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MECHATRONICS

ENTERPRENEURSHIP ASSIGNMENT

BUSINESS CHOSEN: LIVESTOCK ENTERPRISE

INTRODUCTION

Livestock farming is defined simply as the process of breeding animals for the sole purpose of consumption. Animal husbandry which is another name for livestock farming is a rapidly growing arm of farming in Nigeria, and the primary reason why more entrepreneurial farmers are venturing into livestock farming is its profitability. Livestock are domesticated animals raised in an agricultural setting to produce commodities such as food, fiber, and labour. The term is often used to refer solely to those raised for food, and sometimes only farmed ruminants, such as cattle and goats. In recent years, some organisations have also raised livestock to promote the survival of rare breeds. The breeding, maintenance, and slaughter of these animals, known as animal husbandry, is a component of modern agriculture that has been practised in many cultures since humanity's transition to farming from hunter-gatherer lifestyles. No universally accepted criteria exist to separate "livestock" from pets or "companion animals", defined as animals kept primarily for companionship.

**SUB-CATEGORIES OF MY LIVESTOCK FARMING BUSINESS AND THEIR
STARTING REQUIREMENTS**

1. Fish Farming:

1. **A piece of land to construct Fish ponds.** You will need to procure the services of a pond construction expert for this.

2. **Borehole and overhead tank:** This will serve as the water reservoir for the fishes.

3. **Fingerlings:** Make sure to buy fast growing and disease resistant breeds.

At this point certain decisions are necessary on, the size of the business, estimate on the level of demand, cost of fixed assets involved and Direct Cost of production estimates.

Other factors to consider are, estimate of market share expected considering your competitors.

2. Poultry farming:

1. **A piece of land to construct the Pens (chicken's houses):** Housing is very important for chicken rearing and effective keeping and management. Poultry housing are classified according to the scale and the management system.

2. **Day old chicks and other accessories such as Feeders, Drinkers, Perches. Nests, Crates, Lighting system, Waste disposal system, Incubator, Heaters or brooders, Egg tray, Cages and coops and Feed.**

3. Rabbit farming:

1. **Cages or hutches:** These should be able to protect the rabbits from heat and humidity.

2. **Feed:** This may be processed feed or edible vegetable and leaves, elephant grass, potatoes and different kinds of herbs.

4. Cattle rearing:

1. **Farmland:** A very large piece of land.

2. Farm equipment:

-Cow sheds

-Feeding and watering equipment

-Healthy calves

Other sub-categories are;

Snail farming, and sheep rearing.

OBJECTIVES OF MY LIVESTOCK FARMING BUSINESS

The objectives/aims of livestock farming are;

1. To satisfy the need for food of the growing population.
2. To do proper management of the domestic animals.
3. To develop high yielding breeds of animals.
4. To increase the production of milk, eggs, and fish.

BUSINESS STRUCTURE

Below is the business structure of the livestock farming business enterprise:

Chief operating officer

General farm manager

Administrator

Sales and marketing executive

Field employees

Front desk officer

MARKET ANALYSIS

• **Market Trends**

One of the common trends in the commercial livestock farming line of business is that most players in the industry are no longer concentrating only on farming a particular species of livestock or just livestock.

They now find it easier to run both livestock farming and crop cultivation. Some even go ahead to include meat and milk processing and packaging business alongside their product offerings; it helps them maximize profits in the agriculture industry.

My Target Market

I will ensure that I position my business to attract consumers of agriculture produce not just in Nigeria alone but also other parts of the world, which is why I will be exporting some of my farm produce either in raw form or processed form to other countries of the world.

SALES AND MARKETING STRATEGY

In summary, this enterprise will adopt the following strategies in marketing livestock produce;

- Introduce my business by sending introductory letters alongside my 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 etc.
- Advertise my business and livestock farms in agro – allied and food related magazines and websites.
- List my commercial livestock farms on yellow pages ads (local directories)
- Attend related agriculture and food expos, seminars, and business fairs.

- Leverage on the internet to promote my business
- Engage in direct marketing
- Encourage the use of word of mouth marketing (referrals).

PUBLICITY AND ADVERTISING STRATEGY

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business. I intend growing my business which is why I have perfected plans to build my brand via every available means.

I know that it is important to create strategies that will help me boost my brand awareness and to create a corporate identity for my cattle rearing business. Below are the platforms I want to leverage on to boost my livestock rearing brand and to promote and advertise my business;

- Place adverts on both print (newspapers and magazines) and electronic media platforms
- Sponsor relevant community based events / programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, YouTube, etc. to promote my business
- Install Bill Boards on strategic locations all around our location in Nigeria.
- Engage in road show from time to time in targeted neighborhoods
- Distribute fliers and handbills in target areas.

FINANCIAL COSTING AND PROJECTIONS

When it comes to calculating the cost of starting a commercial livestock farm, there are some key factors that should serve as a guide. The most important expenses is the construction of the

ranches / cages / fencing as the case may be.

For example, the start – up cost for a fish farm is different from the start – up cost for mechanized crop farming, so also the start – up cost for poultry farming is different from the start – up cost of cattle ranch (dairy farm) etc. As a matter of fact, if you choose to start a mechanized crop farming, then you should be willing to raise huge capital base to start the business.

This is so because some cultivation machines / equipment can be pretty expensive. Below are some of the basic areas we will spend our start – up capital in setting up our livestock farming business.

- The Total Fee for incorporating the Business in Nigeria – N250 000
- The budget for key insurance policies, permits and business license – N1 100 000
- The amount needed to acquire a farmland– N50 000 000
- The amount required for preparing the farm land – N170 000
- The cost for acquiring the required working tools and equipment - N5 000 000
- The amount required for purchase of the first set of livestock animals – N3 000 000
- The amount required for payment of workers for a period of 3 months – N8 000 000
- Additional Expenditure (Business cards, Adverts and Promotions, etc.) – N750 000