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## Question

Using a company or business of your choice, write a good and customised business plan, covering all relevant aspects and analyses. Your submission should strictly be in the following format and saved as pdf; Times New Roman, 12, and 1.5 line spacing. Page limit, minimum of 5 and maximum of 10. Any student seeking genuine upward adjustment to the page limit may pchat me. The writeup must be submitted not later than 22nd May, 2020. Two similar writeups will be outrightly rejected and scored ZERO. Do not forget to write your details; fullname, matriculation number and department, Thank you

### Meaning of business

A business is an organization where people work together. In a business, people work to make and sell products or services. A business can earn a profit for the products and services it offers. The word business comes from the word busy, and means doing things. It works on regular basis.

### How to write a business plan :

The business plan would take quality hours to prepare, depending on the experience and knowledge of the entrepreneur as well as the purpose it is intended to address. It should be comprehensive enough to give any potential investor a complete picture and understand of the new and help the entrepreneur clarify his or her thinking about business. Many entrepreneurs incorrectly estimate the time that an effective plan will take a prepare once the process has begun ,however the entrepreneur will realize that it is invaluable in sorting out the business functions of a new venture. The outline of business is as follows

- (1) Introductory page: this is the title or cover page that provides a brief summary of the business plans contents. The introductory page should contain the following
  - (a). Name and address of the business
  - (b) Names and addresses of the principals
  - (C). Nature of the business
  - (d). Statement of financing needed
  - (e). Statement of confidentiality of report

### Executive Supremacy:

This section of the business plan is prepared after the total yplan is written. The executive summary should Stimulate the interest of the potential investors. This is a very important section of the business plan and should not be taken lightly by the entrepreneur since the investors uses the summary to determine if the entire plan worth reading. Thus, it would highlight in a concise and convince manner the key points in the business plan.

Although determining what is important in any executive summary would be difficult since every business plan is different there are number of significant issues that should be addressed. First, the entrepreneur should briefly describe the business concept, second, any data that supports the opportunity for the venture should be briefly stated. For example, the trends and potential growth in the industry should be mentioned. If this was an internet business, the entrepreneur should state such facts as growth in the number of the internet users, growth in the amount of time spent on the internet, and growth in sales dollars generated on the internet to name a

## **1.0 INTRODUCTION**

Pawpaw (*Carica papaya*) belongs to the *caricaceae* family, which contains over 22 species in the genus *carica*; it originates from the tropics of the Americas, southern Mexico and neighboring Central America.

Pawpaw is a small, fast growing tree with a short life, it has a singly or sometimes sparsely branched stem growing from 5 to 10m in height, the stem is cylindrical, spongy, fibrous, loose, hollow, gray or gray brown in colour 10-30 cm diameter and toughened by large procumbent scars caused by fallen leaves and flowers. The leaves are alternate, bundled at the top between stem and branches, long petioles; widely evident, 25-75 cm diameter, and smooth, moderately palm shape with middle irradiant veins, the bundle of leaves is dark green to yellow green.

The fruit is a melon-like, oval to nearly round, somewhat pyriform, or elongated club shaped, 6 to 20 in (15-50cm) long and 4 to 8 in (10-20cm) thick; the skin is waxy and thin but fairly tough. When the fruit is green and hard it is rich in white latex. As it ripens, it becomes light or deep yellow externally and the thick wall of succulent flesh becomes aromatic, yellow, orange or various shades of salmon or red. It is then juicy, sweetish and somewhat like a cantaloupe in flavor, in some cases. The pawpaw fruit, one of the common and well loved tropical fruits, is in high demand in the country both for consumption and industrial uses. And one good thing about the fruit is that a prospective investor does not need to break the bank to go into its cultivation as it is not a capital intensive venture. With less than N80,000, a farmer can start a sizeable pawpaw farm in Nigeria.

## **PURPOSE OF THE PLAN**

The purpose of the plan is to produce, process (where necessary) and supply healthy and well grown pawpaw fruit of good quality and at affordable price for the people of chokocho in Etche Local Government in order to place paw paw fruit at a reasonable comparison with other common fruit types in the various market in Rivers State and outside the State.

## **EXECUTIVE SUMMARY**

Production of Paw paw and its supply is one of the entrepreneurial skills in crop production that has contributed immensely to the economy of Nigeria in the aspect of

creating job opportunities, increasing household income and also promoting the distribution, acceptability and consumption of Paw paw in the State and country at large. Based on this fact, we have decided to venture into the business which is located at No. 5 Chokocho Etche, Rivers State. The reason for choosing this location is because of low supply and consumption of Paw paw in the area due to poor acceptability and awareness of the fruit being a good source of Vitamin A, Vitamin C, betacarotene and soluble dietary fibres (which enhances normal bowel movement and reduces occurrence of constipation). Therefore, production of Pawpaw fruits for supply will go a long way in increasing the acceptability and consumption of Pawpaw fruit based on the wrong impression of people about Pawpaw fruit. Also establishment of this business in this area will contribute to the development of the area and also enhance the standard of living in the following ways:

It provides good source of Vitamin A and Vitamin C.

It provides employment opportunities for the people in the area

It serves as a source of income.

#### **LOCATION AND CONTACT ADDRESS**

The business will be located at No. 5 Chokocho Etche, Rivers State.

#### **OPERATING HOURS**

The business will commence from 8:am in the morning to 4:pm in the evening and will also carry out home service delivery.

