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BUSINESS PLAN OF GB FISHERY FARM

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Executive Summary

This Business plan examines the economic viability of the development of a fishery farm and the establishment of a fishing market for the trade of our products. Raising and harvesting of fish. It's one lucrative and wide industry that has attracted millions of investors over the years. Niches related poultry farming include;

- setting up a fishing pond
- raising fishling
- fish production through reproduction
- marketing and distribution of fish
- production of fishing equipment
- sales of fishery vaccine, drugs, feeds, and supplements
- availability of fish food

This facility will only produce young fishling and fish food due to the limited resources available. Meaning that in the future, good fishing farm might decide to bring in more ideas.

It is expected that in the first year of production, the fishing farm should be able to produce about 100 pieces of fish daily and generate more than 1 million as revenue. Extra fish should be kept for the production of young fishling or used as fish food

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 John Jones, the group managing director of Salif Foods Nigerian Limited. John Jones is promoting the productivity of smallholder farmers in Lagos through the GB fishery 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 Vision and Mission Statement

- Our Vision is to ensure people that eat balanced diet daily by providing healthy fishing products for members of the society
- GB Poultry Farms, is a commercial class and registered commercial fishing farms company that is canditted to raising fishling and producing of fish food for Nigerian consumers.
- We want our fishes to flood the nooks and crannies of Nigeria and the African Continent

Name of Business	GB fishing Farm
Address	No. 7 Kingsley Street, along Ayo Adeola road, Edun Village, Ibadan, Nigeria
Founders	Oluyole tobi with associates john jones
Vision	Our Vision is to ensure people that eat balanced diet daily by providing healthy fishing products for members of the

	society
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PRODUCT OR SERVICE:

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

Particulars	Cost (₦)	Total Cost (₦)
Pond	300,000.00	
Warehouse	80,000.00	
Transportation	250,000.00	
Fishling	1,000,000.00	

Fish food	100,000.00	
Food for fishes	50,000.00	
Utility	20,000.00	2,800,000.00

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

We reached our product to the customers by our own transportation with a low transportation cost.

If any dreadful products are identified by the customers, we always replace it

We also supply product by credit to a limited amount. fishing 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, Nigeria is a highly populated country especially large cities such as Lagos, Ibadan and Kano. So, the demand is greater than the supply. Most of all, in food business if it is daily product there is no loss, fishes are the ingredients of bread, omelet etc. So, restaurant, bakery, hotel, community centers needs fishes 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:

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 fishes and fish food 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 fishes and fish food are increasing day by day. So, there is great 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 fishes and fish food with affordable price.

Marketing strategy:

- We ensure quality product with affordable price
- . We use new processing options which can differentiate our product from the

products of others.

- 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 taste of fish food.

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 Lagos and Kano cities. 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 products to the customers by our transportation.



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 fishing business is a very popular business in Nigeria. 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.