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DEPARTMENT: CIVIL

ENGINEERING

COURSE CODE: GST 212

COURSE TITLE: INTRODUCTION

TO ENTREPRENEURSHIP.

TITLE: BUSINESS PLAN OF A

SNAIL FARM.

EXECUTIVE SUMMARY

Feasibility Study on the establishment of a poultry farm is based on the survey made by Wakama Festa Nengi, and it is wholly my business. The name of the snail farm will be name

FESTA'S FARM VENTURE.

and will concentrate on sales of snails. Our vision is to be one of the known snail farm products supplier in Nigeria with a mission to raise healthy fishes and snails at a very profitable venture. From the research that was carried out it was discovered that the demand for snails is not fully satisfied. The venture will help in the provision of employment to the locals meeting the demand of fishes and snails, also making the price affordable in future.

Festa's farm ventures intends to develop into other livestock farming structures such as turkey, duck and guinea fowl.

STRATEGY AND IMPLEMENTATION SUMMARY OBJECTIVE

- To increase number of our client by 20% within 2 of years of existence.
- To evaluate our strategic marketing by every three months.
- To keep and maintain hygienic farms for healthy snails and fishes.

TACTICS AND STRATEGY IMPACTS

Festa's farms products will be priced at affordable rate. Then a markup is placed on any of our products, customers will be willing to pay because of the affordable price. The venture to be established is a snail and fish farm that will concentrate on the production of snails because of the fund required the venture will start as a small-scale business. The farm site will be a permanent

land and will need necessary equipment for its operation as it is entirely new firm to start from the scratch.

OPERATIONAL PLAN

The firm will be a commercial farm therefore it will require a full time labour and geared towards productivity on a scale for the sales of snails. For egg production, snail the age of sexual maturity is variable from 6 weeks to 5 years, depending on species of snail. The breeding process of snails has some unique features when compared to other land animals. At the end of the mating ritual, both snails will fertilize the eggs in the other, so both of them will deliver eggs. A snail can carry up to 100 eggs at a time.

MARKETING STRATEGY

The advertisement will be made on flyers, handbills, and one on one marketing will be done to eateries, restaurants and companies that demand for our product. Our major market aggression will be supplied to local markets makers of cake and ice Cream, local restaurants and hotels. The marketing strategy adopted includes the “4 Ps” method.

The “4 Ps” are:

1. Product
2. Price
3. Place and
4. Promotion.

1. **Product:** The matured snail shall be sold raw and also in its processed form. The processed snails shall be properly washed using alum and salt and weighed accordingly, refrigerated and supplied to entries, food stores, and place of need.
2. **Price:** The price for each adult snail depends on the weight and quality. For example, matured raw snail in-shell cost N 500 to N 600 per one snail.
3. **Place:** The main production shall be Koro Farm Garden, where there is no noise but adequate maintenance including security. While the marketing office shall be in an open place, where all my customers can have easy access.
4. **Promotion:** Both advertising and sales promotion shall be used. The nutrition benefit of snails will be made known. Discount shall also be given with respect to quantities purchased. Some dry snails shall be made available to customers who wish to taste the product.

MARKETING

Marketing activities include among other grading quality, promotions, packaging and value adding these activities are essentials as they will lead to large volume of sales of product as quickly as possible resulting to increase of income. My forecast for a period of one year shows that a total 100 units of snails was marketed. Of these 100 units sold my business 60 units while the other competitors sold a total of 40 units all together in year ending. The Gap analysis, i.e., my market share is 70% while that of my competitors 40%. It was then concluded that my sales levels out that of my competitors and that they are seriously defeated. Hence, the business was successful. The "4 Ps" marketing strategy was used to achieve this high sale.

LEGAL FORM OF THE BUSINESS

The legal form under which this snail farm business shall be organized is sole proprietorship. I will serve as the manager and chief executive officer (CEO) of the business coordinating the labours and day-to-day affairs.

BUILDING PROCESS

The pen building and snail production involves four major phases:

- 1. Phase one:** Clean up the terrarium with regular soap plenty of water, be thorough to get rid of the minimum debris, and dry it well. Prepare the substrate by scattering a 2-inch-high humus rich soil on the bottom of the terrarium. Fix the soil with your hands and not very hard and in a way it looks like the soil out there, not as flat as carpet.
- 2. Phase two:** Make a trough with the cactus flowerpot, but since snail have no mouth to drink with, you have to help them out and especially when they are babies because that is the first or second thing they do once they are born and with a sponge or a plate to moisten them. Be careful the water does not evaporate. You place the flowerpot half buried on a corner so the land snails (*Achatina achatina* species) do not turn it over.
- 3. Phase three:** Place the pebbles on the soil, living a free corner for the ashtray and the plastic box, in which you will put gravel or any rock for balance, so it does not turn over when the snails eat.
- 4. Phase four:** Moisten the soil mildly with the water sprinkler every night or every two nights since snails are nocturnal or night creatures and seek for food when they feel moist around.

PRODUCTION PROCESS

After pen construction, snail's production involves a careful but simple procedure as showed below:

1. **Buying/Collecting:** Breeds of snails can be purchase from competent snail farmer who ensures that snails of the same sizes are sold to enhance their reproduction. Snails are also collected freely from the environment during the rainy seasons. The best location for collecting snails are cities with green vegetables, under stones, damps, in a day that is about to rain or where it has rained already, because that is the time when land snails come out. Note: make sure to buy or pick snails of about the same size, otherwise the reproduction will not be fertile enough.

2. **Feeding:** For feeding snails you have to keep in mind their 'vegetarian status', therefore will have to be fed with juicy vegetables and fruits.

PROJECT TIMELINES

Specific time is set for each phase of production of one batch of mature snails. The period of 5 to 6 months has been recommended for harvesting one batch of mature land snail. At the end of the 6th months care are taken to remove the adult snails and then the baby snails continues to grow in the same pen.

BUSINESS RISKS ANALYSIS

Both systematic and unsystematic risks confront the business. The systematic risk includes government policies and this is external while the unsystematic risks are internal and include the following:

1. Human interference
2. Theft
3. Harsh lighting torch
4. Unnecessary noise
5. Vibration
6. Predators: ants, lizard, ear wigs, toads, millipedes
7. Fungi
8. Wetting of snails pen, especially during the dry season.

ECONOMIC AND SOCIAL JUSTIFICATION

Snail is an export commodity, which has value next to gold in overseas countries. Economically, snail is a real export market that earns foreign revenue without you running from pillar to post. If your startup capital is #100,000 you can generate the sum of one million naira in one year. Socially, snail's shells are used for recreational purposes including beautification of homes, and many other events. This also boosts the economy of a country. The shell of snail is also of industrial importance as it is used in the manufacture of other raw material. Its enzymes are used in genetic engineering for cell wall treatment. The supposed waste aspect of snail after processing is essential in agriculture and particularly in fish farming.

Direct material cost form per item/1batch of matured land snails

RAW MATERIAL	BUYING COSTS(₦)	QNT./ITEM	COST/ITEM (₦)
Breeds of snails	10/breed	300	3000
Plastic aquarium	450	40	18000
Manual water sprinkler	680	50	34000
Sponge or rag	150	14	2100
Pebbles holes	450	55	24750
Cactus flowerpot	700	54	37800
Humus rich soil	450/kg	85kg	38250
Ashtray or small plastic box	380	18	6840
TOTAL			164740

