BISOLA DAVIES, MICROBIOLOGY, 18/SCI05/004…GST 212 ASSIGNMENT QUESTION;- PREPARE A BUSINESS PLAN OF YOUR CHOICE

A BUSINESS PLAN ON FISH FARMING

PLOT C, OTUNBA DAVIES CLOSE, ARMY BARRACKS, KURUDU, FCT, ABUJA. 22nd OF MAY, 2020

TABLE OF CONTENT

PAGE

1. EXECUTIVE SUMMARY 3
2. INDUSTRY ANALYSIS 4 a. About the fish industry b. Size of the industry 4 c. Growth rate of the industry 4 d. Industry structure 4 e. Key success factors 4
3. COMPANY DESCRIPTION 5
4. History of the company 5 b. Mission statement 5 c. Products 5 d. Ownership 5 e. Current status 6
5. MARKET ANALYSIS 7

a. Market analysis 7 b. Target market 7 c. Buying behavior 7 d. Competitors analysis 7 e. Benefits to Clients 8

1. MARKETING PLAN 9 a. Marketing strategy a. Product 9 b. Price 9 c. Promotion 9 d. Distribution 10 6. GROUP MEMBERS/TEAM 10

EXECUTIVE SUMMARY

Davies catfish business will be established to meet the fish demand in the community. It will be located in Kurudu, Fct, Abuja. The main economic significance of the business is to contribute towards narrowing down the fish demand-supply gap deficit in Nigeria as well as the supply of proteins and micronutrients for feeding the teeming population of Fct, and Nigeria at large.

The business would be managed Bisola Davies, Damola Davies, Kunle Davies and Omogbolahan Davies who are all part of the management team. They all have passion for the field and have always looked forward to establishing top notch fish farms all over the world.

The catfish business is a lucrative business as the demand for fish in the country is growing geometrically, the opportunity to expand is necessary because of the growing demand for fish and due to some health benefits attached to consumption of fish as compared to meat.

The risk of the business is mainly getting a market and we have already identified our target market. The cost benefit of this plan shows that in the startup year, with 1500 fingerlings in stock and projected sales of 1000 adult fish in one circle which is half a year, we would make almost a thousand naira. This implies that ~~N~~1.5million is realizable annually for two (2) production cycle with a return on investment (ROI) of 100% which indicates that the project is very much feasible, viable and very much profitable and such worth investing.

INDUSTRY ANALYSIS

About the fish industry

The fish industry involves the cultivation and marketing of fish in a controlled environment for all or part of their life cycle. The catfish industry in Nigeria is one of the fastest growing segments of the agriculture fish market today. The growth potential for the catfish market is at its strongest level ever. The demand for catfish is increasing due to the ever-increasing health consciousness of consumer.

Growth rate

The demand for fish according to the federal ministry of agriculture in 2015 was 9.1million tons while domestic production was 3.5million tons. The Nigerian Federal Ministry of Agriculture estimates that the demand for fish in the nation is projected to grow from its current demand by 30%.

Industry Structure

The Nigerian fishing industry comprises of three major sub sectors namely the artisanal, industrial and aquaculture. The awareness on the potential of aquaculture to contribute to domestic fish production has continued to increase in the country. Fish culture is done in enclosures such as tanks. The aquaculture sub sector contributes between 0.5% and 1% to Nigeria’s domestic fish production.

Key Success factor

* We are the only fish farm in FCT which provides us with the avenue to control the market, and being the only fish farm we will enjoy monopoly
* We also intend to offer free delivery services to our customers in the first few months of operation.

COMPANY DESCRIPTION

History of the company

The company is a new company which was recently incorporated

The idea for this business plan emanated from a course being taken in secondary called Fisheries. However, the idea to venture into fish farming (cat fish) came from the urge to fill the demand for fish in this environment.

Mission Statement

To provide healthy fish of high nutritional value and affordable prices that improves people’s lives and high-quality while improving the lives and livelihood of FCT populace.

Products and Services

Production of catfish is one business that demands care and expertise, the main expenditure in the production cycle is the fish feed and the staff salary. It takes a lifecycle of about six months to get to maturity when feed adequately.

Ownership

The business is a partnership business which is owned by four individuals who will contribute funds according to the following percentage;

Bisola Davies 30%

Damola Davies 25%

Kunle Davies 25%

Omogbolahan Davies 20%

The initial capital contribution is ~~N~~1,500

Current Status

The firm is the only existing firm in this area, it is a new firm

MARKET ANALYSIS

Nigeria who is a major consumer of fish has been known for her large importation and total dependence on fishing in rivers, lakes, and the sea, yet the demand for fish is still high. States around the west like Lagos, Ogun and Osun realized the business in good time.

On daily basis, a large number of fish is being imported into the country in order to attempt to meet the unending demand yet the demand never seems to reduce. This is an indication that there is a need for increased fish farming in the North and Cntral regions of the country.

Target Market

We are planning to meet the production capacity of 1500 cat fish per month. We could make efforts to contact cold room buyers within the states and preservation through drying is also an option we are planning for. We are also planning to reach out to industrial users that utilize the fish for tish meal production and other products .

Buying Behavior

As a new business that is just starting, also considering the location of our business, we will be selling basically on cash but might consider giving credits to individual who purchase in large quantity either for consumption or for resale.

Competitors Analysis

Our main competitor in this fish farming business is the importer of frozen fish. For other competitors in the catfish market, we have a considerable advantage, being that fish farming is our passion and our farm is current in production capacity.

Benefit to Clients

Most children that grow with low protein intake end up malnourished and low intelligence quotient. Economically, the continuous importation of frozen fish to the country reduces our GDP, and thus reduces the national income. Also, the ever increasing rate of unemployment in the country is truly becoming worrisome to the Government and well-meaning Nigerians.

MARKETING PLAN

Marketing Strategy

The demand for cat fish is non-seasonal commodity, we have plans to reach out to the other market in the North Eastern states for faster sale and better profit, we also plan to employ the service of the available modern fish driers as we have identified that dry fish yield more profit and it is preserved and sold at will. We are also planning to contact bulk cold room buyers from our target market, who are still looking for more fish supply as the fish demand and fishes stock have not been able to satisfy them and they are always on the lookout for more.

Product

Our products are in high demand in the market. There is great need and demand for supply of catfish. We intend to grow our products to be very qualitative and beat down all imported fish in the market

Price

Our products price would be fair to those in our target markets, we have greater advantage as market price.

Promotions

At the initial or first harvest, we intend to draw customer’s attention to our farm and product by offering discount to customers on total price payable. This discount would be given as below;

* Above 30 pcs of fish 1.5% discount
* Above 90 pcs of fish 2% discount
* Above 150 pcs of fish 2.5% discount
* 500 and above 5% discount

Distribution

Our product would be available at the farm sales room (cool room) immediately after harvest where buyers can come to buy, wholesalers, retailers, and also individual buyers.

We would make arrangements for customers to contact the sales representative to place order which would be delivered using the business car.

GROUP MEMBERS/TEAM

BISOLA DAVIES

DAMOLA DAVIES

KUNLE DAVIES

OMOGBOLAHAN DAVIES