

ANAZODO UGOCHUKWU PROMISE

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SOCIAL AND MANAGEMENT SCIENCES

POLITICAL SCIENCES

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EXECUTIVE SUMMARY.

Noble Ernest Poultry Farms, LLC is a world – class and licensed poultry farm and egg Production Company that will be based in the outskirts of Santa Fe, New Mexico – United States. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business.

Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (*Table eggs produced by battery chickens (white)*, *Table eggs produced by battery chickens (brown)*, *Hatching eggs*, *Specialty eggs*, and *Table eggs produced by free-range chickens*) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.

We are in the commercial poultry farm and egg production line of 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, and also to export chicken and eggs from the United States to other countries and over and above to make profit.

Noble Ernest Poultry Farms, LLC is well positioned to become one of the leading commercial poultry farms and egg production business in the United States of America, which is why we have been able to source for the best hands and machines to run the company with.

We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in the United States of America. At Noble Ernest Poultry Farms, LLC, our customer's best interest will always come first, and everything we do will be guided by our values and professional ethics.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Noble Ernest Poultry Farms, LLC is a private registered commercial poultry farm and egg production company that is owned by Mr. Noble Ernest and his immediate family members. The poultry farm will be fully and single handedly financed by the owner – Mr. Noble Ernest and his immediate family members at least for a period of time.

Before starting Noble Ernest Poultry Farms, LLC, and Mr. Noble Ernest was the Head of a renowned Agriculture Research Institute in The U.S. he worked in the industry for well over 10 years before resigning to start his own commercial poultry farm and egg production business. He is of course well experienced and highly qualified to run this type of business.

Our Services

Noble Ernest Poultry Farms, LLC is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the United States' 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.

Our Business Structure

Noble Ernest Poultry Farms, LLC is a privately owned and managed commercial poultry farms and egg production business that intend starting small in Santa Fe – New Mexico, but hope to grow big in order to compete favorably with leading commercial poultry farms and egg production companies in the industry both in the United States 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. This is why we are committed to only hire the best hands within our area of operations.

At Noble Ernest 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 five 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 Trends**

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.

Our Target Market

Naturally, the target market of those who are the end consumer of commercial poultry farm produce and also those who benefits from the business value chain of the poultry farming and egg production industry is all encompassing; it is far – reaching.

Every household consumes produce from commercial poultry farms be it chicken or egg. So also almost all hotels and fast restaurants sell chicken and eggs. In essence a commercial poultry farmer should be able to sell his or her chicken and eggs to as many people as possible.

In view of that, we have positioned our business to attract consumers of chickens and eggs not just in the United States of America alone but also other parts of the world. We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business.

Below is a list of the people and business that we will market our chickens and eggs to;

- Households
- Individuals
- Hotels
- Restaurants
- Fast food eateries
- Agriculture merchants

Our 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 the United States of America and of course in most parts of the world.

For example, Statistics has it that there are 2.2 million farms in the United States of America, covering an area of 922 million acres. These goes to show that there are appreciable numbers

of farmers in the United States of America 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.

Noble Ernest 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 the United States 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 Santa Fe – New Mexico in our payroll.

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 Noble Ernest 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, Noble Ernest 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 stakeholders 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)

Our Pricing Strategy

Some of the factors that will help you sell your farm produce at the right price that will guarantee that you make profits is dependent on your strategy while some of the factors are beyond your control. For example, if the climatic condition is unfavorable and if there is natural disaster in the location where you have your commercial poultry farm, then it will directly affect the prices of your chicken and eggs.

Over and above, if you want to get the right pricing for your chicken and eggs, then you should ensure that you choose a good location for commercial poultry farm, choose a good breed that will guarantee bountiful harvest, cut the cost of running your poultry farm to the barest minimum and of course try as much as possible to attract buyers to your poultry farm as against taking your eggs and chickens to the market to source for buyers; with this, you would have successfully eliminate the cost of transporting the goods to the market and other logistics.

We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our eggs and chickens is to sell them at competitive prices hence we will do all we can to ensure that the prices of our poultry farm produces are going to be what other commercial poultry farmers would look towards beating.

One thing is certain; the nature of commercial poultry farming makes it possible for poultry farmers to place prices for their eggs and chicken based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss.

- **Payment Options**

The payment policy adopted by Noble Ernest Poultry Farms, LLC is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America.

Here are the payment options that Noble Ernest Poultry Farms, LLC will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via check
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for chickens and eggs.

Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial poultry farm and egg production business. Below are the platforms we will leverage on to boost our commercial poultry farm and production brand and to promote and advertise our business;

- Place adverts on community based newspapers, radio stations and TV stations.
- Encourage the use of word of mouth publicity from our loyal customers
- Leverage on the internet and social media platforms like; YouTube, Instagram, Facebook ,Twitter, LinkedIn, Snapchat, Badoo, Google+ and other platforms to promote our business.
- Ensure that our we position our banners and billboards in strategic positions all around Santa Fe – New Mexico
- Distribute our fliers and handbills in target areas in and around our neighborhood
- Contact corporate organizations, households, landlord associations and schools by calling them up and informing them of Noble Ernest Poultry Farms, LLC and the poultry produce we sell
- Advertise our business in our official website and employ strategies that will help us pull traffic to the site
- Brand all our official cars and trucks and ensure that all our staff members and management staff wears our branded shirt or cap at regular intervals.

Financial Projections and Costing

When it comes to calculating the cost of starting a commercial poultry farm, there are some key factors that should serve as a guide. The different type of birds to be raised in a commercial poultry farm determines the total cost of setting up the business.

Our Startup Budget and Expenditure

Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business. The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked.

As for the detailed cost analysis for starting a commercial poultry farm and egg production business; it might differ in other countries due to the value of their money. Below are some of the basic areas we will spend our start – up capital in setting up our commercial poultry farm;

- The Total Fee for incorporating the Business (commercial farm) in United States of America – **\$750.**
- The amount needed to acquire / lease a farm land – **\$50,000**
- The amount required for preparing the farm land (poultry fencing et al) – **\$30,000**
- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **\$3,300.**
- Marketing promotion expenses for the grand opening of Bill The Carpenter™ Furniture, Inc. in the amount of **\$3,500** and as well as flyer printing (2,000 flyers at \$0.04 per copy) for the total amount of **\$3,580.**
- The total cost for hiring Business Consultant – **\$2,500.**
- The total cost for payment of insurance policy covers (general liability, workers' compensation and property casualty) coverage at a total premium – **\$9,400**
- The amount required for the purchase of the first set of chickens – **\$10,000**
- The cost for acquiring the required working tools and equipment / machines / hatchery et al– **\$50,000**
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **\$60,000**
- The Cost of Launching an official Website – **\$600**
- 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 commercial poultry farm and egg production business in the United States of America.

Financial Projection

- **Sources of Income**

Noble Ernest Poultry Farms, LLC is in the poultry farms and egg production line of 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.

Below are the sources we intend exploring to generate income for Noble Ernest Poultry Farms, LLC;

- 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

Sales Forecast

From the survey conducted, we were able to discover that the sales generated by a commercial poultry farm and egg production business depends on the size of the poultry farm, the types of birds available in the poultry and of course the size of their marketing network.

We have perfected our sales and marketing strategies and we are set to hit the ground running and we are quite optimistic that we will meet or even surpass our set sales target of generating enough income / profits from the year of operations and build the business from survival to sustainability with the shortest period of time.

We have been able to critically examine the poultry farms and egg production business and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some workable assumptions as well with respect to the nature of commercial poultry farm and egg production business that we run.

Below are the projections that we were able to come up with for the first three years of running Noble Ernest Poultry Farms, LLC;

- **First Fiscal Year-:** \$250,000
- **Second Fiscal Year-:** \$600,000
- **Third Fiscal Year-:** \$900,000

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), and unfavorable government policies

Generating Funding / Startup Capital for Noble Ernest Poultry Farms, LLC

No matter how fantastic your business idea might be, if you don't have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial poultry farming. No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through.

Noble Ernest Poultry Farms, LLC is a family business that is solely owned and financed by Noble Ernest and his immediate family members. We do not intend to welcome any external business partner, which is why he has decided to restrict the sourcing of the start – up capital to 3 major sources.

These are the areas we intend generating our start – up capital;

- Generate part of the start – up capital from personal savings
- Source for soft loans from family members and friends
- Apply for loan from my Bank

N.B: We have been able to generate about **\$150,000** (Personal savings **\$100,000** and soft loan from family members **\$50,000**) and we are at the final stages of obtaining a loan facility of **\$350,000** from our bank. All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Noble Ernest Poultry Farms, LLC is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to retail our chickens and eggs a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Noble Ernest Poultry Farms, LLC will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's

corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of six years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.