**POULTRY PRODUCTION BUSINESS PLAN**

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**Executive summary**

The poultry is a nutritious source of food that is greatly needed by a man . Chief amongst them are the eggs. Poultry farms all over the world has egg as one of its primary produce and that is why people will continue to look to poultry farms to churn this out. The chicken industry has two main parts ; Layers, where the chickens bred also lay or produce eggs and Broilers, where chicken are bred mainly for meat

Alhassan Champion Poultry Farms is a start up poultry farm that is involved in production of quality and affordable poultry meat and egg and other poultry by-products targeting consumers in North Central region of Nigeria. We are located in Abuja F.C.T. we also offer processing services that include kill-cut-wrap-Freeze services . We produce , process and package to meet standard organization of Nigeria international standard. The benefits of our products and services are

* High quality boiler meat and high nutritious and hygienic eggs
* Excellent customer care services
* Fair and best possible prices

My business needs a meet and demand for :

* Excellent and high quality broiler meat and high nutritious And hygienic eggs
* Provision of Excellent semi processed broiler meat of different varieties .

Fair and best possible

Beyond just a hobby, agriculture is one venture I had invested the most of my spare times as an individual. As a way of practice, I have also devoted the most of my time and resources to managing and expanding my family's little farmstead into a commercial enterprise. Also my first degree in Agricultural Engineering from Afebabalola University, Ado-Ekiti, Ekiti state has proved of great benefit to the growth of the enterprise. Now that I have the opportunity of starting my own firm, I know that the lessons, experience and exposure I had received from those years of working with my mum will prove valuable in running this business. More over, there is an insatiable market in my area. I have a great passion for self reliance and creating job opportunities. Our goal is to be the leading poultry meat and egg producers in the environs we are situated in Nigeria through the provision of excellent sales services and products.

**INDUSTRY AND MARKET ANALYSIS**

The Nigerian poultry industry is estimated at ₦80 billion ($600 million) and is comprised of approximately 165 million birds, which produced 650,000 MT of eggs and 290,000 MT of poultry meat in 2013 and in , it has grown tremendously.  From a market size perspective, Nigeria’s egg production is the largest in Africa (South Africa is the next largest at 540,000 MT of eggs) and it has the 2nd largest chicken population after South Africa’s 200 million birds.

It is a fact that Nigeria presently consumes  1.5 million MT of frozen chicken annually. As at 2014, the locally produced chicken was estimated at 300,000MT, a capacity utilisation of 46 percent in an industry that currently boasts of a 650,000MT installed capacity. . In the same year, 1.2 million MT of frozen chicken, valued at N660 billion (equivalent to $2.75 billion) was imported.

Looking at this statistics, it shows that the demand for poultry product is so high and we are unable to meet demand locally. With the ban on importation of poultry products into the country, a huge market has been created for smart entrepreneurs to tap from this. Due to popular demand from young and aspiring entrepreneurs that have been seriously looking for funds and were asked to submit a business plan, I have decided to create a standard poultry farming business plan that covers rearing and selling of chickens, eggs and poultry waste/fertilizer.

**SERVICES**

Alhassan Champion Poultry Farm is a standard commercial poultry farm and egg production company that is committed to raising chickens and producing eggs for both the Nigerian society market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

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

* Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.
* Table eggs produced by battery chickens (white)
* Table eggs produced by battery chickens (brown)
* Hatching eggs
* Specialty eggs
* Table eggs produced by free-range chickens

**OBJECTIVES**

* To achieve sales growth targets by the six months and by end of one year. Aggressive gains in the market share and average monthly revenue in Year two.
* To increase number of cooperate bodies and institutions who book our products
* To achieve net profit in year one, increasing in year two, by containing cost and meeting sales goals
* To provide quality sales service and products at fair and best possible prices.

**MISSION AND VISION**

* Our Vision is to become one of the leading commercial poultry farm and egg production brands not just in Nigeria but also on the global level.
* Amack Winner Poultry Farms, is a company committed to raising chickens and producing eggs for both the Nigerian market and the global market.
* We want our chickens and eggs to flood the nooks and crannies of Nigeria and other countries of the world.

**BUSINESS STRUCTURE**

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. This is why we are committed to only hire the best hands within our area of operations.

