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**MATRIC NO: 18/ENG03/021**

**COURSE TITLE: ENTERPRENEURSHIP**

**COURSE CODE: GST 212**

**A BUSINESS PLAN FOR THE DEVELOPMENT OF KYMORA’s TILAPIA FISH FARM ENTERPRISE**

**Executive Summary**

 The Kymora’s tilapia fish farm has decided to specialise on tilapia among all the different species of fish, because of its uniqueness. It will be situated close to oil mail market at Port Harcourt, Rivers State, for easy visibility, accessibility, transportation and dissemination of the products in wholesale. Also, the location is chosen because of easy water supply without obstructions even during raining season. It’s like a dream come true, because I have always wanted to own a fish company because of my love for it.

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange; it is also set up to meet the demand of the people in our community. The project will create market access, improve income of farmers and contribute significantly to food security. It will also generate satisfactory returns for sponsors and investors.

**Sponsorship**

This project is sponsored by Belema Precious and her partner Belema success. It is also sponsored by Comrade Dr. Achese Igwe, former president of NUPENG (National Union of Petroleum and Natural Gas). Achese Igwe, together with the bank of agriculture and commercial banks are financing the project and sponsoring the land and pond for the project.

**Management**

This project will be managed by the director, Belema Precious, who is the founder of this enterprise and have a degree in aquaculture with a good working experience. It will also be directed with the help of some cooperatives who will help support and make good and reasonable decisions for the growth and profitability of the enterprise. These are the law makers and final decision makers of the enterprise, they will also be held for a wrong move or fall of the business.

The manager which will control the workers and ensure they are doing their work is Aual Ariel, a well known aqua culturist in Nigeria. As an expert he is known for his good works and has received many awards from the various committee of aquaculture. He will be in charge of the day to day activities of the company, with the help of his personal assistant. With him on our team, I will say it will be a great success.

This company will have a well experienced accountant, who will be in charge of the company’s money, import and export, investments, transportation, payment of workers e.t.c. And will be in charge of all the funds coming in, which will also tell the loss or gain of the company.

**Technical Assistance**

The enterprise will be working with the chi farm, a Nigeria-based livestock and aquaculture business, which deals with processing of species of fishes including tilapia and will provide technical assistant in this regard.

 Kymora’s tilapia fish farm enterprise will also be partnering with Feed the Future Partnering for Innovation, a Fintrac-implemented USAID program that invest in private sector partnership to commercialize agricultural innovations in small holder markets, to increase our company’s capacity to supply fish in retail and build teams of aquaculture specialist to provide extension services.

**Market and sales**

The following strategies will therefore be adopted for good marketing and sales:

* Introduce our business by sending introductory letters alongside our brochure to stake
* Advertise our business in aquaculture and food related magazines
* Direct communication
* Online marketing

Market Orientation: Domestic; South South, Nigeria

Market Share: 5% Oyimail market in South south Nigeria

Users of Products:

* Tilapia fish is good source of protein.
* Tilapia fish is good for bone health.
* Tilapia fish may prevent prostate cancer.
* Tilapia fish is good for immune system and thyroid function.
* Tilapia fish is good for brain health.
* Tilapia fish is good for weight loss:
* Tilapia fish prevents premature ageing
* Tilapia is a rich source of omega-3 fatty acids, hence good for heart.

**Competition Analysis**

Rivers State belongs to one of the coastal states in Niger Delta region of the country with vast potential for fish farming. The state is characterised by various types of water bodies such as rivers, fresh and brackish water, creeks and estuaries as well as marine water bodies. These water bodies provide great opportunities for aquaculture which makes the rate of competition high.

**Traffic and Import Restrictions**

Since we are not importing any goods, foods and services at the moment, and all equipments that will be used are locally made, we are free from traffic and every form of import restrictions.

**Market Potential**

Commercial Tilapia fish farming is becoming popular day by day as demand growing for this fish in Asia. Basically, Tilapia is the second most farmed fish in world. In countries like China, Egypt, Philippines, Brazil, Thailand and Bangladesh Tilapia fish contributed substantially to the Food Security. The world aquaculture production of Tilapia fish is 4.2 million tonnes with an estimated value of around 3 to $ 3.5 billion. When it comes to potential of Tilapia fish farming, generally, low-laying areas with water stagnation are suitable for agricultural activities. Tilapia fish is among the easiest and most profitable fish to farm due to their omnivorous diet, mode of reproduction. Tilapia fish farming in tanks or channels are considered safe for the environment, since their waste and disease is contained and not spread to the wild.

**Profitability**

Physical factors such as water tempreture are one of the most important physical factors affecting fish growth and productivity, availability of light energy of fish pond and turbidity. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit.

**Technical Feasibility**

In terms of technology, which involves the modifications that improve the growth and survival rates of these fishes, e.g. improving food, seeds, oxygen levels and protection from predators, are being managed and handled properly by the technical department which are well experienced.

