



A POULTRY FARM ENTERPRICE BUSINESS PLAN

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CHAPTER ONE

1.1 BUSINESS NAME AND ADDRESS

MAYBERRY POULTRY FARM ENTERPRICE

NO 26 GARDEN CITY ESTATE,

RIVERS STATE,

PORTHARCOURT.

(+234)8037922412

OUR SERVICES INCLUDES:

- SALES ON LIVE CHICKENS (OLD LAYERS AND BROILERS), TURKEYS, DUCKS, PIGEON AND GEESE
- POULTRY FEEDS
- EGGS (WHOLESALE AND RETAILS)
- FROZEN CHICKEN

1.2 EXECUTIVE SUMMARY

Poultry farming is one of the most lucrative agriculture business in Nigeria. Thousands of poultry products are consumed everyday yet, the demand remains unsatisfiable. Poultry farming is the second most considered sector which is under animal husbandry in agricultural field. It is easy to run and requires less expenses, opportunities surrounding poultry farming are exponential in highly profitable ways.

We are in the commercial poultry farm and egg production line of business because we want to focus on the vast opportunities available in the agriculture industry, to contribute our quota in growing the Nigeria economy, in national food production, and also to export chicken and eggs from the country to other countries and above all, to make profit.

Mayberry Poultry Farm, is well positioned to become one of the leading commercial poultry farms and egg production business in Nigeria, 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 farming. At the Mayberry Poultry Farms, our customers 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 customers 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 customers.

1.3 OUR VISION AND MISSION STATEMENT

- 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 stage.
- Our mission is to see our chickens and eggs sell in all areas of Nigeria and other countries of the world.

CHAPTER TWO

2.1 OUR BUSINESS STRUCTURE

Mayberry Poultry Farm is a privately owned and managed commercial poultry farms and egg production business that intend starting small, but hope to grow big in order to compete favorably with leading commercial poultry farms and egg production companies in the agricultural sector.

At the Mayberry Poultry Farm, we will ensure that we hire people that are qualified, hardworking, creating 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

2.2 OUR TARGET MARKET

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. Every household consumes produce from commercial poultry farms be it chicken or egg. 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.

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

2.3 COMPETITIVE ADVANTAGE

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

CHAPTER THREE

3.1 SALES AND MARKETING STRATEGY

We have discovered 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 Mayberry Poultry farm. 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, the Mayberry Poultry Farms, 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.
- Advertise our business in agriculture and food related magazines and websites.
- List our commercial poultry farms and egg production business on advertisements.
- Attend related agriculture and food expos, seminars, and business fairs.
- Leverage on the internet to promote our business.
- Engage in direct marketing.

3.2 OUR PRICING STRATEGY

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

Also, in order for us to get the right pricing for our chicken and eggs, we ensure that we choose a good location for commercial poultry farm, choose a good breed that will guarantee bountiful harvest, cut the cost of running our poultry farm to the barest minimum and of try as much as possible to attract buyers to our poultry farm as against taking our eggs and chickens to the market to search for buyers; with this, we would have successfully eliminate the cost of transporting the goods to the market.

3.2 PAYMENT OPTIONS

The payment policy adopted by Mayberry Poultry Farm, is all inclusive because we are quite aware that different customers prefer different payment options as it suits them.

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

CHAPTER FOUR

4.1 PUBLICITY AND ADVERTISING STRATEGY

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, Snapchat, Google and other platforms to promote our business.
- Ensure that our we position our banners and billboards in good positions all around Nigeria.
- 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 Mayberry Poultry Farm and the poultry produce we sell.
- 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.

4.2 FINANCIAL PROJECTION

Mayberry Poultry Farm, is in the poultry farm 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 the Poultry Farm;

- Raising, processing and marketing chickens on a commercial level
- Marketing our egg produce
- Hatching eggs
- Specialty eggs
- Marketing poultry feeds