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Introduction

The agricultural industry of which livestock farming or better still cattle rearing is a subset of is no doubt among the leading industry in most countries of the world; it is the industry that produce food for the populace and raw materials for industries.

Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into various kind of farming including cattle rearing.

Cattle rearing is of course a thriving and profitable business because usefulness of beef and other by products from cattle. People eat beef, drink their milk, and use their fur and skin. With cattle milk, cheese can be made, along with other dairy products.

Executive summary

Kellogg Inc. is a registered and licensed livestock farming company that will be based in in Ogori (magongo) local government of Kogi State Nigeria. Our cattle ranch / cattle rearing business is a going to be standard one hence will be involved in commercial breeding of cows. In the nearest future, hopefully within the first five years of officially running our company, we will start our meat processing plant and milk processing plant.

Which is why aside from the fact that we will secured the required farming land for breeding cattle in commercial level, we will also hired some key employees who are experienced in cattle rearing.

We are in the cattle rearing business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing Nigeria economy, raw materials production for industries, to export agriculture produce from Nigeria to other countries and over and above to make profit.

We have put process and strategies in place that will help us employ best practices when it comes to cattle rearing processes, meat and milk processing and packaging.

Sponsorship, management and technical assistance

Kellogg Inc. livestock farm is privately owned by Kellogg and managed by him. I leveraged my wealth of knowledge in livestock farming to establish this cattle rearing business. After swift negotiations we are going to be sponsored by the Kelloggboy multinational company and in regards to technical assistance we have decided to hire Captain price Ltd to take the positions of:

- Sales and Marketing Executive
- Field employees
- Front desk officer
- Accountant
- Supervisor

Market and sales

We are quite aware that the reason why some commercial livestock farms hardly make good profits is their inability to sell off their livestock to a larger market. In view of that, we decided to set up a standard meat and milk processing and packing plant to help us maximize profits.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the livestock farming industry who are likely to refer become our customers.

In summary, Kellogg Inc. will adopt the following strategies in marketing our cattle rearing produce;

- Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on the livestock

farming industry for their raw materials, hotels and restaurants and agriculture produce merchant et al.

- Advertise our business and livestock farms in agro – allied and food related magazines and websites
- List our commercial livestock farms on yellow pages ads (local directories)
- Attend related agriculture and food expos, seminars, and business fairs et al
- Leverage on the internet to promote our business
- Engage in direct marketing
- Encourage the use of word of mouth marketing (referrals)

Technical feasibility, resources and environment

All the cattle have been tested and approved for rearing by the cattle agency. And we are going to be rearing the cattle on 20 hectares of land.

Government support and regulation

The government has given us to go ahead to start producing in the farm and has given us a time frame to make back the capital.

Timeline of projects

- Preparation of land- 2nd May to 10th May
- Acquisition of cattle- 10th May to 12th May
- Building of structures- 12th May to 15th May
- Unloading of equipment- 15th May to 16th May
- Registration of cattle- 16th May to 19th May
- Opening- 21st May

Estimated project cost and revenue

Project cost

- The Total Fee for incorporating the Business in United States of America – **150,000**
- The budget for key insurance policies, permits and business license – **20,000**
- The amount needed to acquire / lease a farm land – **500,000**
- The amount required for preparing the farm land (for construction of cattle ranch and cages / fencing etc) – **70,000**
- The cost for acquiring the required working tools and equipment / machines / fencing etc– **20,000**
- The amount required for purchase of the first set of cattle (cows, oxen, bulls, bullocks, steers, heifers and calf etc – **150,000**
- The Cost of Launching an official Website – **1,500**
- The amount required for payment of workers for a period of 3 months – **60,000**
- Additional Expenditure (Business cards, Signage, Adverts and Promotions etc – **3,000**

Revenue

- **First Year-:** 6,000,000
- **Second Year-:** 12,500,000
- **Third Year-:** 20,000,000

Funding mechanisms

- Generate part of the start – up capital from personal savings and sale of his stocks
- Generate part of the start – up capital from friends and other extended family members
- Generate a larger chunk of the startup capital from the bank (loan

CONCLUSION

This is what I need to achieve and do in order to to have a successful cattle rearing business.

