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Rhodiyat Akorede Aliyu vegetable farm

Rhodiyat farm is an upcoming farm dedicated or focused on producing vegetable supply food to production companies. It will be formed on a L.L.C - limited liability within fadama kaduna express way.

Why Start a Vegetable Farming Business

Vegetable farming is known to be a profitable business which has over the years evolved from small scale (backyard garden), into a global industry in all countries where it is carried out. Countries in the Caribbean, South America, North America, Europe, Asia, Australia and Africa (Nigeria) are known to be in the forefront when it comes to cultivating varieties of vegetables.

Industrial over view

Vegetable farming is the growing of vegetables primarily for consumption. It can be small scale farming or large scale

Small scale because some people cultivate home gardens where they grow crops solely for themselves while others cultivate on a large scale for the purpose of making money.

Vegetables are highly sort after in this part of the world as most of our Nigerian meals incorporate one form of vegetable or the other. Some examples of these Nigerian meals are:

- The Yorubas have Efo Riro, whose main ingredient is the rich vegetable Green Amaranth leaves.
- The Hausas have Miyan Taushe which has pumpkin leaves, spinach, Roselle as some of its ingredients.
- The Igbos have ora(oha) soup whose main ingredient is the oha leaf from African Pterocarpus sayauxii tree

Executive summary

Aliyu Rhodiyat Akorede® Vegetable Farms, LLC is a registered and licensed commercial farm that will be based in the within fadama kaduna. We have done our detailed market research and feasibility studies and we were able to secure 3 hectares of land to start our vegetable farm. We will always leverage on greenhouse farming to cultivate vegetable hence we will construct a structure with walls and roof made essentially of transparent material, such as glass, in which plants requiring regulated climatic conditions are grown.

At Aliyu Rhodiyat Akorede® Vegetable Farms, LLC we will be involved in the cultivation of crops such as; cucumbers, shallots, tomatoes, lettuce, chilis, capsicum, red salad onions and snow peas, chinese cabbage, lettuce, basil, roses, tomatoes, okra, cantaloupe and bell peppers, watercress, basil, coriander, parsley, lemongrass, sage, beans, peas, kohlrabi, taro, radishes, strawberries, melons, onions, turnips, parsnips, mushroom, carrot, melon, sweet potato, cauliflower, cabbage, broccoli, and eggplant as well as the choys that are used for stir fries. We will also be involved in greenhouse vegetable production.

In the nearest future, hopefully within the first five years of officially running Aliyu Rhodiyat Akorede ® Vegetable Farms, LLC, we will start our food processing and packaging plant and also start exporting our vegetables to other parts of the world. This is why aside from the fact that we have secured the required farm land and most of the farming equipment and machines, we have also hired key employees who are currently undergoing training so as to be able to fit into the ideal picture of the 21st century vegetable farming business workforce that we want to build. We are in the vegetable farming business because we want to leverage on the vast opportunities available in the agriculture industry to contribute our quota in growing the U.S.

economy, in national food production, raw materials production for industries, to export agricultural produce from the United States to other countries and over and above to make Aliyu Rhodiyat Akorede® Vegetable Farms, LLC is well positioned to become one of the leading vegetable farms in Nigeria, which is why we have been able to source the best hands and machines to run the business with. We have put process and strategies in place that will help us employ best practices when it comes to vegetable farming in Nigeria .

Our Product Offering

Aliyu Rhodiyat Akorede® Vegetable Farms, LLC is a commercial farm that will be cultivating various vegetables via greenhouse farming model and land farming for both the Nigeria' market and the global market.

These are the areas we will concentrate on in our vegetable farms. If need arises we will definitely add more agriculture produce to our list;

- Cultivation of crops such as; cucumbers, shallots, tomatoes, lettuce, chilis, capsicum, red salad onions and snow peas, Chinese cabbage, lettuce, basil, roses, tomatoes, okra, cantaloupe and bell peppers, watercress, basil, coriander, parsley, lemongrass, sage, beans, peas, kohlrabi, taro, radishes, strawberries, melons, onions, turnips, parsnips, mushroom, carrot, melon, sweet potato, cauliflower, cabbage, broccoli, and eggplant as well as the choys that are used for stir fries
- Vegetable and fruit processing and packaging
- Greenhouse construction, consultancy and advisory service.

Our Mission and Vision Statement

- Our Vision is to become one of the leading vegetable farm brands not just in the United States of America but also on the global stage.
- Our mission statement as a commercial farm is to go into full – time cultivation of vegetables and fruits that will not only be consumed in the United States of America but also exported to other parts of the world.
- We want our processed fruits and vegetable to flood the nooks and crannies of the United States and other countries of the world.

Our Business Structure

Aliyu Rhodiyat Akorede® Vegetable Farms, LLC is a commercial vegetable farm that intends starting small in fadam –Kaduna , but hopes to grow big in order to compete favorably with leading commercial vegetable farms in the commercial farming 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, which is why we are committed to only hire the best hands in and around kaduna.

