

NAME: MIKE-OSARO

NATHAN

DEPARTMENT:

PETROLEUM

ENGINEERING

MATRIC NO: 18/ENG07/009

TITLE:

ENTERPRENEURSHIP

ASSIGNMENT

A “Snailery” BUSINESS PLAN

BUSINESS OVERVIEW: One good business that falls under the agriculture of meat production industry that an entrepreneur can successful start is snail farming. Snail farming is not capital intensive and management tasking, especially when compared to other meat rearing business like poultry and catfish farming. The feeds are readily available and you can even produce it yourself as snails feed on waste. You can start small from your backyard and grow from there. Due to its high nutritional value, snails have become a very popular delicacy. Snail meat is very rich in calcium, magnesium, phosphorus, selenium, vitamin E as well as vitamin C. Snail meat is very popular among weight watchers because they are extremely low in calories and fat. Snail meat is also very beneficial to people suffering from cardiovascular diseases, cancer and people trying to recover from an injury.

EXECUTIVE SUMMARY: Mike-osaro & Family Farms Ltd is a registered and licensed livestock farming company that will be based in the outskirts of port-harcourt, Rivers state –Nigeria. We have done our detailed market research and feasibility studies and we were able to secure five hectares of land to start our livestock breeding business. Our livestock breeding business is a going to be standard one hence will be involved in commercial breeding of snails and other livestock.

We are in the snail farming business because we want to leverage on the vast

opportunities available in the livestock farming industry, to contribute our quota in growing the Nigerian economy, in national food (meat) production, to export agriculture produce from Nigeria to other countries and over and above to make profit.

Mike-osaro & Family Farms Ltd is well equipped and well positioned to become one of the leading snail farming business in Nigeria, which is why we have been able to source for the best hands and equipment to run the business. We have put process and strategies in place that will help us employ best practices when it comes to livestock breeding / snail farming processes and meat processing and packaging as required by the regulating bodies in Nigeria.

OUR PRODUCT OFFERINGS : Mike-osaro & Family Farms Ltd is a licensed livestock farming business that is committed to snail farming and snail meat processing and packaging for both the Nigerian market and the global market. We will also ensure that we operate a standard food processing plant as part of our complimentary business offering. We are in the snail farming line of business to make profits and we are going to do all that is permitted by the law in Nigeria to achieve our business aim and objectives.

OUR VISION STATEMENT: Our Vision is to become one of the leading snail farming companies not just in Port-harcourt – Rivers state, but also in the Nigeria and worldwide

OUR MISSION STATEMENT: Our mission is to sell our produce (live snails), and processed snail meat in commercial quantities both locally, nationally and internationally. We want to build a snail farming business that will become the pacesetter for snail farming business in Nigeria and other countries worldwide.

OUR BUSINESS STRUCTURE: Mike-osaro & Family Farms Ltd is a livestock cum snail farming company that intend starting small in Portharcourt – Rivers state, but hope to grow big in order to compete favorably with leading livestock farms in the industry both in Nigeria and on a global stage.

We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands in and around the country.

At Mike-osaro & Family Farms Ltd, we will ensure that we hire people that are qualified, hardworking, dedicated, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the management of the farm. In view of the above, Mike-osaro & Family Farms Ltd have decided to hire qualified and competent hands to occupy the following positions;

- Chief Operating Officer (Owner)
- Snail Farm Manager
- Administrator / Accountant
- Sales and Marketing Executive
- Field Employees
- Front Desk Officer

ROLES AND RESPONSIBILITIES,

CHIEF OPERATING OFFICER:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Responsible for providing direction for the business
- Creates the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

- **SNAIL FARM MANAGER:**

Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization

- Supervise other section manager
- Ensures compliance during project execution.

SALES AND MARKETING OFFICER: Responsible for handling business research, market surveys and feasibility studies for clients

- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding increase sales
- Document all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company.

ADMINISTRATOR/ ACCOUNTANT:

- Responsible for financial forecasting and risks analysis.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation.

FIELD WORKERS/ CONTRACT STAFF

- Responsible for feeding snails as instructed by the supervisor
- Responsible for cleaning the snail farm / cage
- Handles snail farm implements and machines as instructed by the section manager / supervisor
- Assists in handling the breeding and harvesting of snails

CLIENT SERVICE EXECUTIVE/ FRONT DESK OFFICER:

- Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services and also Manages administrative duties assigned by the manager in an effective and timely manner .

OUR PRICING STRATEGY: We are aware that if you want to get the right pricing for your livestock or snails, then you should ensure that you choose a good location for your snail farm, choose a good breed that will guarantee steady and multiple breeding (prolific breeds), cut the cost of running your snail farm to the barest minimum and of course try as much as possible to attract buyers to your farm as against taking your snails to the market to source for buyers; with this, you would have successfully eliminate the cost of transporting the goods to the market and other logistics.

So also, we are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our snails is to sell them at competitive prices hence we will do all we can to ensure that the prices of our snails and processed and packaged snail meat are going to be what other snail farmers would look towards beating.

One thing is certain, the nature of snail farming business we are involved in makes it possible for farmers to place prices for their snails and processed and packaged snail meats based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss. The easier you sell off your snail when they are mature the better for your business.

PAYMENT OPTIONS:

The payment policy adopted by Mike-osaro & Family Farms Ltd is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Nigeria

Here are the payment options that Mike-osaro & Family Farms Ltd will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via check
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for our live snails and processed and packaged snail meat.

ADVERTISING STRATEGY:

- Place adverts on both print (newspapers and magazines) and electronic media platforms
- Sponsor relevant community based events / programs
- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google, etc to promote our business
- Install our Bill Boards on strategic locations all around Portharcourt-rivers state
- Engage in road show from time to time in targeted neighborhoods
- Distribute our fliers and handbills in target areas

➤ **FOR MORE INFORMATION:** Be sure to visit www.mike-osarofarms.com

