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**College: Law**

**Course: Introduction to Entrepreneurship**

**Course Code: GST 212**

**Date: May, 2020**

**Matric no: 18/law01/145**

**Assignment**

**DEVELOPMENT OF A BUSINESS PLAN**

A business plan for the development of pasta and grains at Rainbow land, off Aja estate Abuja by Ann’s millet and grains which also includes a consultancy agreement.

This page provides a brief summary of the business plan and its content;

The above business is mainly concentrated in the production of millet and grains also offer distribution services in Nigeria, specifically in Abuja.

No.18 ROLAND CRESCENT, OFF AJA ESTATE, ABUJA.

**STATEMENT OF CONFIDENTIALITY**

The undersigned reader of **ANN’S PASTA AND GRAINS business** plan hereby acknowledge that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in business plan without the express written consent of

MISS.TEMPLE

It is acknowledged by the reader that the information to be furnished in this business is in all aspects confidential in nature other than information that is in public domain through other means that any disclosure or use of the same by the reader may cause serious harm or damage to **ANN’S MILLET AND** **GRAINS.**

Upon request this business plan and document will be immediately returned to promoters of the proposed business. This is a business plan. It does not imply an offer of any securities.

**APPLICABLE LAWS**

This contract shall be governed by the laws of the country of Nigeria in the state of and any applicable federal law.

**Signature**:

**Printed name:**

**A BRIEF EXECUTIVE SUMMARY**

This business plan examines the feasibility and economic viability of the development of this establishment at Rainbow land by Ann’s pastries and cookies.

This establishment looks forward to making large production and profit within a certain production cycle. There is high demand for pasta most especially grains in the area in which it is situated which also encompasses of a huge population.

The proposed project will create economic opportunities, impact positively on people, also increase scarce foreign exchange. The entire pasta and grain procession will be sourced through direct production, contract farming in Abuja and also direct purchase from smallholder farmers in other production. The project will create market access, improve income and contribute significantly to food security. It will also generate satisfactory returns for sponsors and investors and the importance of agricultural produce.

**Sponsorship and Investment:**

The project is currently being powered by the management of Rainbow land and the Cliffs farm who are well renowned expertise in the field and also they are promoting the productivity of small holder farmers across states. Also the Dachifor Industries will be responsible for management consultancy of the project.

**Management:**

Ann’s millet and grains, sole owner of this production will be supported by a management. The management will comprise of democratically elected Board of Directors at the apex of organization structure. This will be made up of shareholders and member of cooperatives who have stake in survival, growth and profitability of the business as well as distinguished agribusiness professionals of proven integrity and vast experience in the project area. The prime objective of the board will be to give strategic decisions and policies that will ensure the long term success of the organisation.

The Managing Director, Miss.Roseline Vyy shall be responsible for coordination of day to day management of cooperative business. She is accountable to the Board of Directors; she will mobilize organisations resources to achieve set goals. Also she will manage business risks and focus mainly on promoting production, sales and the business at large.

The **ANNS MILLET AND GRAINS VENTURE** will be the go to place with upmost quality. We plan on giving the highest quality in a trendy and comfortable manner and atmosphere. Our continent location and excellent customer service would build a steady repeat customer base.

Managers of this industry, Miss. Rosaline which is assisted by Sir. Donald Rite are both renowned managers and expertise and have top management experience, also they have more than a decade in the food production industry.

**TECHNICAL ASSISTANCE AND TIES**

The above business has working ties with known companies and organization such as; International Institute of Tropical Agriculture, Ibadan (IITA) and other renowned sectors which will be of help to the development of this business.

The venture has working relationship and linkages to industry players in the project area who will off take products through a purchase and sale contract agreement, such as the Farm support and other industries.

**PERCEPTION AND VISION**

We expect sales revenue to grow from $200,000 in the first year of operations to $250,000 by the end of the third year. To minimize the operating expenses of both the principals will be onsite on a full time basis to reduce staffing costs, supervise and maintain quality control. We expect net profit to grow profitably by year three.

**MARKET AND SALES**

Market Orientation: Domestic, South West and South East, Nigeria.

Uses of product: For human consumption, for production of other processed meals/ foods

**Our position in the industry/ Competition analysis**

The area which the business is situated possess high level of customers, young professionals and an ideal market for such a business. While there are other similar industries around the same vicinity neither offer patio seating or free Wi-Fi to consumers and distributors. Certain states in Nigeria have great demand for these produce which we are building alliance with.

**Market Potential and analysis**

Across states such as Cross river, Delta , Bayelsa etc are states interested in such production. There is a strong demand for these produce in those areas especially derivatives in the Southern part of Nigeria. The state of infrastructure though not perfect still supports production and trade within Nigeria.

**PROFITABILIY**

Weather, biological, chemical, physical and environmental factors such as temperature, sunlight, air ,soil conditions, varieties of seed, price fluctuation and other risks. However certain based solutions will be employed to safeguard profit.

