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Executive Summary

This business plan examines the feasibility of, and the economic success of development of a small-scale fish farm in Adamawa State. This farm will produce about one thousand (10000) catfishes every three months. Fish farming is the fastest growing animal husbandry in Nigeria. In Nigeria, the demand for fish is 2.66 million metric tonnes. The most cultured species in Nigeria is Tilapia and Catfish. However, the main focus of the business plan is the rearing and production of catfish. Cat fish is one of the healthiest sources of protein, it also contains healthy fats, vitamins and minerals. Catfish is the commonest type of fish used in aquaculture in Nigeria.

In 2017, Nigeria emerged the largest producer of catfish in Africa. Essentially, there is a big market for fish farming in Nigeria. The good thing about fish farming is that it is not limited to a particular season: it can be carried out in both the rainy and dry season, provided all other factors are in place.

Not only is catfish farming very profitable, it is also very convenient and easy to carry out once all the necessary factors are put in place. It does not require tedious human labor and the use of high cost equipment to ensure the fish' growth. This project will help create economic opportunities and also help provide food (fish) to people at an affordable rate in order to meet the demand for the product.

IV. Introduction

ANO Business Ventures which is a small-scale business enterprise promoting agriculture in Nigeria. It is located at 10, Upper Luggere Street, Jimeta-Yola, Adamawa State. The Business is a family business which has bloomed and proven to be successful in developing, promoting and providing agricultural produce to consumers.

V. Description of the Venture

ANO Business Ventures is a small-scale business enterprise which seeks to improve and contribute to the local agricultural sector by producing ten thousand (10000) catfishes within three months. The aim of this Venture is to begin fish farming on a small-scale and then transit to large-scale as the demand for catfish rises. The target market for this produce are retail fish sellers and

consumers. The equipment needed to achieve this include: fingerlings, a good source of water supply, fish feed, and portable fishing ponds.

VI. Industry Analysis

Each year, the industry generates a lot of money from fish farming through retail fish sales. The growth of the industry is expected to continue as more Nigerians are seeking to add fish and other seafood to their diet both for the taste and the health benefits attached to consuming seafood.

VII. Market Analysis

The Ventures will concentrate its marketing on retail fish sellers and consumers within Adamawa State. As the business grows, marketing would shift to other states in the Northern Region. As stated earlier, this business has a high growth rate and market potential. Statistics have shown how profitable fish farming is in Nigeria.

VII. Strategic Human Resources Planning

At start-up, the business will operate on a single line comprising of 3 (Ten) 10 x 10 feet mobile ponds, 1,000 bags of fish feed and water supplied from an inbuilt tank. A supervisor shall be employed to supervise all work carried out and also track all expenses and profits made. A marketing officer will also be employed; he will be in charge of marketing the produce to our target customers. Two cleaners will be employed to change the water regularly and also to clean the ponds. The compensation package for a one-year structure us as follows:

Title	Year 1
Supervisor	1
Marketing Officer	1
Cleaner	2
Security	1

PROJECTED TOTAL INCOME PACKAGE PER ANNUM

Supervisor: 360,000

Marketing Officer: 300,000

Cleaner: 120,000

Security: 120,000

A. Operational Plan

Firstly, the 10 x 10 feet ponds will be installed in a select area that is conducive for fish farming. Next, the building of a tank will commence from which the ponds will be supplied with water. Fingerlings will then be purchased and transferred to the water filled ponds. Feed fish will be given to them thrice a day to facilitate growth. The size of the feed given to the fishes will depend on their age and size. It usually takes about 6 months for cat fishes to fully develop. These fishes will be sold as point-and-kill or as dried fish. The aim is to grow about 1000 fishes in six months, twice a year.

B. Marketing Plan

. In Adamawa State, there is a low number of fish produce suppliers which does not complement its high demand. ANO Business Ventures seeks to bridge that gap by implementing the ideas contained in this business plan. Our winning strategy would be implementing hygienic operation and selling at a slightly lesser price than the other few fish farmers. This would enable us amass customers who would be enticed by competitive pricing and hygienic food (Fish).

C. Organizational Plan

The form of ownership shall be a sole proprietorship because it is starting out as a small-scale business which can be efficiently handled by one man who the supervisor, accountant and marketing manager shall report to.

D. Assessment of Risks and Problems

Based on the research carried out, the major potential risk is poor power supply. In order to tackle this issue, a 100 KVA generator will be purchased in order to power the tank which will supply water to the fishes.

Tank	3500 0												3500 0
Total Cash Out	2520 00	75 k	75 k	75k	75k	75k	140,0 00	75 k	75k	75 k	75k	75k	1,07 7,00 0
Sales						2,0 00, 00						2,00 0,00 0	4,00 0,00 0
Cash in													
Cash position	252, 000	32 7,0 00 0	40 2,0 00	477 ,00 0	552, 000	1,3 73, 000	1, 233,0 00	1,1 58, 00 0	1,0 83, 000	1, 00 8, 00 0	933, 000	2,85 8,00 0	2, 858, 000