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COURSE TITLE : INTRODUCTION TO ENTERPRENEURIAL SKILLS

TITLE : Business Plan for the establishment of MAKE AGRICULTURE KNOWN (M. A. K) CONSULTING firm; a sub-branch of the A.D.A.K.O AGRIBUSINESS VENTURES AND CONSULTANCY PLC.

A TRADITIONAL BUSINESS PLAN FOR THE ESTABLISHMENT OF AN AGRICULTURAL AND AGRO-RELATED MATTERS CONSULTING FIRM, KANO STATE, NIGERIA BY ADAKO AGRIBUSINESS VENTURES AND CONSULTANCY CONFIDENTIALITY AGREEMENT.

The undersigned reader acknowledges that the information provided in this business plan is a confidential intellectual property; therefore the reader agrees not to disclose it to a third party without the express written permission of the promoters of the proposed business.

It is acknowledged by the reader that information furnished in this business plan is in all respect confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader, may cause serious harm or damage to the promoters of the proposed business.

Prepared by : ADAKO AGRIBUSINESS VENTURES AND CONSULTANCY PLC

For : MAKE AGRICULTURE KNOWN (M.A.K) CONSULTING LTD

Upon request, this document is to be immediately returned to the promoters of the proposed business

Signature:

Name:

Date:

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EXECUTIVE SUMMARY

Product

Make Agriculture Known Consulting, as the name implies, is an agricultural consulting firm that provides consultation services(technical, commercial and financial advice) to small-sized and medium-sized agro-based companies. Our services include advice on agri-business strategies, financial issues, the effective use and management of agricultural land, and how to balance the commercial viability of land with sustainable development.

Customers

The target audience for M. A. K. Consulting is agribusiness owners and farmers of various agricultural crops and livestock. M. A. K. Consulting specialise in providing agricultural related consultancy services to individual farmers, companies and organisations.

Future of the Company

Consulting is a fast-paced, evolving industry with constantly growing demands. In response to this climate, M. A. K. Consulting will offer other services, including facilitation and requirements analysis in the future. The consulting industry is also an industry with constantly growing demands as individuals, companies and organizations face unexpected problems that have not been experienced before.

COMPANY DESCRIPTION

Mission Statement

To provide quality consultancy services to our clients that will help increase the output of their farm produce and livestock rearing, and help agricultural companies and organizations prosper and grow.

Principal Members

Okenwa Mbah - Owner

Benjamin Oyewale -Managing Director; M. A. K. Consulting

Jude Deshina - Business Manager

Amira Usman -Accounts Manager

Charlton Durald - Owner, ADAKO Agribusiness Ventures and Consultancy

MARKET RESEARCH

Industry

Make Agriculture Known Consulting will join the farmland management and Agribusiness consulting industry. Generally small consulting firms work with both large corporations and smaller organizations, usually closer to home. Consulting firms structured like ours also have a history of working with local, state, and federal government agencies.

Detailed description of Customers

The target audience for M. A. K. Consulting is agribusiness owners, farmers of various food and cash crops and livestock, food manufacturing and processing companies agricultural land owners, growers (hydroponic cultivators), commercial agri-consultancies and farming cooperatives. M. A. K. Consulting specialise in providing expert agricultural related consultancy services to individual farmers, companies and organisations, and in particular in liaising with the relevant government departments that have dealings with the agricultural sector. To capitalize on opportunities that are geographically close as we start and grow our business, Make Agriculture Known Consulting is situated in the North-western region of Nigeria where the Sudan savannah states [which are primary targets for agro-investments as there are many companies that process agro-food and farm produces into finished products for consumption] are situated. This will allow us to take advantage of proximity to food-processing manufacturers and companies to make substantial profit.

Competition Analysis

Since the consulting industry is an industry that only began to exist and develop recently, there is really no unhealthy competition as most consulting firms have been established only of recent and all stand the chance to prove their efficiency to their customers in order to continue to grow as years go by. Due to the fact that M. A. K. Consulting provides services, as opposed to a products, our advantages are only as strong as our consultants. Our team is flexible, fast, provides expert advice and can work on short deadlines.

Unlike other consulting firms, M. A. K. Consulting ensures account team members use our proprietary planning and reporting process to stay in touch with customers and keep them

updated on projects. We are a virtual company without a lot of overhead costs or strict corporate rules, which saves time, money and creates a flexible workplace for getting things done; as employed consultants will be required, from time to time, to travel to visit farms and attend meetings outside normal office hours during workdays.

ORGANIZATION AND MANAGEMENT

The management will have a democratically elected Board of Directors at the apex of the organization structure. There will be an accounts manager who will play the roles of the financial secretary and treasurer. M. A. K. Consulting will comprise distinguished agribusiness professionals of proven integrity and vast experience in the project area and expert agricultural consultants who have at least a school certificate and a degree in their various academic disciplines. The prime objective of the board will be to give strategic directions and policies that will ensure long term success of the organization. The board will ensure that the organization complies with all standards set by regulatory authorities. The Managing Director/President shall be responsible for the co-ordination of the day to day management of the cooperative business. He is accountable to the Board of Directors; he will mobilize organization of resources to achieve set goals.

SERVICE LINE

Product/Service

Services Include:

- Customer Relationship Management(for food manufacturing companies)
- Financial Performance
- Conducting land valuations
- Writing technical publications
- Corresponding with clients to identify and evaluate their business or technical requirements.

- Analytics : Measuring performance and analysing data such as crop yield on visits to farms.
- Attending meetings, organising seminars, classes, farm demonstrations and group sessions.
- Writing advisory leaflets, technical notes, press releases and articles.
- Completing planning applications.
- Handling the business, compliance and paperwork issues surrounding modern farming.
- Undertaking administrative duties, managing budgets and accounts, updating information, and preparing reports.
- Keeping up to date with relevant developments.

Pricing Structure

M. A. K. Consulting will offer its services at a 3hour rate using the following labor categories and rates:

- Principal Members, \$85
- Account Executive, \$65
- Project Manager, \$55
- Project Coordinator, \$30
- Business Analyst, \$25
- Technical Analyst / technologist, \$25
- Financial Analyst, \$30

MARKET AND SALES

Market orientation: domestic; North West & North East, Nigera.

Growth Strategy

To grow the company,M.A.K. Consulting will do the following:

- Network at agricultural and manufacturing conferences.
- Establish a company website that contains engaging multimedia content about our services.
- As the business grows, advertise in publications that reach our target industries
- Meet with local managers within targeted companies
- Use social media such as Twitter, YouTube, Facebook, and LinkedIn
- Provide contact information on the company website.

GOVERNMENT REGULATION and SUPPORT

It creates economic(job) opportunities, access to properly manufactured food, improved income for farmers and support food security objective of government. The project will benefit from government intervention fund in the agriculture sector. The project will contribute significantly to employment and output increase.

FUNDING MECHANISM

The company will be funded by Charlton Durald,the owner and C.E.O of the ADAKO Agribusiness Ventures and Consultancy plc and co-jointly by the shareholders of ADAKO agribusiness ventures and consultancy Plc. Also adequate funds will be secured by loan at 9% from the African Development Bank(ADB) and Commercial Banks in Nigeria, thus the use of both the debt financing method and equity financing method.

CONCLUSION

The proposed project will create economic opportunities, impact positively on the people, improve income of farmers and contribute significantly to food security. It will also generate satisfactory returns for sponsors and investors. Therefore, this feasibility report and project is technically feasible and commercially viable. It is thus recommended for funding.