## **SWOT ANALYSIS**

**S ( Strength ):** the strength of the business will depend on the following;

1. Adequate capital to start up the business (within #50,000 - #80,000).
2. Good marketing strategies
3. Availability of land and labour
4. Good management skills

**W ( weakness ):** this includes

1. Inadequacy to preserve Pawpaw more than 2 - 3 days.
2. Presence of other business in the area e.g Pine apple and Orange.
3. Poor management practices

**O ( Opportunity ):** this includes

1. The fruit is a good source of Vitamin A and Vitamin C.
2. Use of internet, social media platforms and other platforms that will promote the business.
3. Availability of infrastructures such as good road network.

**T ( Threat ):** this includes

1. Lack of adequate capital to start up the business
2. High cost of land and labour
3. Cost of hybrid seed.

## **LEGAL FORM**

The business is a joint venture with a business name; Yummy Pawpaw venture, international limited. The business is dually registered to operate under the Cooperate Affairs Commission ( CAC ).

## GOALS

The goal of the business is to increase the production, supply, distribution, acceptability and consumption of Pawpaw fruit within the area and outside the area, and also create awareness on the nutritional value of Pawpaw in order to solve the problem of malnutrition in the country.

## 2.0 MARKETING STRATEGIES

Some of the marketing strategies adopted to enable us run the business includes: product, price, place and promotion.

**Product:** The market for paw is huge and is readily available as it is a healthy fruit filled with nutrients including vitamins, minerals and phytonutrients. It is very low in calories and contains no cholesterol. Ripened pawpaw is a soft, fleshy, easily digestible fruit with a good amount of soluble dietary fibre, which facilitates normal bowel movements, thereby reducing constipation problems.

It is as well one of the fruits with the highest vitamin C content, more than that in orange or lemon. Research studies have shown that vitamin C has many important functions like free radicals scavenging, immune boosting, and anti-inflammatory actions. Pawpaw is also an excellent source of Vitamin A and betacarotene. In addition to its health benefits to the consumer, pawpaw is in great demand in the cosmetic and pharmaceutical industries for the production of cosmetics and drugs. The fruit is also important in the food processing industry.

**Price:** The price that we set for a big sized Pawpaw is #200, a medium sized Pawpaw will be sold for #150 and a small sized one will be sold for #100.

**Place:** The business is in a strategic place, located at No. 5 Chokocho Etche in Rivers State. The place is good for the business because, the soil is well drained (which is best for Pawpaw production) and the people are very much interested in the fruit.

**Promotion:** we adopted different techniques that will promote the business in the area. We used both the offline methods such as oral broadcast to the neighbours, colleagues and other business associates interested in the product. The online methods used was advertising the product on social media such as Facebook, television, and radio.

## 2.1 OPERATION

The seeds will be planted by the use of labour on designated sites. When they start fruiting (from the 6th or 7th month), they will be well monitored and cultural practices carried out. They will then be harvested as at when due and sent to the target market( fruit markets, companie,etc).

## **2.2 PHYSICAL RESOURCE NEEDS**

The business will require a reasonable amount of capital to run the business effectively. Other resources needed includes land, buildings, hybrid seeds and processing equipments, constant power supply, preservation equipments and water. All this will be needed to enhance the smooth running of the business.

## **2.3 HUMAN RESOURCE NEEDS**

The business will employ labourers and staff that will engage in different functions to ensure optimum productivity and supply in order to meet customers demand.

## **2.4 ORGANISATIONAL STRUCTURE**

The business is organized in such a way that functions are divided into different units in which the General Manager over sees the affairs of the business. The Supervisor directs the workers and ensure close monitoring on what they do. The Accountant keeps record of all the financial expenses and money that enters into the business account.

## **2.5 SOURCE OF FINANCE**

The money used for the business came from our joint investments (capital) and loan from bank.

## **3.0. FINANCIAL ANALYSIS**

1 plot of land = 200 stands

1 hectare (15 plots) =  $15 \times 200 = 3000$  stands.

A good variety will yield 60 to 90 fruits in a year

But, if we sell 10,000 fruits,

Is,  $10,000 \times \text{\#}200 = \text{\#}2,000,000$  sales (not profit).

Each tree stays for 4 years and fruiting starts at the 7th month. That is, a tree produces for 3 years and 3 months.

Now, let's say 3 years;

$$\#2,000,000 \times 3 \text{ years} = \#6,000,000.$$

S/N	Description	Quantity	Unit cost(#)	Amount (#)
<b>A.</b>	<b>Fixed Assets</b>			
<b>1.</b>	<b>Land</b>	<b>1 hectare (15 plots)</b>	<b>700,000</b>	<b>10,500,000</b>
<b>2.</b>	<b>Buildings</b>	<b>.....</b>	<b>.....</b>	<b>1,000,000</b>
<b>Total fixed cost</b>				
<b>11,500,000</b>				

**Total variable cost**

**780,000**

**Total fixed and variable cost**

**12,280,000**

### **Annual Cost of Fixed Assets**

As with most fruit with high perishability, various forms of the pawpaw fruit is been made to add value to the fruit and promote its viability. Hence a number of processing opportunities are available to choice producers which boost the development of agribusiness for both local and international market for pawpaw.

Some of these opportunities include:

1. Juice (pawpaw wine)
2. Nectar (flavored yogurt)
3. Pawpaw pulp
4. Fruit cocktails (Dried papaya slices)
5. Sauce
6. Jam/Jelly



## **CONCLUSION**

In Nigeria, the low intake of Vitamins has called for an increase in the production of Pawpaw fruits of which Pawpaw is one of the best sources due to its high percentage of Vitamins, low fat and cholesterol content. However, production and supply is one of the solution to increase the acceptability and consumption in which is contained essential vitamins like vitamin A and Vitamin C and even betacarotene so as to help curb the occurrence of malnutrition both within and outside the State.