 The Consistent product inspection, Disease control and availability of therapeutics, appropriate stock quality, will be handled by the management team.

The needed equipment for the tilapia fish farming are readily available and there would be experts which will have hand on experience in the usage and maintenance of the equipment. Therefore the project (development of tilapia fish farm) is technically feasible.

**Government Support and Regulation**

For Nigerians and Nigeria, fish farming is also a great attraction for foreign investments. Since Nigerians have a stable place at the global market of fish production, they may well attract the attention of some investors from abroad who will want to give their money to the most effective fish farmers in Nigeria. This will mean that Nigerians will have a chance to build better and bigger pools with modern technologies and breed some new types of fish.

It will help the government reduce unemployment around that area, if also help change 3 of national GDP to 6 of agricultural sector. It improves the social-economic conditions of fish famers and other engaged in fishery sub-sector, encourage production activities in private sectors.

**Project Timeline**

The project will be completed within 6months preferably November, 2020 to April, 2020. The time is suitable because it is considered dry season and a fair weather for the fishes.

**Estimated Project Cost and Revenue**

* **Acquiring Land**

|  |  |
| --- | --- |
| **Land (200\*200)** | **N500,000** |
| **Land Right** | **N60,000** |
| **Evacuation and fencing of plot** | **N397,000** |
| **Total** | **N957,000** |

* **Pond Construction**

|  |  |
| --- | --- |
| **1 Concrete ponds to carry 1500 fishes (3m\*2.5m by 1.4m each) 210 blocks required** | **N45,000** |
| **1 Trip of Sand** | **N12,000** |
|  **Trip of Gravel** | **N17,000** |
| **Cost of labour** | **N25,000** |
| **Cost of Plumbing (inlet and outlet facilities)** | **N55,000** |
| **Cost of well digging (water source)** | **N30,000** |
| **Cost of pump machine to pump water to overhead tank** | **N60,000** |
| **Cost of pond treatment** | **N30,000** |
| **Cement (15 bags)** | **N20,000** |
| **Total** | **N294,000** |

* **Equipments**

|  |  |
| --- | --- |
| **Feeding equipments** | **N70,000** |
| **Harvesting equipment** | **N110,000** |
| **Water test kit** | **N44,440** |
| **Aeration device** | **N90,000** |
| **Seine reels** | **N35,000** |
| **Equipment for maintenance, monitoring and repair** | **N103,000** |
| **Rotary cutter** | **N36,000** |
| **Other facilities** | **N200,000** |
| **Timer for aerators** | **N22,200** |
| **Others (waders, dip nets etc)** | **N16,300** |
| **Total** | **N690,940** |

* **Vehicle**

|  |  |  |
| --- | --- | --- |
| **Vehicle Type** | **Qty** | **Amount** |
| **Sienna** | **1** | **N4,000,000** |
| **Motor bike** | **1** | **N1,500,000** |
| **Total** | **2** | **N5,500,000** |

* **Operating cost**

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEM** | **UNIT** | **QTY** | **COST** |
| **Fingerlings** | **Fish** | **15,000** | **N123,000** |
| **Feed** | **Ton** | **59.4** | **N239,500** |
| **Labor** | **Hour** | **55-75** | **N230,000** |
| **Electricity(aerators)** | **Hour** | **6,000** | **N97,000** |
| **Levee repair and maintainance** | **Year** | **1** | **N32,000** |
| **Well operation** | **Acre-foot** | **33** | **N46,000** |
| **Disease control/depredator** | **Acre** | **10** |  |
| **Telephone** | **Total** | **1** | **N27,200** |
| **Supplies** | **Total** | **1** | **N19,500** |
| **Insurance** | **Naira** | **N13,400** | **N13,400** |
| **Consultancy** | **Naira** | **N45,000** | **N45,000** |
| **Geo spatial service** | **Naira** | **N4,700** | **N4,700** |
| **Interest (6 months)** | **Naira** | **N650,864** | **N650,864** |
| **Mechanization and storage** | **Total** | **N105,000** | **N105,000** |
| **Tax** | **Naira** | **Yearly** | **N224,000** |
| **Total** |  |  | **N1,757,164** |

**AMORTIZATION**

|  |  |
| --- | --- |
| **Land Clearing Amortization** | **N556,000** |

**REVENUE**

Our revenue projection is computed thus (which stands for profit in the first five months of activity)

Sales of 1,500 mature fish to suppliers at 750 per kilo

 = N750 \* 1,500

Revenue on sales of fish = **N1, 125,000**

**Funding Mechanism**

My uncle Achese Igwe will provide the required land needed and have them cleared and leased to us. Chi farm aquaculture is helping with the construction of the ponds and water supply.

My partner, Belema Success is also assisting with a suitable amount of money she has saved for this project.

**Conclusion**

With the above report, I will say in conclusion that the project is technically feasible and commercially viable. But it still needs funding and assistance in any way possible to ensure long term growth of the enterprise.

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