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Business Plan for a Poultry Farm

This poultry is a farm focused on both egg and meat production that provides for a large market range. It also produces manure as a by-product. It is based in Ado-Ekiti, Ekiti. I have noticed the health implication of red meat and I am creating a business to meet the increased demand for white meat and eggs. Chickens happen to be a great source of white meat and are also largely known for egg production.

Objectives

This poultry will measure its success by its ability to achieve the following objectives:

- Becoming the "Best and most hygienic poultry producer in the area" complying by the national standards for food and drugs.
- Turn in profits from the first six months of operations.

Mission Statement

This poultry's mission is to provide customers with quality, fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. To provide investors with opportunities to receive a nice return on investment and high-quality growth. To contribute to the community through physical and social programs.

Location and facilities

At this point in the business, we don't have an exact point yet but we have narrowed the location down to Ado-Ekiti, Ekiti. We are trading from this spot because it is a great place to reach our target market. We think the population base is large enough for our business and it has a stable economic base that promotes a healthy environment for the poultry.

Industry Analysis

The poultry industry in the last few years has shown dramatic changes in both domestic and international environments. Those environmental forces include are classified into 2 categories: the internal forces and external forces.

Challenges facing the poultry industry

Poultry farming has some challenges that need to be attended to with vigour. Below are some of the common challenges that are faced by poultry farmers:

- Death of chickens: In poultry, one or many chickens usually die because of their fragile nature and the weather they are living in. Some factors such as heat and overcrowding causing the death can be controlled.
- Lack of funds: In poultry, the assistance of the government is highly needed and when not given, the business suffers setbacks.

Market segmentation

Although in the Nigerian populace, there are a few taboos, religious or cultural practices that will prevent the consumption of poultry products, during the market segmentation, we found out that nearly everybody eats eggs and meat, so we are targeting the whole market, individuals, homes, and firms that use eggs and chicken in large quantities. Specifically, there is a high demand for live chickens for consumption or as gifts during festive periods.

Target market segment strategy

Individuals are a small sector in the market segmentation. They are a pretty large group but they buy a relatively small amount of eggs.

The part of the market that we hope to supply a large number of eggs to are the industries that need eggs. We have strategically placed our site close to these industries. They are bakeries, restaurants, boarding schools, home delivery food centres, retail shops, and supermarkets.

Market trends

While some countries are reputed to be important exporters of poultry products, Nigeria has a problem of meeting its local demand for poultry products. This problem started for the poultry market in 1984 when the federal government banned the importation of maize. This had quite an effect on declining poultry production.

Start-up Summary

Our business has start-up cost and we will need a bank account, we chose our bank to be GTBank because of its proximity in the area. This section of the plan shows

projected start-up costs prior to our opening.

Start-up expenses for this poultry include initial insurance payments covering both general liability and product liability, pre-launch marketing to cover flyers, a direct mail campaign, and advertisements in local papers etc.

Start-up costs

Items	Cost(\$)
Business cards	20
Printer	200
Leaflets	10
Blank invoices	20
Computers	500
Internet	500
Insurance	500
Land	8000
Building	2000
Advertising/marketing	100
Others	500
Total	12350

Equipment	Cost(\$)
Feeders and drinkers	80
Crates	150
Lighting system	500
Egg tray	50

Cages	3000
Others	1000
Total	4780

Products & Services

Product description

We offer chicken eggs and chicken meat that will be gotten from layers and broilers to our target market. We plan to take pride in the uncompromising quality of our products. We also offer fertilizer in the form of chicken manure. This is mostly used in vegetable farming and as an ingredient for feed in fish farming. This poultry shall produce high quality, contaminant-free chickens and the freshest eggs to satisfy the taste of our beloved costumers. The products shall be

Future products

We have big plans for the future. We plan on supplying cracked eggshells for some detergent companies for use. These special detergents are used in washing basins and pots. Another thing we have planned for the future is the sale of processed chicken meat.

Service Description

We plan on servicing our customers by providing home delivery for customers who are willing to buy at least a certain amount of our products.

Future services

In the future, we plan on creating a restaurant that has eggs as its main menu. It will be like a breakfast restaurant. In the future, if this business gets large enough, we would also like to build our own bakery. A major ingredient in most baked goods is eggs and we will be funding that through the poultry.

Competitive Analysis

Competition is not so keen in the markets, however, it still exists. The reasons are; Poultry products are not branded products; hence what usually matters is effective

positioning and timing. Poultry market is not crowded, it's a seller's market. Most poultry products are sold through informal channels. Competition is

Competitive edge

Our strength over its competitors is firstly based on the fact that we are not entering this business to make much money. We are entering this industry to solve the present problem that our population is facing. We are here to provide quality affordable chicken products. We saw that some of our competitors are seasonal they only produce their chicken at a given period of time. We won't work like that always is ready to provide chicken and eggs.