**TECHNICAL FEASIBILITY**

The projects, in terms of technology which involve equipment and facilities needed for mass production, specialist in these aspects with more than 20 years of experience are part of our team. The needed equipment are readily available and our experts have hand on experience in the usage and maintenance of the equipment purchased.

From analysis, production and processing will give us a competitive advantage. We are implementing our project using best international practices, sustainable production and due consideration for the environment.

**WHAT MAKES OUR PRODUCE UNIQUE**

Grains and millet are unique and have wide range of uses in daily life of people as well as in various industries.

We aim to provide a conducive environment for our agricultural activities, and also we have intentions of expansions, increase in public distribution and growth.

**GOVERNMENT SUPPORT AND REGULATION**

This project conforms with the economic diversification objective of the government. It also supports foreign exchange, import reduction, conservation of government. It creates market opportunities, market access, and improved income for farmers and support food security objective of government.

The project will benefit from government intervention fund in the agriculture sector, also benefit from the favourable policy of zero duty equipment import. The project will contribute to significantly to increase employment rate, stable price and production growth.

**BUSINESS TIMELINE AND UPDATE**

This project is estimated to be completed within a period of 6 months , from the month of April to September.

**Financial ESTIMATE COST AND REVENUE**

**Land Clearing**

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **QTY** | **₦** | **K** |
| **Land Clearing** | **1Hectare** | **250,000** | **00** |
| **Cross cutting** | **1Hectare** | **40,000** | **00** |
| **Rome ploughing** | **1Hectare** | **60,000** | **00** |
| **Sub total** | **1Hectare** | **300,000** | **00** |
| **Total** | **4 Hectare** | **770,000,000** | **00** |
|  |  |  |  |

**Equipment**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **QTY** | **MODEL** | **USD** | **₦** | **K** |
| **Tractor** | **1** | **YTO-904(90hp)** | **24,450** | **8,802,000** | **00** |
| **Disc harrow** | **1** | **IBJ- 3.0** | **3,520** | **1,267,200** | **00** |
| **Sub soiler** | **1** | **IS-200G** | **3,250** | **1,170,000** | **00** |
| **Mould board plough** | **1** | **2BFY-6C** | **4,950** | **1,782,000** | **00** |
| **Tripper** | **1** | **7CX-8T** | **9,450** | **3,402,000** | **00** |
| **Combine Harvester** | **1** | **4YZ-6** | **103,500** | **37,260,000** | **00** |
| **Boom sprayer** | **1** | **3W-1000L-18** | **6,950** | **2,502,000** | **00** |
| **Front loader** | **1** | **TZ10D** | **6,570** | **2,365,200** | **00** |
| **Sub total** |  |  | **159,390** | **57,380,400** | **00** |

**FUNDING:**

Rainbow land will provide all other necessary equipment and resources. Equitable investors to provide equity for equipment and vehicle purchase. Where poss6equity investors provide equity for working capital or otherwise secure loan at the rate of 8% through government intervention window at the Bank of Industry and Commercial banks.

**SALES AND MARKET PLANING**

**Product offering:**

The existing competition uses lower of certain essential facilities and inexpensive equipment which does not properly train staff which result in inconsistent product quality and dissatisfied consumers.

At establishment, we are passionate about our production and intend to focus on consistent serving the quality product by;

Sourcing top notch ingredients, maintaining freshness at all time

Using top line machines and related equipment

Focusing on quality consistency and great customer service we will build a steady repeat customer base.

**ADVERTISING AND PROMOTION**

To minimize cost and connect with our customer demographic, most of our advertising will be very of the digital variety. We intend to aggressively promote our product and resources through the below listed means;

Posters on the local billboards

Announcement on Facebook, Instagram Twitter etc.

Also the use of designed customized cards and flyers to promote the business.

**Ownership and Management Plan**

This establishment is registered and majorly owned by Ann ventures which is partnered with Miss. Rosaline and Sir. Donald, shares are also distributed between these three brains. As earlier stated they all have experience and are trained and vastly experienced.

**External Resources and Services**

Medline Design services will be contracted for interior designs of the premises of the site, and Orland industries for other external designs and services.

**Substituted/Staffing**

Two full time and four to six part time staffs will be hired at industry standard wages and they will also be trained at certain training academy. The other two full time employees are previous employees of the owner.

Owners and staff will share regular duties. To increase staff loyalty a bonus profit sharing system will be put in place.

**In conclusion**, the financial plan is the most important section of the business plan, this includes financial statement, cash flow projections, balance sheet and break even analysis.

The above business plan is feasible, commercially viable and can be implemented and invested in.

**REFRENCE:**

**Fundamentals of Entrepreneurship by Dr. Olutoye Adebayo**

[**https://www.entrepreneur**](https://www.entrepreneur) **.com**

**www.inc.com**

**www. rarstpt.org**