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MATRIC NO: 18/ENG03/015

DEPARTMENT: CIVIL ENGINEERING

COURSE: GST212 INTRODUCTION TO
ENTERPRENAURSHIP

Permitted feedlots with outside pens have runoff control ranging from vegetative filters to settling basin pond system to lagoons. Settling basins are handled as solid waste usually when the material is dry. Slatted-floor confinement designs with flush systems typically incorporate some degree of solids separation to allow recycling of flush water. The high solids content effluent fraction would be stored in lagoons or slurry store-type structures.

Vision Statement

At the ARETON RANCH, our vision is to establish a world-class cattle farming business that will compete favorably with other more established cattle farms/ranches, leading to the emergence of a well respected and trusted brand by both consumers and investors.

Mission Statement

We at the ARETON Ranch plan on embarking on an aggressive growth plan that will project us into the top 5 cattle farming brands in Nigeria within the first 7 years from the commencement of our business operations. Within a reasonably short time, we will be providing value-added services such as adding a processing and dairy products unit to our business.

Target Market

Because of the far-reaching nature of agriculture, our target market will consist of a vast segment of the consuming public. Almost every household in oyo state and Nigeria consume cattle products that consist of milk, meat and cheese, and leather products among others.

We will establish an effective marketing department to ensure that our products and services are the most preferred over those of our competitors.

Competitive Advantage

A competitive advantage we at The ARETON Cattle Ranch have over our competition is the selection of the best hands to handle departments they possess requisite skills in.

perfected our sale and marketing strategies first by networking with agriculture merchants and intercontinental, restaurants and hotels that rely on live cattle from the cattle farms. We also plan to increase sales by leveraging on the power of the internet and social media and also through viral marketing and word of mouth.

Production system of cattle rearing

Production system in this case vary across the country and from farm to farm, most dairy farms grow their own forages (whole plant feeds such as hay and silage) and raise their own replacement stock. Most dairy farmers sell their own bulls (male cattle) calves and raise heifers replacement animals. The advantage of raising heifers on farm is that it helps prevent introduction of diseases when animals are introduced to the milking herd. In typical herd, mature cows calve every 12 to 14 months, producing a female calf 50 percent of the time. Milk production per day increases for about 10 to 12 months. some farmers use bovine somatotropin injections in mid-lactation to sustain higher amounts of milk production per day. Cows are bred artificially when behavioral and physiological signs of ovulation occur about 60 to 120 days after calving. Lactation continues until two months prior to the next predicted calving. Cows are culled from the herd and slaughtered for low-grade meat production because of failure to become pregnant, low milk production, or chronic health issues. Young calves are frequently housed in separate hutches or grouped together with animals of similar age in pens or pasture. Young dairy calves consume casein or soy-based milk replacer until adjusted to grain and eventually forage based diets as they mature. Lactating cattle at lower levels of production and mature cattle between lactation consume diets comprised mostly of forages.

Manure management

Manure management varies widely across species, region and farm type. Since manure management can have a significant effect on emission, attention is given here to some of the common systems. Manure management systems vary with climate, soil productivity, farm size and other factors. The systems in use now reflect research, development, education and regulatory programs over 40years.

COMPANY NAME: ARETON NIGERIA LIMITED

BUSINESS PLAN FOR THE ESTABLISHMENT OF CATTLE REARING IN LAGELU LOCAL GOVERNMENT AREA OF OYO STATE

Executive Summary/ Brief Description of the Project

This business plan examines the feasibility of and indeed economic viability of the development of a 200 hectare cattle farm, Lagelu Local Government Area Oyo State. The cattle farm will be run on a large scale, and trenches will be dug and covered with roofing sheets and bamboos in order to house the cattle and prevent pests and rodents. We choose to start cattle farming business because we are sure of generating enough market for our cattles considering the robust Nigerian population. This is why aside from the fact that we've secured the required farming land for breeding cattles in commercial level, we have also secured all the necessary permits that will enable us successfully run this type of business in Nigeria. We are in the cattle farming business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing the Nigerian economy, in national food (meat) production, to export agriculture produce from Nigeria to other countries and over and above to make profit. It can also create job opportunity for young youth and try to help them to understand and practice cattle rearing in a large scale or small scale

Sponsorship and management

This business is sponsored by bank loans and initial capital investment from the owners. The project will be managed by the founders and members of staff. Very little technical assistance will be required due to the simplicity of the said project.

Market and Sales

It is trendy to find people who do eat cattle meat in Nigeria and other African countries. Our Target market include various African communities, intercontinental hotels and Africans in the diaspora. We also ensure that we leverage on health benefits of cattle in marketing. As a matter of fact, cattles are very popular among weight watchers because they are extremely low in calories and fat and posses high level of protein. We have

This includes a quality control unit that will be manned by these experts and will ensure that every product is closely and thoroughly tested and undergoes stringent scrutiny before it is released for consumption.

We will also ensure that our entire workforce is provided with the best work conditions necessary for optimal functioning. This is in addition to an attractive remuneration package that our entire workforce is entitled to.

Source of Revenue

Our source of revenue generation will come mainly from the sale of the products and services we offer. These will include both processed and unprocessed cattle products, and also the sale of live cattle. The consultancy and advisory services we render will also form part of our income stream.

Sales Projection

We have come up with a healthy three-year sales projection using important factors that will see our sales increased significantly. The research conducted that led to these findings has however omitted natural disasters as well as an economic crisis as part of the factors considered. The chart below summarizes these findings;

- First Year #5,000,000
- Second Year #9,500,000
- Third Year #14,500,000

Payment Channels

We will be including a wide range of payment options to create ease of payments for our esteemed clients. This is aimed at eliminating the difficulties faced by clients in paying for services through the use of restricted channels.

Some of the payment channels to be adopted will include the availability of POS machines for payments, acceptance of cash deposits, internet banking, mobile banking,

the acceptance of cheques among other payment channels.

Publicity and Advert Strategies

We will be adopting far-reaching publicity and advert options to achieve the widest publicity on the services and products we render. Some of these will include building a website for our cattle farming business, placement of paid adverts in electronic and print media to enhance our presence.

Technical Feasibility, Resources and Environment

The cattle farm will be established in the western region of Nigeria which has a relatively temperate weather conducive to cattle habitation. There is also an abundance of human and agricultural resources to help feed and maintain the cattle during growth and reproduction, which makes the establishment of the cattle farm more feasible. Though cattle rearing is not really common in the western part, it is commonly practiced in the northern part, but in the farming industry there is no restriction on where you can rear animals, all areas are welcome. So practicing cattle rearing in the western part is also a good idea to start with.

Government Support and Regulation

There are no specific regulations or support from the government as regards the cattle farming business. However, we follow the general guidelines and regulations that apply to other businesses.

Timelines of Projects

Cattle shed/pen construction: 2 - 3 weeks

Snail purchase: 7 days

Breeding: 9-12 weeks

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Marketing and sales: Continuous.

Conclusion

In summary, the cattle farm is predicted to be successful since it is estimated to generate an approximate profit of 5 million naira in the first year due to the high demand and high availability of the product as well as the wide range of benefits. This article has provided a cattle farming business plan sample for the entrepreneur to work with. Following the format used, the investor is guided to success through the adoption of this format, while supplying information unique to his/her own cattle farming business.
