

NAME: ADEBAYO OMOFOLAHAN IBRAHIM

COURSE: GST 212

COLLEGE: COLLEGE OF ENGINEERING

MATRIC NO: 18/ENG03/003

DEPARTMENT: CIVIL ENGINEERING

Project Description

This business plan shows the development plans poultry farm by the Adebayo's farming Inc. The farm will produce over 10,000 eggs per week that is an average of 1450 eggs per day.

Our handpicked business strategies adequately address the issues of quality as it relates to the genetic makeup of different bird species and hatchery technologies to make sure that only the best and finest bird products are out from our farm. It is important to note that we cannot achieve such a feat without highly trained and qualified hands on deck. That is why we will put up laboratories and hatcheries

The proposed project will create economic opportunities, impact positively on the people and help conserve scarce foreign exchange. 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.

Review Of Target Market

The marketing efforts will focus on identifying and understanding the ever changing needs and preferences of the customers in order to satisfy them. The marketing mix will drive the customer value proposition of the project. The following is an account on the product, promotion, place and packaging that will be applied to the selected market segment. The main products of the project will be the eggs produced by the layer birds. The project will strive to improve the quality of the eggs produced and sold by providing the right nutrition and environment condition for the layers. Other products to be sold by the project will include dressed chicken, live birds and manure resulting from chicken droppings. Manure is a desirable fertilizer that is highly sought after by farmers and flower growers. Additionally, the project will sell layers (cull hens) that become unproductive (around 70 -110 weeks). Cull hens are considered to be a delicacy for most consumers and as such, the business will be in position to sell these at lucrative prices.

ESTIMATED PROJECT COST AND REVENUE

<u>START-UP EXPENSES</u>	<u>AMMOUNT(DOLLARS)</u>
<u>OPERATING CAPITAL</u>	
<u>SALARIES ANG WAGES</u>	<u>1,100</u>
<u>INSURANCE PREMIUM</u>	<u>1,200</u>
<u>BEGINNING INVENTORY</u>	<u>5,000</u>
<u>LEGAL AND ACCOUNTING FEES</u>	
<u>RENT DEPOSITS</u>	
<u>UTILITY DEPOSITS</u>	
<u>SUPPLIES</u>	<u>1,200</u>
<u>ADVERTISING AND PROMOTIONS</u>	
<u>LICENSING</u>	
<u>OTHER INITIAL COSTS</u>	<u>1,000</u>

<u>WORK-UP CAPITAL (CASH ON HAND)</u>	<u>10.000</u>
<u>TOTAL START-UP EXPENSES</u>	<u>19.500</u>

TIMELINES OF PROJECTS

Starting a poultry farm is no small feat. So it was Safe to estimated that a farm should be up and running in about Thirty six months (three years) and after this, it should take about six to ten weeks for your farm to be certified as Organic.

Projected Profit and Loss

Barring any unforeseen circumstances, the poultry farms is anticipated to break-even by Year 3 of operations. Profits for the company in subsequent years will accelerate with the increase in anticipated sales volume.

Funding Mechanism

The land is provided for by using mortgage payments and investors are encouraged as there are shares to be bought. Any funding that is not from the purse of the owners, is gotten through loans sourced by the owners at a reasonable interest percentage.

Where possible equity investor to provide equity for working capital or otherwise secure loan at the rate of 9% through government intervention window at the Bank of Agriculture, Bank of Industry and Commercial banks.

Conclusion

The project is technically feasible and commercially viable. It is therefore recommended for funding.