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COLLEGE: LAW

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COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

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LECTURER: DR. OLUTOYE ADEDAYO

QUESTIONS:

 Using a company or business of your choice, write a good and customized business plan, covering all relevant aspects and analyses.

INTRODUCTION

WHAT IS A BUSINESS PLAN?

 A business plan is a written document that describes in detail how a business usually a new one is going to achieve its goals. A business plan lays out a written plan from a marketing, financial and operational viewpoint.Although they're especially useful for new companies, every company should have a business plan. Ideally, a company would revisit the plan periodically to see if goals have been met or have changed and evolved. Sometimes, a new business plan is prepared for an established business that is moving in a new direction.

 A business plan is a fundamental tool any startup business needs to have in place prior to beginning its operations.Usually, banks and venture capital firms make a viable business plan a prerequisite to the investment of funds in a business.

 Even though it may work, operating without a business plan is not a good idea. In fact, very few companies are able to last without one. There are definitely more benefits to creating and sticking to a business plan including being able to think through ideas without putting too much money into them and, ultimately, losing in the end.A good business plan should outline all the costs and the downfalls of each decision a company makes. Business plans, even among competitors in the same industry, are rarely identical. But they all tend to have the same elements, including an executive summary of the business and a detailed description of the business, its services and or products. It also states how the business intends to achieve its goals.The plan should include at least an overview of the industry of which the business will be a part, and how it will distinguish itself from its potential competitors.

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.

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

Signature: A.N

Name: Mr Abdulsalam Nasiru

Date: 28/04/2020

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1**.BRIEF DESCRIPTION OF THE PROJECT**

 This business plan examines the economic viability of the development of 5000hectare of cattle farming and the establishment of large scale production of meat or milk for consumption. . The farm will produce its own meat, hide, cheese,hooves, milk by to sell to interested customers and also other ‘by-products’ include dairy products, cow hide, cow horns, bones, hooves and stearic acid. . There is high domestic demand for these products because of our huge population.

 The Cattle farm will produce both milk and meat by rearing the two breeds traditionally reared in Nigeria which are the Zebu and the Taurine. Beside their delicious nutritious food, cattle provide over nine hundred by-products that are used all over the world. Such products are leather, lotions, soaps, medicinal and pharmaceuticals products. As a cattle farmer you can position yourself to profit from this ever green industry.

 The proposed project will create economic opportunities, impact positively on the people. The project will create market access, improve income of farmers and contribute significantly to food security. It will also generate satisfactory returns for sponsors and investors.

2.**SPONSORSHIP, MANAGEMENT AND TECHNICAL FEASIBILITY**

**Sponsorship**

 The project will be sponsored by Mr Abdulsalam Nasiru, a business mogul and founder of NOVAPO. Mr Nasiru has promoted other farms and businesses due to his love for any kind of farming in Nigeria. He has a foundation is a large platform created specially for the purpose of promoting and educating about farming amongst Nigerian Youths. The foundation also has experts in the various fields on agriculture.

 One of the advantages of the foundation is to provide 50% capital required to start up a farm and will act as a dormant patner but will be involved in the strategic and financial direction of the farm which lots of Nigerian Youths have benefitted from.

**Management**

 The management will comprise of a Board of Directors which will be in charge or monitor the affairs as regards to its financial dealings of the farm, strategic decisions and policies that will ensure a long term success of NOVAPO as an organization and as a foundation.

 It will also be made up of shareholders and member of the cooperative who have stake in the survival, growth and profitability of the business as well as distinguished agribusiness professionals of proven integrity and vast experience in the project area.The board will ensure that the organization complied with all standards set by regulatory authorities.

 The Managing DirectorHe is accountable to the Board of Directors. He shall be responsible for the co-ordination of the day to day management of the farm. he will mobilize organization resources to achieve set goals. He will also manage business risks and focus on wealth creation.

**Technical Assistance**

 The farm has a working relationship with The Miyetti Allah Cattle Breeders Association of Nigeria (MACBAN). MACBAN is a loose partisan advocacy group centered on promoting the welfare of Fulani pastoralists in Nigeria. .

 The foundation has a working relationship with Lagos State Government, Lagos State Ministry of Agricultural, Farmers’ Union, Agric Cooperatives and individual farmers. The foundation will get benefits from this relationship in the area of production through contract farming.

3**.MARKET AND SALES**

 Worldwide, people seem to have an insatiable taste for beef. That means that buying and selling beef cattle is a very profitable business. Like with any business, though, it is important to follow certain steps to get business off the ground and ensure success and profitability. Buying and selling cattle is a business, so one should take it seriously and treat it like any other business venture. There is a lot of different places that offer livestock for sale so it is important develop a plan for your business.

Target market: Due to the location of the business in South West, Lagos state, Yaba, most of the patronage would be purchased from Lagos followed by other states. The following are our target audience: Ikeja shopping mall, Jakande market, interested supermarkets all around lagos and other consumers. However one cannot limit the sale to only Lagos, so our target audience is both South, East and West.

**4.TECHNICAL FEASIBILITY**

 Cattle feeding can be cost-effective because their main food is grass which can be found almost any where. It is technically feasible in terms of technology which involves having of corrals in order to have enough water for the cattle by pumping from a borehole or from any modern water generator because one cow drinks aleast 40 litres per day which may vary depending on the availability of water.

Steps to Consider in Establishing Cattle Farm

Location: excellent grazing land.

Providing security by fencing the land to avoid theft.

Construction of a shed for the cattle to protect them from extreme weather.

Construction of suitable source of water.

Employing of herdsmen to take care of the cattle.

Employing experts to assist in selecting the breeds, to ensure the purchase of healthy stock.

Stocking of farm with both young males (bull) and young females (heifer) for reproduction process.

Hiring of a Veterinary Doctor for guidance, especially for treatment and reproduction purposes.

Separation of pregnant cows from the herd, for special care and attention.

Although the business is slow and steady, but if proper care and attention is given to the cattle, extreme profit is guaranteed.

5**.GOVERNMENT SUPPORT AND REGULATION**

The project confirms with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government.

The Nigerian government has adopted National Livestock Transformation Plan.The committee proposed implementation guidelines to guide the federal government and states.N100 billion budget was proposed to support the project. Federal government is to contribute 80 percent in grant to support the project while states will contribute land, project implementation structure, personnel and 20 per cent cost of the project.

 It creates economic opportunities, market access, 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 also benefit from the favourable policy of zero duty for agricultural and equipment import.

 **CONCLUSION**

The demand for food of animal origin is growing much faster than production because of better health education, higher income per capita, and ever-increasing population growth. Yet, owing to the application of Structural Adjustment Programmes, many African countries are poorer than before and livestock products are beyond the reach of the ordinary person. Many governments in Sub-Saharan Africa will face serious problems in terms of food self-sufficiency and food security if immediate and adequate measures for sustainability are not taken.