastructure

 3) High death rate

 4)Importance of chicken

 5)Accessibility of input

 8) market analysis: located in lagos ( individual customers and business customers) sell product in the market, supply to customers in different states in Nigeria.

 -Business environment ; collection of all individuals, entities and other factors which may or may not be under the control of the organisation, but can affect its performance, growth and even survival.

 Features: dynamic, complex, uncertain multifaceted, fan reaching impact, relative.

 Components of business environment:

 1 )Internal: entrepreneurs, managers, custom

 2) External: demographic, economic, social, competitive

 Geographical area: Netherland

9) Human Resources: people needed

A) project members

B) project sponsor

C) general manager

D) finance and administration officer

E) disease prevention and control officer

F) marketing and distribution officer

G) sales and promotion officer

h) operation officer

I) housing and equipment officer

J) general assistant

K) security guard

10) human resources:

 - plastic drum to mix drugs

 - egg crates

 - basins and buckets

 - wheel barrows

 - drugs

 - shovels

 - feeders and drinkers

 - tarpaulin

 - laying boxes

 - feed

 - wood shavings

 11) length of time for poultry farming: within 21 days, the egg is hatched within 28weeks, they are ready for market. That means a farmer may start making his money in just 34 weeks after successfully setting up his farm and whatever returns he make could be doubled in a year based on his calculation.

12) life cycle of poultry farming: birds usually start to lay at around five months( 20-21 weeks of age and continue to lay for 12 months( 52 weeks) on average, laying fewer eggs as they near the moulting period.

The typical production cycle last about 17 months( 72 weeks).

13) marketing plan ( price) : starting a small scale but standard poultry farming business with the capacity to raise minimal birds in Nigeria will cost from naira six hundred and seventy five thousand ( 500 birds) point of lay layers 96 birds per cage to house the 500 birds, naira two hundred and fifty thousand cage house or pen construction naira four hundred thousand.

Advertisements of products: Product advertising is any method of communication about promotion of a product in an attempt to induce potential customers to purchase product.

 Objectives

* Increase brand awareness
* To demonstrate the differences between product and competing products in order to sell them

Ways to advertise

1. Printing
2. Radio station
3. Television
4. Newspaper
5. Internet

14) Financiaal planning: plan of sales, plan of sale expenses, production plan, revenue plan, cash flow plan, plan of maintenance etc the average expected values without analysing in details risks that can occur.

Access of business plan: poultry business plan that can be presented to any investor bank loan or for grant comes with following. The complete poultry farming business is in worlds doc format & also financial analysis in excel so that You can edit and to suit your taste.

Challenges (liability) of poultry farming

1. Financial problem
2. Lack of information
3. Diseases and parasites is a great poultry farming system problem
4. Access to right birds reduce poultry farming problems
5. Feed
6. Water
7. Drugs related problem
8. Management

Capital investment: as with other business starting and burning a poultry farm in

Nigeria as capital intensive but the rewards are worth it. For broiler, if you are doing

100-1,000 birds, you need about 100,000- 700,000 to raise them and your revenue will be within 200,000 naira -3m

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