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Course : GST212

Business Plan for “SWEET HEAVEN HONEY BEE FARM”

Chapter 1 : Executive Summary/ Project Description.

This business plan looks at the feasibility of the development of a Beekeeping, Honey farm as a commerce and production company. As a matter of fact, its objective among others is being the best honeybee producer. Similarly, we collect, produce, pack, sell and deliver to domestic houses. We also supply to external market with high quality honeybee products. In like manner, the processes of producing and bottling are conducted in up-to date facilities. This is equipped with necessary machinery, managed by skilled staff. Similarly, this compliance with all appropriate sanitary and health regulations. Likewise, our quality assurance procedure guarantees. We only produce and distribute from our partner beekeepers, first-class honey. Each type of honey is carefully stored and distributed on the market.

Our mission apart from raising our own bee farm is to enable beekeepers all around Nigeria sell their honeybee production by offering an opportunity to sell it at a fair price. The beekeepers will be encouraged to continue their activity and grow their production in order to offer them a profitable business. We are aiming to create wealth for the community we are living in and promote local image on the national and international markets. We focus on creating jobs for the local inhabitants, especially youth, we engage in online businesses.

Also, we will ensure that our employees work under the very conducive environments that will help them to function at their best. We will be providing quality honey bee products and services to our esteemed clients through the adoption of best practices within the industry. Our outlets will be spread across all the states within and outside the country.

Chapter 2 : Sponsorship, Management and Technical assistances.

Sponsorship.

The Agricultural Research Service (ARS) is the principal in-house research agency of the United States Department of Agriculture (USDA). ARS is one of four agencies in USDA's Research, Education and Economics mission area. ARS is charged with extending the nation's scientific knowledge and solving agricultural problems through its four national program areas: nutrition, food safety and quality; animal production and protection; natural resources and sustainable agricultural systems; and crop production and protection.

Management.

The management will consist of individuals (specifically 6) who have worked with a previous beekeeping firm for 15 years minimum in which will know how to keep the bees, sheep and snail meat in the farm. They will attend training and organizing workshops where they will learn how to run an Integrated Agriculture business.

Our competitive advantage is The bee farming industry is a very lucrative one. This explains the

high level of competition in this industry.

Although there is a high level of competition in this industry, we have carried out our research and have come up with just the factor to give us an edge in this business.

Our competitive advantage is this; we have a strong network with those that are involved in the sale of bee products in the United States, we also have the most recent tools for bee farming. This we know will help us get our products ready on time and also get them sold off in record time.

Technical Assistance.

I am highly experienced in the business. I have a graduate animal scientist (GAS). I am a Project Management Professional and a certified business consultant.

Chapter 3 : Market and Sales

The health benefit of Honey is widely spread these days, thankfully people are getting to see the danger of refined sugar to people's health. The market is indeed huge as more households, supermarkets, shopping mall, pharmaceutical companies and the likes are also increasing their demand. We also focused on the international markets, as demands keeps rising for the wild pure honey from wild honey bee colonies. The market has grown from 35% to over 49% between 2015 & 2017 and the gradient is not going to come down soon.

Due to our aggressive expansion plans we have, we will embark on deliberate efforts to increase our clients by reaching out to a diverse market that includes both commercial and individual clients. Our target market will consist mainly of agricultural products merchants, restaurants, hotels, beauty salons, food processing companies and households among others.

We have carried out studies within this industry which has shown a healthy growth projection for our business.

Using a three-year time frame, current economic indicators were used to arrive at these figures. However, unpredictable factors such as environmental disasters as earthquakes and economic downturn were discounted.

Chapter 4 : Technical Feasibility, Resources and Environment.

Our honey is characterized by its distinctive structure

due to the diversity of the geographical areas of mountains, plains and valleys, and small agricultural holdings of various plantations; in addition to the

diversity of wild plants which are mostly medicinal and aromatic plants that make our honey known for its quality compared to the imported honey or other locally made honey which is mostly produced from one plant source. Our honey is distinguished from imported honey that most of is not

treated thermally and is not filtered with automatic filters,

thus conserving its characteristics and nutritional benefits while having a medical value, but that makes it susceptible to crystallization.

Sources of Raw Beeswax

- Disk covers resulting from the scavenging of disks when sorting honey.

Waxy appendages, which are built by the workers on, between the farms, or on the walls of the cell or the cover from the inside.

- Old wax disks that have been used for several years and have been replaced with new wax foundations.

- Broken wax disks which are re-melted whether old or new to benefit from them.

Honey cells disks, which are produced when sorting honey from stationary tablets in cells and considered as the main source of wax.

Chapter 5 : Government Support and Regulation.

The Federal Government is formulating new policies to drive developmental processes in the apiculture (bee-keeping) industry in the country.

Buhari said this in Abuja on Tuesday at the 6th APIEXPO Africa 2018 titled 'Beekeeping Industry for Sustainable Development, Wealth Creation and Economic Diversification'.

The President, represented by Boss Mustapha, the Secretary to the Government of the Federation, said the government was also building the capacities of bee-keepers and processors to develop the sector.

He said the exposition would help to broaden linkages with regional and international corporations, especially in cross-pollination of ideas and market linkages.

Buhari said: "Let me assure you that Nigeria will continue to support the development of apiculture industry at all levels, especially in the area of bee hives to ensure our bees are protected from harmful pesticides, diseases and pests.

"We will also ensure timely formulation of required policies and enactment of necessary legislation."

Chief Audu Ogbeh, the Minister of Agriculture and Rural Development, urged bee-keepers and processors to ensure that only the finest standards were applied to the sector.

Chapter 6 : Timelines of Projects.

Our apiculture project will be completed within a year. That is between January, 2021 to January, 2022. Apiculture and production of quality honey needs careful planning of infrastructure and proper care of bees.

Chapter 7 : Estimated Project Cost and Revenue.

The total investment would be up to N10,000,000 and it'll breakeven in the 2nd year. The initial cost of incorporation is N500,000 in the first year investments of N9,000,000 being made. The two streams of revenue are the external and the domestic markets. The weight of exports will be 80%. The first revenues are expected in 5 months after operations start. Revenue will top N 9,525,000 and profit will reach about N2,000,000 in the 1st year of operation and will reach about N15,000,000 in the second year of operation.

Chapter 8 : Funding Mechanism

The Agricultural Research Service will provide us with the land for the bees and a few equipment that we will be in need of. They've agreed to bare 45% of all preliminary expenses to get a profit percentage of 30% at the end of each financial year. The FG has also agreed to provide us with all the necessary patent and trademark documents we need at a fixed price.

Chapter 9 : Conclusion

This is a bee production business plan for Sweet Heaven Honey Bee Farm. It will be located in Barnawa, Kaduna state, Nigeria. Now beekeeping/apiculture business is a very popular business in the world because it is very easy to operate and relatively small amount of capital is need to start the business. Though, with the few existing competitors in the open market, there is a high chance to succeed because they have failed to fulfill the customers' demand.

To have a community with social and economic strength to better their health and living standard. They are also failing to meet the customers need in the perspective of quality honey. So I think that choosing this business is the right decision.