Alhassan Champion Poultry Farms, LLC, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers). As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of three years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

* Chief Operating Officer
* General Farm Manager
* Human Resources and Admin Manager
* Accountant / Cashier
* Sales and Marketing Executive
* Field Employees
* Front Desk Officer

**MARKET ANALYSIS**

* **Market Trend**

The Poultry and Chicken Egg Production industry has greatly benefited from campaigns advertising the health benefits of chickens and eggs as a good source of protein. No doubt, the increased demand of chicken and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs have rapidly improved revenue growth for the industry.

In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the recent advancement in technology, poultry farmers can now comfortably predict and produce the quantities of chickens / birds and eggs per time.

**Results from summary of SWOT Analysis;**

* **Strength:**

Our strength as a commercial poultry farm and egg production company is the fact that we have healthy relationships with loads of major players( agriculture merchant) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of Nigeria .

We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress.

* **Weakness:**

Our weakness could be that we are a new commercial poultry farms and egg production company in Nigeria, and it might take us sometime to attract big time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

* **Opportunities:**

The opportunities that are available to us as a standard commercial poultry farm and egg Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that can’t do without daily supply of chicken and eggs. We are well positioned to take advantage of this opportunity

* **Threat:**

Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor within same location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

**COMPETITIVE ADVANTAGE**

It is easier to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial poultry farmers in Nigeria and of course in most parts of the world.

For example, Statistics has it that there are 2.2 million farms in Nigeria covering an area of 922 million acres. These goes to show that there are appreciable numbers of farmers in Nigeria but that does not mean that there is stiffer competition in the industry.

As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming cum poultry farming and egg production business. This is so because part of the success of any nation is her ability to cultivate her own food and also export foods to other nations of the world.

Alhassan Champion Poultry Farms, LLC is fully aware that there are competitions when it comes to selling commercial farm produce all over the globe, which is why we decided to carry out thorough market research so as to know how to take advantage of the available market in Nigeria and in other parts of the world.

We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable poultry farming and egg production processes that can help us sell our produce at competitive prices, good network and excellent relationship management.

Another competitive advantage that we are bringing to the industry is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of the United States of America.

We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in Nigeria

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category (startups commercial poultry farms and egg production companies in the United States) in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

**SALES AND MARKETING STRATEGY**

We are quite aware that the reason why some commercial poultry farms and egg production companies hardly make good profits is their inability to sell off their chickens and eggs as at when due.

Our sales and marketing team will be recruited based on their vast experience in the poultry farming and egg production industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of AlhassanChampion Poultry Farms, LLC.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of chicken and eggs from the poultry farms and egg production industry that are likely to become our customers.

In summary, Alhassan Champion Poultry Farms, LLC will adopt the following strategies in marketing our commercial farm produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchants et al.
* Advertise our business in agriculture and food related magazines and websites
* List our commercial poultry farms and egg production business on yellow pages ads
* Attend related agriculture and food expos, seminars, and business fairs et al
* Leverage on the internet to promote our business
* Engage in direct marketing
* Encourage the use of word of mouth marketing (referrals)

**FINANCIAL PROJECTIONS AND COSTINGS**

* The Total Fee for incorporating the Business (commercial farm) in Nigeria–#20,000
* The amount needed to acquire / lease a farm land  – #50,000
* The amount required for preparing the farm land (poultry fencing, clearing, ploughing, ) – #30,000
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – #30,000.
* Marketing promotion expenses for the grand opening of Bill The Carpenter™ Furniture, Inc. in the amount of #10,000 and as well as flyer printing (2,000 flyers at $0.04 per copy) for the total amount of #5000.
* The total cost for hiring Business Consultant – #25,000
* The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) coverage at a total premium – #100,000
* The amount required for the purchase of the first set of chickens, feeds, medications and additives– #27,000
* The cost for acquiring the required working tools and equipment / machines / hatchery et al– #35,000
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – $60,000
* The Cost of Launching an official Website – #7,000
* Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – #5000

The above projection and further feasibility studies shows that an average of #400,000 would be required to start a poultry farm And egg production. On a sales forecast the first year would generate #200,00 as profit , the 2nd year would generate #600,00 and the third year# 800,000.