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**COURSE CODE:** GST 212

**COURSE TITLE:** INTRODUCTION TO ENTREPRENEURSHIP

**COLLEGE:** LAW

**DEPARTMENT:** LAW

### **ASSIGNMENT**

Using a company or business of your choice, write a good and customized business plan, covering all relevant aspects and analyses.

## **POULTRY FARMING**

### **TABLE OF CONTENT**

1. Why Start a Poultry Farm?
2. 3 Factors that Make Poultry Farming a Profitable Business
3. Select your Poultry Niche
4. What Type of Bird will you be focusing on?
5. Five Challenges of Starting a Poultry Farming Business

1. Poultry Farming is a viable business, and with the global burst in population, people are beginning to realize the potential of providing the most important basic need of man.

2. 3 Factors that make poultry farming business a profitable business

There are a lot of factors that make poultry farming business a profitable one but the three major factors:

-Food is one of the basic needs of man. Regardless of the economic situation, human beings must feed and since domestic birds are consumable; that makes poultry farming feasible.

-Nigeria for instance has a population of over 150million and growing; and bear it in mind that a huge population means a huge demand for food (egg and meat)

-With the increased awareness on the health implications of red meat; there's an increased demand for white meat and birds are a source of white meat.

3. Select your Poultry Niche: The Niches in Poultry business are:

- **Egg production (Layers breeding)**
- Meat production (Broilers breeding)
- Chicken breeding (Hatchery)
- Poultry feed production
- Poultry equipment manufacturing
- Egg and meat processing, packaging and marketing
- Poultry marketing and consultancy

Poultry farming is very wide and an area of specialization has to be chosen

4. What type of bird will you be focusing on?

Another factor to consider is the type of bird you wish to rear. There are several types of bird one can rear. Poultry farming can be further classified into the types of birds:

- Domestic fowl or **chicken** (Broilers and **layers**)
- Turkey
- Guinea fowl
- Pigeon
- Duck
- Goose
- Peacock
- Quail

One has to also decide whether one wants rear layers or broilers. Layers are usually raised mainly for laying eggs. Rearing layers will be ideal for egg production while broilers will be ideal for meat production.

**-Start-up Capital Investment:** The Poultry farming business is a capital intensive; depending on the scale, location of the farm and the type of management technology used. A small scale Poultry farm run behind the house may require a capital of between 180,000 – 540,000. And a medium scale Poultry may require 720,000 – 1,800,000 and a large scale Poultry farm may require a start-up capital of 3,600,000 and above. Scale is directly proportional to capital.

**-Poultry Location:** A good location is vital to the success and profitability of the poultry farm. An ideal poultry farm should be sited where there's a large availability of cheap land and at the same time; should be close to areas with high population density. It is not advisable to site the farm within a residential area because of the offensive odor it produces. It is smart to start a Poultry farm in a place where the odor and noise would not disturb other people, but security factor should also be considered. Lands in sparsely populated settlements are cheap and one would have fewer issues with community disturbance and zoning but it may be far from the market and buyers. One has to find a balance, but looking for a place that is more favorable to one, and the customers at the same time.

**Housing the birds:** Another important factor to consider is the Poultry housing system and fencing options. Poultry housing system determines up to 40% of the rater of success one would achieve in Poultry farming. A good housing system is important for a Poultry farm. The housing system commonly used in poultry farming are:

- **Extensive system:** Range and fold unit
- Semi Intensive System: Standard semi intensive unit and straw yard.
- Intensive system: I Deep litter, ii Wire and slated floor, iii Straw yard, IV Battery cage.

-Poultry equipment and appliances

-Poultry farm staffing and manpower

-Accounting

-Health

-Marketing

-Projected return on investment.

## 5. Challenges of starting a Poultry Farming business

Poultry farming business is one of the most important and profitable aspect of livestock farming business in Nigeria. But like every other business, there are risks and challenges involved.

- Lack of Support from the Government
- High start-up capital
- Outbreak of diseases
- Non availability and affordability of vaccines
- Adulteration and high cost of Poultry food etc....

I WOULD LIKE TO START A LAYER FARMING BUSINESS AND BELOW IS MY BUSINESS PLAN.

### **TABLE OF CONTENT**

1. Why start a Layers Farming Business?
2. Executive Summary
3. SWOT Analysis
4. Capital
5. Sales and Marketing Strategy
6. Publicity and Advertising Strategy
7. Financial Projections and Costing.

#### **1. Why Start a Layers Farming Business?**

There are loads of business opportunities in the poultry industry and layer farming is one of them. Layers are chickens that are specifically raised for the purpose of laying eggs – commercial egg production. Layer Poultry farming means raising egg laying poultry birds for the purpose of commercial egg production. Layer chickens are a

special species of hen which need to be raised from when they are one day old. They start laying eggs commercially from 18-19 weeks of age.

Layers Poultry farming is a profitable business that has evolved from small scale into a global industry in most countries where it is carried out.

## **2. Executive Summary**

These are the areas I would like to concentrate on in my commercial layer Poultry farm.

- Raising, processing and marketing chickens on a commercial level; and as time goes by, after the establishment of my Poultry farm, I would like to export eggs to other countries of the world.
- Table eggs produced by battery chicken (White)
- Table eggs produced by battery chickens (brown)
- Hatching eggs
- Specialty eggs
- Table eggs produced by free-range chickens

### **My Vision Statement**

My Vision is to become one of the leading commercial layer poultry farm and egg production brands not just in Nigeria but also on a global stage.

**Poultry Niche:** Egg Production (Layers Breeding)

**Bird Type:** The Type of Bird I will be focusing on is the Chicken (Layers)

**Capital:** My Starting Capital is five million naira (#5,000,000)

**Housing System:** I would be making use of the Extensive Housing System

### **Poultry Equipment's and appliances:**

- Feeders
- Drinkers
- Perchers

- Nests
- Crates
- Lighting system
- Waste Disposal System
- Incubator
- Heaters or Brooders
- Egg Tray
- Cages and Coops

**Poultry farm staffing and manpower:**

- **A Manager/Admin Officer:** To oversee the day to day running of the business.
- **An Accountant:** My Manager can also double as my Accountant to cut down cost
- **Security Personnel:** To monitor the inflow and Outflow of people around my farm, and most importantly to guard against theft.
- **A Veterinary Doctor:** To provide a regular check up on the birds so as to ensure that they stay in good shape. & to provide proper vaccines and medications to prevent diseases and promote growth.

**Marketing Strategies:** Supplying eggs to Wholesalers and Retailers and Restaurants at large. Advertisements on television, radio and other social media platforms. Giving discounts to regular customers. Offering home deliveries Etc...

**Projected Return on Investment:** Between three to five years.

**Company Name: FATEE POULTRY FARMS LTD.**

**SWOT Analysis:** I want to succeed in creating the foundation that would help me to build a standard commercial layer poultry farm and egg production company that will favorably compete with leading commercial poultry farms and egg production.

