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ASSIGNMENT: USING A COMPANY OR BUSINESS OF YOUR CHOICE, WRITE A GOOD AND CUSTOMISED BUSINESS PLAN, COVERING ALL RELEVANT ASPECTS AND ANALYSES

GREENFIELD POULTRY FARMS LIMITED

PLAN OUTLINE

1.0 Executive summary

- Objective
- Mission
- Key to success

2.0 company summary

3.0 Products

4.0 Market analysis

5.0 Strategy and implementation summary

6.0 Management summary

7.0 Financial plan

Appendix

EXECUTIVE SUMMARY

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, DE beakers, 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, Greenfield Poultry limited 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.

POULTRY FARMING START UP COST.

- * 500 birds (point-of-lay layers): N675, 000
- * 5 cages (96 birds-per-cage) to house the 500 birds: N250, 000
- * Cage house or pen construction: N400, 000
- * 18-months' worth of feeding (using packaged feeds): N4, 522,500

Total startup capital for 500 birds (layers): N5, 847, 500

Building Materials for standard pen house

Quotation (bricklaying)

Pen house (14 by 70 feet),

Material

Blocks, bags of cement, sand filling (altars), sharp sand, plastering sand, granite, water,
Labor charges, galvanized/steel poles/wood/concrete pillar

Carpentry

(3by 4) wood,(2by4) wood, (2by 3),wood (2by2)wood ,minimum of bundles of net,
slate/asbestos, bags of nail, thyroid, Labor charges

A single building can contain single row of cages would be suitable. The width should be minimum of 4.2meters and length of 21metres, height of 3metres. Utilize the cage detail below in construction bearing in mind that the row will have a gutter for their waste or manure.

(OUR CAGE DETAILS)

Cage: Our layers cage in CKD form

The length: 2.2m

The width: 2.4m

The height: 1.65m).

. The wall should not be more than 0.3meters and the roof (asbestos) is better, the pen house should be well ventilated, an expert should do pen construction, things to watch out for, height, slope of the roof, overlapping

Gutter, materials used, erosion/water logging, and pen orientation), rain direction/air, accessibility of the road during raining season, water level/availability/color during different seasons, ensure you do water analysis test it is very quite affordable.

Required cages:

Utilizing our deluxe cage; capacity is 120 birds/unit.1000 bird's poultry would need 9units.

Birds:

Budget estimate 6,000,000 for 500 point of lay birds. Good birds would start dropping at least 19- 20 weeks.

BUSINESS OVERVIEW

The most popular form of poultry farming business is layers production because egg consumption cuts across all nations. There are different niches in the poultry business. These include broiler, layer, quail, turkey, ostrich, geese, and duck production.

Because of these various forms, it is advisable to focus on one aspect and then add other aspects with time. This is one industry with great potential.

The main things that serve as hindrances in this industry are high-interest rate, lack of electricity, absence of credit, high cost of products and so on. Presently, the demand for day-old chicks, eggs, and broiler meat remains very high.

VISION STATEMENT

The vision statement of Greenfield Poultry limited is to ensure the production of good and nutritious eggs, create employment opportunities, and create wealth for potential investors, helping communities as well as growing the economy.

MISSION STATEMENT

The mission of this farming business is to build an efficient mechanized poultry farm that is rewarding at the same time. We are looking at a successful poultry farm that is highly developed and maintained.

MARKETING STRATEGY

Greenfield Poultry limited will as a marketing strategy employ a marketer at full capacity, the marketer will be employed to sell the eggs produced in the farm from one egg depot to another. Through this marketing activity, many clientele bases will be created.

To make the marketing easier and more efficient, we will allocate a date for all our customers so each customer will have a day when they will be supplied eggs either by picking up the eggs or have it delivered to them at a price.

Also, adverts will be placed on several online media which will also serve as a form of marketing

BUSINESS REQUIREMENTS

The poultry business will be needing several equipment and tools for the smooth management of the business and they include:

- * A shop in town will be needed to serve as the warehouse and egg depot, this helps in reducing the number of people who goes to the farm which in turn reduces the risk of a break of security and bio-security.
- * Semi-automatic battery cages of good quality will be purchased and installed for the birds.
- * Other equipment needed for the business are feed (grower mash and layer mash), point of lay, different medications and vaccinations.

CASH FLOW ANALYSIS

The market has been surveyed to determine the cash flow level of the industry. This helps in knowing if the poultry business is worthwhile or not. Analysis has shown that positive net cash balances are realized at the end of the second year the chicken farm started and this indicates profitability in the industry.

Also, it may not be possible to generate a net return in the first year of production due to the large capital requirements but subsequently, the farm would break even, generating significant profit.

CONCLUSION

With the proper budget outlined above, Greenfield poultry limited will not only achieve their ultimate goal which is profit making but will also be put in the map as one of the best and top leading poultry farming limited in west Africa as well as Africa as a whole.