

GST 212 ASSIGNMENT

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MATRIC NO: 18/ENG03/004

**DEPARTMENT: CIVIL
ENGINEERING**

MY BUSINESS PLAN IS BASED ON MY FAMILIES FARMING BUSINESS

AGRICULTURAL ENTERPRISE IN STUDY; VEGETABLE FARMING BUSINESS

FEASIBILITY REPORT

EXECUTIVE SUMMARY

VEGGIE FARMERS MARKET NIGERIA is a new farm specializing on vegetable farming. We involve in the production, sales and distribution of highly nutritious disease free, high-quality, organically cultivated green leafy vegetables. We are targeting consumers throughout Lagos and Kwara state.

INFORMATION OF COMPANY

THE GREEN MARKET (TGM) is established as a limited liability company owned by The Adebayo Family (ESA COMPOUND OF OFFA, KWARA STATE) and Other investors, the

farm is directed and managed by Abdulhafiz Adebayo and other experienced agro-allied specialists that were also hired.

TECHNICAL SUPPORT

With the financial support from my family and investors, we will be making use of the factors of production we pulled in with the help of our investors, since the capital is enough to start, our method of carrying out our work is mostly labor intensive but we will be making use of a few machines to support our work in order to make work faster.

MARKET AND SALES

Market orientation: domestic; south west & and north central

Market share: 3% niche market in South West, North central, Nigeria

Users of production: edible and healthy consumption for people, livestock's

VISION

To be among the first three largest vegetable producer/distributor in Nigeria by 2023

TASKS

- Firstly, to cultivate organically grown evergreen vegetables in commercial quantity
- Secondly, to give our customer the very best products and have a very good and productive customer service

OBJECTIVES

- Increase revenue from the sales of vegetable to N 60,000,000 over 3 years

- To maintain profit margins at 20-25% through close attention to expenses and cost of vegetable production

COMPETITION ANALYSIS

The competition in the demographic over the past few years in Nigeria is just increasing, due to the fact Vegetables are just beginning to bring in demand. Daily consumption of vegetables in Nigeria's, as in most countries is below recommendation even though vegetables are considered a standard meal in Nigeria. According to FMARD (2018), the demand gap for vegetables (tomato) is 2.3 million tones, for onion 0.8 million tones and for Okra,

The agricultural fresh Produce growers and exporters association of Nigeria (AFPEGAN) says between 55 per cent and per cent 72 per cent of fresh produce grown in the country perish before there consumed.

It wasn't until the early 2019 that vegetables have been well preserved and now in high demand so it's a very good foundation for our enterprise to start and keeping up with other competition.

TARRIF AND IMPORT RSTRICTION

Forex restriction on food importation and zero duty on imported agricultural equipment will favor the project under consideration.

MARKET POTENTIAL

As earlier said, there's a high demand for vegetables and its other forms in the south western part of Nigeria. The state of infrastructure though not perfect still supports production and trade with Nigeria.

PROFITABILITY

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, water, air, soil conditions, varieties of seed, pests, diseases, price fluctuations and other risks e.g. cow invading the farm could affect yield and profitability. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit. Irrigation option will be factored in to ensure two cycle of production in a year.

TECHNICAL FEASIBILITY

The projects (production of vegetables and its other forms) are technically feasible. In terms of technology, which involve the preservation of healthy vegetables, the industrial processes are simple and an agro-allied specialist which specializes in the management of green houses with experience of a decade. The experts are readily available in the usage and maintenance of the equipment.

On the vegetable production, we have specialist in mechanization of sun roof / solar panel plating, irrigation, farm management, crop production, weed science, market development, Agric extension and accounting as part of our management team.

GOVERNMENT SUPPORT AND REGULATION

The project conforms to the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of 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 also benefit from the favorable policy of zero duty for

agricultural and equipment import. Restriction of forex for all food products will also widen market opportunity. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

PROJECT TIMELINE

ESTIMATED COST AND REVENUE

(A) Land Clearing

Activity	QTY	₦	K
Land Clearing	1 acre	350,000	00
Cross cutting	1 acre	30,000	00
Rome ploughing	1 acre	50,000	00
Sub total	1 acre	250,000	00
Total	1.69 hectares	530,000	00

(B) Equipment

Name	QTY	MODEL	USD	₦	K
Tractor	1	YTO-904(90hp)	24,450	8,802,000	00
Disc harrow	1	IBJ- 3.0	3,520	1,267,200	00
Sub spoiler	1	IS-200G	3,250	1,170,000	00
Soy seeder	1	2BFY-6C	4,950	1,782,000	00
Tripper	1	7CX-8T	9,450	3,402,000	00
Combine Harvester	1	4YZ-6	103,500	37,260,000	00
Boom sprayer	1	3W-1000L-18	6,950	2,502,000	00

Front loader	1	TZ10D	6,570	2,365,200	00
Sub total			159,390	57,380,400	00

(C) Vehicle

TYPE	MODEL	QTY	₦	K
TRUCKS	TOYOTA HILUX	3	20,650,000	

(D) Irrigation

TYPE	QTY	MODEL	USD	₦	K
SPRINKLERS	60	MELNOR XT TURBO OSCILLATING SPRINKLERS			705,900
Hose Reel	11	140 – 440MT			1,0146,960:
	1		28,186		00

(e) Green house

TYPE	QTY	PRICE(USD)	AMOUNT	DESCRIPTION
Pre-cut wood_	80	1.90	152	Spruce wood (with Vernier finish)
Glass (double pane)	200	6.66	1320	Heat strengthened glass (2x8", 2x7")
Polycarbonate	60	5.00	300	Multiwall polycarbonate sheets
Benches	300	15.00	4500	For Pot plants
Polyethene	80	7.50	600.8	
PVC fabric	80	8.00	640	
Fiberglass	120	12.00	1440	Toughened
Pot plants	1050	40.27	42,283.5	Black
Concrete(porous)	30	20.00	600	porous

CONCLUSION

The project is technically feasible and commercially viable. It is therefore recommended for funding. And with the support of my family and other investors by God's grace everything will go as planned.