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QUESTION: USING A COMPANY OR BUSINESS OF YOUR CHOICE, WRITE A GOOD AND CUSTOMISED BUSINESS PLAN, COVERING ALL RELEVANT ASPECTS AND ANALYSIS.

POULTRY FARMING

Poultry farming:

Poultry farming is usually the business which is recommended for retirees and individuals who are passionate about livestock farming. In the past, people were nonchalant about breeding birds or cultivating crops for profit. But with the current global burst in population and a worldwide demand for food, people are now beginning to realize the potential of providing the most important basic need of man. Poultry farming has proved to be a viable business anytime any day. There are factors to determine if poultry farming will be a profitable business e.g

1. Food is one of the basic needs of man regardless of the economic situation human beings must feed and since domestic birds are consumable; that makes poultry farming feasible.
2. Location can be a decisive factor in a profitable business for example in my country Nigeria has a population of over 200million and growing and bear in mind that a huge population means a huge demand for food (egg and meat).
3. With the increased awareness on the health implications of red meat there’s an increased demand for white meat and birds are a source of white meat.

Poultry business plan

Select your poultry niche:

The poultry industry is a broad niche. There are many sub-sectors in the poultry industry which you can tap into. When poultry farming is mentioned, alot of people take that to mean chicken rearing or turkey rearing alone but poultry framing is a very wide business with different aspects. below are niches in the poultry business:

1. Egg production
2. Meat production
3. Chicken breeding
4. Poultry feed production
5. Poultry equipment manufacturing
6. Egg and meat processing, packaging and marketing
7. Poultry marketing and consultancy

Poultry farming is very wide. So therefore, an individual has to choose your area of specialization. Of course, if you have enough capital and the technical knowhow nothing stops the person from doing all the business under poultry farming but it is always better to find out which aspect or area of poultry farming are more efficient and more profitable.

Another thing is that you have to consider what type of bird you will focus on. There are several types or species of birds that an individual can rear. Poultry farming can further be classified into different types of birds for example: domestic fowl or chicken (broilers and layers), turkeys , guinea fowl , pigeon, duck, goose, peacock, quail etc. A person will also have to decide if he/she wants to raise broilers or layers. Layers are usually raised mainly for laying eggs so if he/she is specialized in the area of egg production but if an individual is interested in meat production he/she would love to look at rearing broilers.

Capital is very important in poultry farming because it is capital intensive depending on the scale, location of the type of management technology used. A small scale poultry farm being run behind your house may require a little capital. While a large scale farming may require a large amount of money to start up.

A good location is vital to the success and profitability of your poultry farm. An ideal poultry farm should be sited where there is a large availability of cheap land and at the same time should be close to areas with high population density. It’s not advisable to site your poultry farm within a residential area because of the offensive smell it produces. While it is smart to start the poultry farm in a place where the odour and noise would not disturb other people, he/she should consider the security factor. Lands in sparsely populated areas/settlement are cheap and he/she would have fewer issues with community disturbance and zoning but it may be far from the market and buyers. He/she may need to find a balance, look for a place that is favourable to your customers at the same time.

Poultry farm staffing and manpower is also important, but operating a poultry farm is not labour intensive if the use of technology is employed. With respect to staffing, the number of man power needed is also dependent on the size of your farm. But some must haves should be admin officer or manager; who will oversee the day to day activities of the business. The manager can also double as your an accountant to cut down cost. It is also advisable for the owner of the farm to have personnel who will reside permanently in the farm to monitor and see to the well being of the birds. The use of security personnel that will monitor the inflow and outflow of people around the farm and most importantly, guard against theft. Aside these few mentioned the owner could add more personnel to suit his or her needs.

Poultry equipment and appliances are highly needed in successfully managing and running a poultry farm. A house for the birds will be constructed and items like feeders, drinkers, a good source of water, lightening and heat, egg crates and storage space for keeping feed and eggs. Every poultry business that is run on a set standard will always be dependent on suppliers of feeds, medicines, and other accessories needed to keep the poultry farm business running without any hitches. Being in the poultry farm business, you would need for the sake of your birds, to be in a good business relationship with your suppliers or distributors.Your feed suppliers would always give you the best feed for your birds, and your vaccine suppliers will allow you be the first to know what you can do for your birds when something drastic happens to them. Also, your distributors could help in ensuring that you get your birds to your customers without any hassles. The growth of your company is one reason you should be in a good relationship with your suppliers and distributors. Before going into this business, you would need to realize that the business isn’t one where you will be operating alone. This means you are going to meet already established poultry farm businesses, and are also going to have new entrants coming into the industry from time to time.

Your already established competitors would have combined different strategies to ensure that they remain long in the business. To compete with them, you would need to study their strategies and ensure that you tweak it to suit your business, so that you can favorably compete with them.

If you intend to ensure that you stay ahead of the new competition, you would need to adopt strategies to ensure that you stay ahead by delivering excellent services. These strategies even though contained in your business plan can be changed from time to time depending on how the business environment is as at the time the strategy is needed.

Another way to stay ahead of your competitors is by ensuring that your business is packaged in such a way as to cater to all types and classes of clients – corporate and individuals – this means you can do business with anyone. You could also offer related services so that you stay ahead of your competitors.