Business Plan

[19th of May, 2020]

**EDDIS FARM AND FOODS**

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## Executive Summary

Eddis Farm and Foods is an established agriculture company with an existing 10-acre farm land committed to providing organic vegetables and livestock in Abuja, Nigeria. Eddis Farm and Foods was officially founded 3 months ago, 19th of February, 2020. We aim not to also provide our products to our consumers but also help reduce the rate of unemployment within the community in which we are situated by employing and supporting more farm workers. This is to come into full effect within the next 2-3 years. By leveraging a well thought out business plan executed by a skilled management team, Eddis farm and foods will generate over 3 million naira in year one sales.

Eddis farm and foods has chosen products that have significant market demand. We supply our products to various market sellers, organic fruits and vegetables companies, meat packing companies and other vendors who are interested in our products. Although we have a few competitors, we believe we have an advantage over the other agriculture companies. These advantages include; a more efficient and accountable supply of our products with the help of technology.

Eddis farms and foods adhere to three keys that will be instrumental in its success; strict financial controls, the never ending pursuit for advancement and growth of its company in order to stay ahead and ensuring all consumers and customer’s needs are met and they are satisfied with the purchased products.

**Company Description**

**Worksheet**

|  |  |
| --- | --- |
| **Business Name** | EDDIS FARM AND FOODS |
| **Company Mission Statement** | Our mission is to become the leading provider of organic vegetables and livestock in the agriculture industry to market sellers and consumers. In achieving this, a safer and more efficient production and distribution of our agricultural foods and products will be guaranteed through our consistent service provided. |
| **Company Philosophy/**  **Values** | We live by some highly set standards and principles such as Integrity, transparency, innovation and community. We not only focus on the profits for our company but also on what the immediate community can benefit. |
| **Company Vision** | Our company’s vision, is to become the leading agricultural company in Nigeria and to be international recognized for our organic vegetable and livestock production. |
| **Goals & Milestones** | 1. To reach the point of sustainable profitability in 2 to 5 years. 2. Becoming a widely known and accountable provider of organic vegetables and livestock across Nigeria. 3. Provide more job opportunities as we grow bigger in the agricultural industry. |
| **Target Market** | Our target market/customers will be to the food market sellers and other food production and related companies in need of our products. |
| **Industry/**  **Competitors** | 1. Farmer Giant Nigeria Limited 2. Emeraldagro Nigeria Limited 3. Jovana Farms Limited |
| **Legal Structure/**  **Ownership** | The ownership structure of Eddis Farm and Foods is sole proprietorship. |

**Product & Service Description**

**Worksheet**

|  |  |
| --- | --- |
| **Business Name** | EDDIS FARM AND FOODS |
| **Product/ Service Idea** | We produce, provide and supply organic vegetables such as; greens, asparagus, cabbages, carrots, eggplants, mixed melons, lemons, gingers, cherry tomatoes, cucumbers, spinaches and kales.  As for the livestock; we provide; pork, beef, eggs, from pigs, goats, etc. |
| **Special Benefits** | We aim to solve the problem of decrease in the varieties of livestock produced.  Banking on Eddis farm and foods will guarantee you longevity in terms of annual profits and accountability. |
| **Unique Features** | We are technology driven and ensure food security. |
| **Limits and Liabilities** | In terms of legal structure, that is what we can attain as a partnership company such as government support is limited for example acquiring more agricultural land. |
| **Production and Delivery** | We deliver to anywhere within the country. We are working towards delivering that is exporting to certain countries outside of Nigeria’s borders. |
| **Suppliers** | We produce 80% of our products and supply. The suppliers are just a few. |
| **Intellectual Property Special Permits** | Eddis food and farm is certified to function as an agriculture company by the known certified official bodies. |

# Marketing Plan

### Market research

In terms of Market research, we carried out both primary and secondary means of research.

For the primary market research includes going online or driving around town to identify competitors; interviewing or surveying people who fit the profile of your target customers; or doing traffic counts at a retail location you are considering.

The secondary market research involves getting the necessary information from sources such as trade organizations and journals, magazines and newspapers, Census data and demographic profiles.

* The total size of Eddis Farm and Foods is about 30 employees.
* Trends in our company is growing.
* Looking at the total size of your target market, about 60% is obtainable.
* Trends in the target market is growing; Our customers’ needs do not change frequently to the extent that it affects our sales.

### Barriers to entry

The barriers to entry Eddis Farm and Foods faces as a startup business, are as follows;

* High startup costs
* High production costs
* Brand recognition challenges

### Threats and opportunities

* Changes in government regulations;

Considering the fact that we are based in Nigeria, the government regulations always change. The frequent change in the government regulations might cause a little setback in the production and supply rate tour consumers.

* Changes in technology;

We ensure that we always keep track of the latest use or form of technology being used in the agriculture industry in order to stay ahead of our competitors.

* Changes in the economy

This we see as both a threat and opportunity. The Agriculture industry is one of the sectors that plays a very vital role in boosting the economic growth of a community, state or nation. Either way, we will still thrive.

## 

**Organization Chart**

Managing Director and

CEO

**Director**

**Agriculture and human resource Management**

**Director**

**Socioeconomic studies and surveys**

**Director**

**Admin and Finance**

**Manager**

**Business Development**

**Assistant Manager**

**Technical support**

**And Documentation**

**Project Manager**

**Head of Resident staff**

**Director**

**Information, Communication and**

**technology**

**Supporting staff**

**(Farmers)**