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COURSE TITLE: ENTREPRENEURSHIP

POULTRY FARMING BUSINESS PLAN

POULTRY NICHE

1) EGG PRODUCTION (LAYERS BREEDING)

TYPES OF BIRD

1) DOMESTIC FOWL (LAYERS)

START-UP CAPITAL INVESTMENT

A small scale poultry farm being run behind your house may require a capital of between \$500 – \$1,500. A medium scale poultry farm may require \$2,000 – \$5,000 and a large scale poultry farm may require a start-up capital of \$10,000 and above.

POULTRY LOCATION

While it is smart to start your poultry farm in a place where the odor and noise would not disturb other people, you should also consider the security factor. Lands in sparsely populated settlements are cheap and you would have fewer issues with community disturbance and zoning but it may be far from your market and buyers. You need to find a balance, look for a place that is favorable to you and would also be favorable to your customers at the same time.

HOUSING YOUR BIRDS

The housing system commonly used in poultry farming are:-

- 1) Extensive system: Range and fold unit
- 2) Semi Intensive system: Standard semi intensive unit and straw yard
- 3) Intensive system:
 - i. Deep litter, ii. Wire and slated floor, iii. Straw yard, iv. Battery cage

a. Free Range System-: Under free range poultry farming system, chickens are allowed to roam around on their own in search for food. This system cannot be used for commercial poultry farming because of the high level of risks involved.

B .Deep Litter System-: This system involves spreading wood shavings or saw dust on a concrete ground with the chickens placed on the floor and the dust serving as a ‘cushion’ for them. The dust is changed regularly, either by removing and replacing or by layering.

c. Battery Cage System-: As for the battery cage system, metal cages are constructed inside a building to house the birds. The cages are usually split into different compartments to house small groups of birds. The cages also contain feeding and water troughs as well as laying nests.

POULTRY EQUIPMENT AND APPLIANCES

The following equipment may be needed for your poultry farm and their uses:

- 1) Feeders
- 2) Drinkers
- 3) Perches
- 4) Nests
- 5) Crates
- 6) Lighting system
- 7) Waste disposal system
- 8) Incubator
- 9) Heaters or brooders
- 10) Cages and coops
- 11) Egg tray

FEEDING YOUR BIRDS

There are two ways to go about feeding in poultry farming:

- 1) Producing your feeds by yourself
- 2) Buying already-made poultry feeds

ACCOUNTING

Poultry farming is just like any other commercial business out there and for you to track your performance and productivity, adequate records must be kept. Purchase a farm management software, install it on your computer and there you are, you would be able to know how your business is doing and whether you are growing or not.

HEALTH

The birds need proper vaccines and medications to prevent diseases and promote growth. You should have a consultant, a veterinary doctor who would be in charge of giving vaccinations and providing proper health care for the birds.

MARKETING

Before you start a poultry business, you should really consider the marketing strategies which you would use to break into the market.

PROJECTED RETURN PN INVESTMENT

The incubation period of the domestic fowl is 21 days. You can start selling off your birds as early as 8 – 12 weeks but full maturity is reached between 20 – 24 weeks. The payback period of a poultry farming business is between 3 – 5 years.

OUTBREAK OF DISEASES

You must ensure that the poultry environment is kept clean and disinfected. You must avoid bringing in contaminated equipment, vehicle, and foot wears. You must always de-worm your birds and check them constantly for exo-parasites such as mites. Also, visitors should not be allowed into the poultry environment and ensure that you sterilize your hands before touching the birds.