At Aliyu Rhodiyat Akorede® Vegetable Farms, LLC, 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 our stakeholders (the owners, workforce, and customers).In view of the above, Aliyu Rhodiyat Akorede® Vegetable Farms, LLC have decided to hire qualified and competent hands to occupy the following positions;

- Chief Operating Officer
- General Farm Manager
- Administrator/Accountant
- Crop (Vegetable and Fruits) Cultivation Manager/Supervisor
- Vegetable and Fruits Processing and Packaging Plant Manager/Supervisor
- Sales and Marketing Executive
- Front Desk Officer

Job Roles and Responsibilities

Chief Executive Officer – CEO: 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

General Farm Manager :Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organization. Supervises other section manager

Administrator/Accountant: Responsible for overseeing the smooth running of HR and administrative tasks for the organization. Defining job positions for recruitment and managing interviewing process

Crop (Vegetable and fruits) Cultivation Manager/Supervisor: Responsible for the cultivation of crops such as; cucumbers, shallots, tomatoes, lettuce, chilis, capsicum, red salad onions and snow peas, Chinese cabbage, lettuce, basil, roses, tomatoes, okra, cantaloupe and bell peppers, watercress, basil, coriander, parsley, lemongrass, sage, beans, peas, kohlrabi, taro, radishes, strawberries, melons, onions, turnips, parsnips, mushroom, carrot, melon, sweet potato, cauliflower, cabbage, broccoli, and eggplant as well as the choys that are used for stir fries

Vegetable and Fruits Processing and Packaging Plant Manager/Supervisor: Responsible for managing the fruits and vegetable processing and packaging plant section of the business.

Sales and Marketing Officer: Identify, prioritize and reach out to new partners, and business opportunities Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of relevant projects.

Front Desk/Customer's Service Officer: Welcomes guests and clients to the farm by greeting them in person or on the telephone; answering or directing inquiries.

SWOT Analysis

Aliyu Rhodiyat Akorede® Vegetable Farms, LLC do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard vegetable farm that will favorably compete with leading commercial vegetable farms in Nigeria and in other parts of the world.

MARKET ANALYSIS

Market Trends

If you are conversant with rising technology and scientific development in the agriculture industry, you will quite agree that vegetable and fruits farming via greenhouse commercial

farming model are at the front burner. Greenhouse commercial farming is rapidly gaining entrance in our world today. Greenhouse farming gives room for greater control over the growing environment of various crops.

Dependent upon the technicality and specification of a greenhouse design, some of the important factors which may be controlled include temperature, levels of light and shade, irrigation, fertilizer application, atmospheric humidity

Our Target Market

Naturally, the end consumers of vegetable farm produce and those who benefit from the business value chain of the vegetable farm industry is all encompassing. Every household consumes produce from vegetable farms be it vegetables or fruits et al. In essence, a vegetable farmer should be able to sell his or her farm produce to as many people as possible. We will ensure that we position our business to attract consumers of fresh vegetables and fruits not just in Nigeria alone but other parts of the world.

SALES AND MARKETING STRATEGY

We are quite aware that the reason why some vegetable farms hardly make good profits is their inability to sell off their farm produce, especially perishable crops as at when due. In view of that, we decided to set up a standard food processing plant to help us maximize profits .Our sales and marketing team will be recruited based on their vast experience in the vegetable farms industry and they will be trained on a regular basis so as to be well equipped to meet their set targets and the overall business goal of Aliyu Rhodiyat Akorede® Vegetable Farms, LLC. Our goal is to grow Aliyu Rhodiyat Akorede® Vegetable Farms, LLC to become one of the leading vegetable farms in the United States of America which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force to reckon with not only in kaduna- but also in other cities in Nigeria and the world at large.

Over and above, we have perfected our sales and marketing strategies first by networking with agriculture merchants, hotels, restaurants, supermarkets, grocery stores and companies that rely on raw materials from the vegetable farming industry who are likely to become our customers.

Sources of Income

Aliyu Rhodiyat Akorede® Vegetable Farms, LLC is in the vegetable farming business for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. In essence we are not going to rely only on the sale of our farm produce to generate income for the business. Below are the sources we intend exploring to generate income for Aliyu Rhodiyat Akorede® Vegetable Farms, LLC; Sale of crops such as; cucumbers, shallots, tomatoes, lettuce, chilis, capsicum, red salad onions and snow peas, chinese cabbage, lettuce, basil, roses, tomatoes, okra, cantaloupe and bell peppers, watercress, basil, coriander, parsley, lemongrass, sage, beans, peas, kohlrabi, taro, radishes, strawberries, melons, onions, turnips, parsnips, mushroom, carrot, melon, sweet potato, cauliflower, cabbage, broccoli, and eggplant as well as the choys that are used for stir fries

Vegetable and fruit processing and packaging

Greenhouse construction, consultancy and advisory services

Financial Projections and Costing

When it comes to calculating the cost of starting a vegetable farm with a standard greenhouse farm, there are some key factors that should serve as a guide. The most important expenses is the construction of the greenhouse or hothouse as the case may be.

As a matter of fact, if you choose to start mechanized crop farming, then you should be willing to raise huge capital base to start the business. This is so because some cultivation machines/equipment can be pretty expensive. Below are some of the basic areas we will spend our start – up capital in setting up our vegetable farm;

The total fee for incorporating the business in Nigeria – #285,000

The total cost for payment of insurance policy covers (general liability, workers' compensation and property casualty) at a total premium – #3,384,00

The amount needed to acquire/lease a farm land – #50,000

The amount required for preparing the farm land – #1,000,00

The cost for acquiring the required working tools and equipment/machines/fencing et al –
#10,000

The amount required for the purchase of the first set of vegetables and fruits seedlings et al –
#50,000

The amount required to set up a standard vegetable processing plant within the farm facility –
#100,000

Operational cost for the first 3 months (salaries of employees, payments of bills et al) – #40,000

The cost of launching an official website – #600

The amount required for payment of workers for a period of 3 months – #100,000

Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – #2,000

Going by the report from detailed research and feasibility studies conducted, we will need an average of #500,000 to start a standard vegetable farm with a processing plant in the Nigereia. Basically, vegetable farms do not require an office space, most people that run vegetable farms operate directly from their farms. But we have decided to open a small liaison office; a place where administrative jobs will be carried out.

Reference

<https://www.profitableventure.com/>

<https://chrisfarmnigeria.com/vegetable-farming-business-plans>

