NAME: JAJA ABINYE FRED

DEPARTMENT: COMPUTER ENGINEERING

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**BUSINESS PLAN OF A&J POULTRY FARM**

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**Executive Summary**

This Business plan examines the economic viability of the development of a 300 hectares poultry farm wild stock and the establishment of a poultry market for the trade of our products. Raising poultry birds involves the production of broiler meat and chicken eggs. It’s one lucrative and wide industry that has attracted millions of investors over the years. Niches related poultry farming include;

* setting up a hatchery
* raising broilers
* egg production through layer birds
* marketing and distribution of table eggs
* production of poultry farm equipment like drinkers, feeders, debeakers, etc.
* sales of poultry vaccines, drugs, feeds, and supplements
* feed mill operation
* the construction of poultry pen and battery cage installation

This facility will only produce layer birds to prevent an overlap of ideas and due to the limited resources available. Meaning that in the future, Goody Poultry Farm might decide to bring in more ideas.

It is expected that in the first year of production, the farm should be able to produce about 60 crates of egg daily and generate more than 1 million as revenue. Spent layers should be sold at the end of a year of laying and the money should be used in getting replacement birds.

The business has decided to collaborate with experts and investors because the business involves bringing together all available industrial facilities that a single business might not be able to provide.

**SPONSORSHIP**

This project is sponsored by Mele Kyari, the group managing director of NNPC (Nigerian National Petroleum Corporation). Mele Kyari is promoting the productivity of smallholder farmers in Lagos through the A&J Poultry Farm. The Business has experts with many years of experience in the project being proposed. Toyom Agribusiness Ventures & Consultancy will be responsible for the management consultancy of the projects.

**Our Mission and Vision Statement**

* Our Vision is to become one of the leading commercial poultry farm and egg production brands in Nigeria.
* A&J Poultry Farms, is a commercial class and registered commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for Nigerian consumers.
* We want our chickens and eggs to flood the nooks and crannies of Nigeria and someday, the other parts of the world.

|  |  |
| --- | --- |
| Name of Business | A&J Poultry Farm |
| Address | No.28 jewel street, Emperor estate, beside domino’s pizza, Lagos State, Nigeria |
| Founders | Jaja Abinye Fred with associates Mele kyari |
| vision | Our Vision is to become one of the leading commercial poultry farm and egg production brands in Nigeria |

**PRODUCT OR SERVICE:**

  The product is chickens and eggs. The farm will distribute these products around Lagos state. Quality assurance is the main motto of our business. We are not compromise in the question of quality. To ensure the quality we always take high care of our hens and eggs. Now days, from chickens and eggs harmful diseases are spread out. But we are supply our chickens and eggs with ensuring that it is free from all kind of jorum, which can create harmful diseases. Cost of poultry business is not so high. One can easily start a business with a minimum amount of money. But our cost of business is high, because our business is highly future oriented. The primary cost of our business is given below:

|  |  |  |
| --- | --- | --- |
| Particulars | Cost (N) | Total Cost (N) |
| Farm | 30,000.00 |  |
| Warehouse | 50,000.00 |  |
| Transportation | 2,000,000.00 |  |
| Chicken | 1,000,000.00 |  |
| Egg | 50,000.00 |  |
| Food | 50,000.00 |  |
| Utility | 20,000.00 | 5,000,000.00 |

We also provide some additional facility to our customers and consumers that are not provided by other suppliers:

We reached our product (chickens & eggs) to the customers by our own transportation with a low transportation cost.

 If any dreadful products are identified by the customers, we always make it change.

 Processed meat is also supply if customer feel need.

 We also supply product by credit to a limited amount. Poultry business is full with competitors. But there has a great prospect of succeed, because most of the suppliers are not able to adequately supply the product.

**Market research and analysis**

As we know, Bangladesh is an over populated country. So, there is no equilibrium between demand and supply and more or less suppliers fail to satisfy the customers. Most of all, in food business if it is daily product there is no loss. So, there is a great prospect being succeeded Each and every people need chickens and eggs. Eggs are the ingredients of cake, bread, omelet etc. So, restaurant, bakery, hotel, community centers needs eggs and chickens every day. As the different customers has high demand of chickens and eggs we have a high prospect of success, and for Success we need continuous market research by the following way:

**Customer scenario:**

As we all know that, chicken and egg are very nutritious food items. Doctors always prescribe it as nutritious food. From statistical data, each and everyday family needs at least four eggs int the country. Most of all children are fond of eggs. So, there is a great prospect to being succeeded as being act as distributor. We will distribute our product to household customers, restaurant, hotel, bakery, cookery etc.

**Market:**

The farming company focus, first of all, operates on the regional market as well as on the export market. In this sector, market is very competitive. The key competitors are distributing chicken and eggs are regional competitors. The company has to compete with. The demand is very high but the sufficient suppliers are not present there. As a result, the price of chicken and eggs are increasing day by day. So, there is grate opportunity of earning high profit with less effort.

**Analyze competitors:**

It is essential for every business organization to identify its existing competitors their skill, strength and as well as weakness. We have huge number of existing competitors but most of them have not high skill and future orientation. The future competitors can easily entre the business because of its low cost and its industry structure is very easy.

**Price system:**

 Pricing is most important factor in any kind of business. But in food business, it becomes more crucial factor. Most of our businesses fail to set proper pricing. We will consider this factor securely. Our farm will provide chicken and eggs with affordable price.

**Marketing strategy:**

➢We use new processing options which can differentiate our product from the products of others.

➢We ensure quality product with affordable price.

➢We always search for new quality factors related to our products that customers wish to see in the product.

➢ Provide hygienic and nutritious feeding that may help to attain distinguishable quality factors like colour and test of meat.

**Pricing:**

 Pricing is the most important factor for this business to compete with competitors to sustain in the market. Our pricing method is simple. We only sale product with a limited profit that means our sales price is our cost-plus limited profit. We also provide price discount on a bulk amount of product. We also offer different types of price and product discount in different types of festival.

**Promotion:**

  To know the people about business every company need promotion. Big companies spend a large proportion of their budget for promotion. We also have some promotional strategy- advertising, banner, billboard, leaflet, poster etc. we will give advertising in different newspaper and magazine in our country. We give billboard in some important hub of Dhaka city. We will also provide leaflet, poster, and banner so that people can easily know about our business.

**Distribution channel:**

 We are not going to use any distribution channel at first. We will use personal sales representative for selling our product. Our sales representatives will directly go to our customers and collect the order. As per their order we will directly supply chickens and eggs to the customers by our own transportation.

CONSUMERS

MANUFACTURER

**Inventory management:**

 Our main inventory is chicken and eggs. First of all we will buy chicken and eggs from different area around Dhaka city especially from Gazipur and put it into our farm and warehouse. Then we will clean the dust from eggs and test the

chicken’s

 health that means we ensure that chickens are not affected by any harmful disease. Then we supply the chickens and eggs to different restaurant, super shop, hotel, community centre, and bakery house as per their order.

**Human resource:**

 In business human resources is one of the most important factors and have a big role in a business organization. For collect inventory, maintaining inventory, and reached the product to the desired customers we will have to need some people. They will very skilful on their own field. If additional skill and efficiency needed, we will provide them training. We also supervise their work.

**CONCLUSION**

Now poultry business is a very popular business in Bangladesh. Because it is very easy and very small amount is need to start the business. Although there have many existing competitors in the market, but there has a high chance to succeed because existing competitors are failing to fulfill the customers demand. They are also failing to meet the customers need in the perspective of service. So, we think that choosing this business is our right decision.