Marketing Strategy and Implementation

Marketing strategy

This poultry will strive for the production of products with the highest quality and we plan on employing the following strategies. Our location puts us in the proximity of a major hotel, restaurant, schools with campuses and home deliver food centers we will be supplying to. We would also make contracts with hawkers in markets to sell our live chickens and eggs. We would also make contracts with retail shops for a constant supply of eggs at intervals.

Pricing and promotion strategy

The price of the chicken would range from N1500 up to N1700 depending on the size and quality. Also, the price for a crate of eggs ranges from N600 to N1000. The price of a wheelbarrow of manure costs about N200. These prices would also vary depending on the existing market price of poultry meat and eggs. As we compete with other poultries, we will promote our products through advertisements with the aid of streamers and pamphlets. We can also make our

Web strategy

This poultry also has a website where customers can interact with us and get a feel of what the business is about. We know a site or two where we can place online advertisements and we would also make mentions of our poultry in online newspapers.

Sales strategy

- Better farm management practices
- Regular visit by veterinary doctors
- Recycling wastes as fertilizer

SWOT analysis

SWOT stands for strength, weakness, opportunities, and threats and we have made an analysis in each case.

Strengths

- Produce high quality eggs enriched with protein
- Relatively good infrastructure systems
- Good marketing system
- Eggs and chicken are not seasonal products and can be eaten any time of the year
- In this area, the poultry business hasn't been over-exploited
- Poultry are environmentally friendly

Weaknesses

- Capital intensive. Starting a poultry business requires a large capital funding.
- Outbreak of disease can ruin entire business in a go
- The smell can be quite disturbing

Opportunities

- Expansion into large scale production of by-products(fertilizer and detergent)
- Export to neighbouring towns
- A large and successful poultry will ensure food security

Threats

- More competition
- Avian diseases
- High feed ingredients prices
- Threat of import of frozen chicken

PEST analysis

Eating habits of our consumers will definitely affect our business. Also, the success of restaurants and other firms that order our products will indirectly affect our business.

Socio-cultural

A good technical infrastructure would lead to better production and hence lower costs. Technology will also mean more effective business marketing.

Technological

Economic trends such as demand and supply will determine the sustenance and profitability of the business. Also, inflation rates will affect the way we pay our employees and the price of the product.

Economic

This will include government policies concerning inspection by the ministry of health and organizations like NAFDAC.

Management and Organization Structure

Management team

The management team is simply the partners in this business. They are Mbamalu Nnamdi, Chukwuma Emmanuel, Barango Emmanuella, Jaja Fred, Kumbe Tomabari and Nwankwo Chidera.

Organizational structure

Mbamalu Nnamdi

Chief Executive Officer

As the top manager, the CEO, he is typically responsible for the entire operations of the poultry. It is his responsibility to implement decisions and initiatives and to maintain the smooth operation of the poultry, with the assistance of the management team.

Chukwuma Emmanuel

Chief Operational Officer

As the COO, she looks after issues related to marketing, sales, production, and personnel. More hands-on than the CEO, the COO looks after day-to-day activities while providing feedback to the CEO.

Barango Emmanuella

Chief Financial Officer

Also reporting directly to the CEO, she is responsible for analysing and reviewing financial data, reporting financial performance, preparing budgets and monitoring expenditures and costs. The CFO routinely checks the corporation's financial health and integrity.

Jaja Fred

Chief Information Officer

She reports directly to the CEO and is a more internally oriented person focused on technology needed for running the poultry. She is also in charge of the web designs of the poultry.

Kumbe Tomabari

Chief Revenue Officer

He is responsible for all revenue generation processes in an organization, and is ultimately accountable for driving better integration between all revenue-related areas.

Nwankwo Chidera

Chief Visionary Officer

As the CVO, he decides on the general direction of a company, and has a broad and

comprehensive knowledge of all matters related to the business of the organization and the vision required to steer its course into the future. The CVO is generally in charge of defining corporate strategies, working plans, and often product ideas.

Hiring Plan

Apart from the management team, other personnel include

1. Cleaners
2. Security
3. Technician
4. Food technician

Financial Plan

Projected Profit and Loss as the Profit and Loss table shows the farm expects to have rapid growth in sales revenue and an increase in net profit over the next three years of operations.

Risk Assessment

Financial risks

- Changes in our pricing policies or that of our competitors
- Fluctuation in revenue from distributors and retailers
- Timing of costs related to acquisitions or payments

Health risks

Contagious disease and virus outbreak are very deadly; if one of the chickens should catch the disease, all of them will be affected and if it's not recognized and treated early it will lead to the death of all the chickens which is a great loss for the business. And also some of the diseases are also contagious to human not just between the chickens which will affect the workers and also those that eat it.

Disease prevalence varies from one area to the other. The problems that may

Technological risks

Technology is good but they also have their disadvantages. There are normally problems involved in using technology; the use of the machine that collects eggs may fail to work or spoil, making the work slow and adding more cost to the business by repairing it. The cost for electricity is also not easy and some electric problems can lead to fire outrage and burn the building causing the loss of assets and perhaps the entire business.