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**BUSINESS NAME**

SWAE BABY Maize Farm, Inc whose services include production of dry and rainy season maize.

**Executive Summary**

SWAE BABY Maize Farms, Inc. is a registered commercial farm that will be based in Soyoye outskirts of Lafenwa Ogunstate. We have done our detailed market research and feasibility studies and we were able to secure a well – situated and suitable farm land to start our commercial maize farming.

Our commercial maize farm is a standard farm hence will be involved in commercial maize cultivation, maize processing and packaging. We will be involved in both organic commercial maize farming and non – organic commercial maize farming.

We have put plans in place that will help us launch a standard and world – class maize processing plant within the first three years of officially running SWAE BABY Maize farms, Inc. We will process and package maize and ensure that they flood the market both in Nigeria and in other countries of the world.

We want to compete with the best in the industry, which is why asides from the fact that we have secured the required farm land and most of the farming equipment and machines, we have also hired some key employees who are currently undergoing training so as to fit into the ideal picture of the 21st century commercial maize farm workforce that we want to build.

We are in the commercial maize farming business because we want to leverage on the vast opportunities available in the commercial farming industry to contribute our quota in growing the U.S. economy, in national food production, raw materials production for industries, to export agriculture produce from the United States to other countries and over and above to make profit.

**Our Services**

SWAE BABY Maize Farms, Inc. is a world class commercial farm that is committed to cultivating both organic and non – organic maize (corn) for both the NIGERIA’S market and the global market. We are in business to produce both food and raw materials for people and industries in commercial quantities. We will also ensure that we operate a standard maize processing and packaging plant as part of our complimentary business.

We are in this line of business to make profits, and we will ensure that we do all that is allowed by the law of NIGERIA to achieve our business goals and objectives. These are the areas we will concentrate on in our commercial maize farms. If need arises we will definitely cultivate related crops;

Cultivation of variety of maize (organic and non – organic)

Standard Food Processing Plant

**Our Mission and Vision Statement**

Our vision is to become one of the leading commercial maize farms and maize processing and packing brand not just in the United States of America but also on the global stage.

SWAE BABY Maize Farms, Inc. is a world class commercial maize farm that is in business to cultivate organic, non – organic and processed maize for both the United States market and the international market.

We want our well – packaged maize to flood every nooks and crannies of the United States and other countries of the world.

**Our Target Market**

It is a known fact that the target markets of those who are the end consumers of maize in any form and who benefit from the business value chain of commercial maize farming is all encompassing. Almost every household consumes maize in different forms. In essence we would be able to sell our farm produce to as many people as possible including hotels, grocery stores, restaurants, livestock farmers and production companies that make use of corn as raw materials.

**COMPETITORS**

**Strength:**

Our strength as a commercial maize farm is in the fact that we have healthy relationships with loads of major players (agriculture merchants who deal in corn) in the commercial farms industry; both suppliers and buyers within and outside of Nigeria.We have some of the latest commercial farming machines, tools and corn processing equipment that will help us cultivate corn 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 our farm.

**Weakness:**

Our weakness could be that we are a new commercial maize farm in Nigeria , and perhaps the fact that we decided to diversify our farming activities could count against us initially. We are aware of this and from our projection; we will overcome this weakness with time and turn it to a major advantage for the business. We will ensure that we position our business to attract consumers of maize not just in the Nigeria alone but also other parts of the world which is why we will be exporting some of our farm produce either in raw or processed form to other countries of the world.

**Our Competitive Advantage**

SWAE BABY Maize Farms, Inc. is fully aware that there are competitions when it comes to selling commercial farm produce including corn all over the globe, which is why we decided to carry out thorough 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 maize farming 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 designed our business in such a way that we will operate an all – round standard commercial maize farm that will also include a corn processing plant. With this, we will be able to take advantage of all the available opportunities within the industry. Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (start – ups commercial maize farms) in the industry meaning that they will be more than willing to build the business with us, help deliver our set goals and achieve all our aims and objectives.

**HUMAN RESOURCES**

At SWAE BABY Maize Farms, Inc., we will ensure that we hire people that are qualified, hardworking, dedicated, customer centric and ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).In view of the above, SWAE BABY Maize Farms, Inc. have decided to hire qualified and competent hands to occupy the following positions who would be paid according to their experience;

Chief Operating Officer

General Farm Manager

Administrator/Accountant

Maize Cultivation Manager/Supervisor

Maize Processing and Packaging Plant Manager

Sales and Marketing Executive

Field Employees

Front Desk Officer

**VENDORS/SUPPLIERS**

We intend growing our business which is why we have perfected plans to build our brand via every available means. Below are the platforms we will leverage on to boost our commercial maize farm brand and to promote and advertise our business;

1. Place adverts on both print (newspapers and magazines) and electronic media platforms
2. Sponsor relevant community based events/programs
3. Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, YouTube, Google + et al to promote our business
4. Install our billboards in strategic locations all around Trenton – New Jersey
5. Engage in roadshows from time to time in targeted neighborhoods
6. Distribute our fliers and handbills in target areas
7. Contact hotels, restaurants, grocery stores, production companies that rely on the supply of corn, agriculture produce merchants and residents in our target areas by calling them up and informing them of Kent Bloomberg® Maize Farms, Inc. and the farm produce we sell
8. List our commercial maize farms in local directories/yellow pages
9. Advertise our commercial maize farms in our official website and employ strategies that will help us pull traffic to the site.
10. Ensure that all our staff members wear our branded shirts and all our vehicles and trucks are well branded with our company logo et al.

**MARKETING PLAN**

We are quite aware that the reason why some commercial maize farms hardly make good profit is their inability to sell off their maize as at when due. Corn ripens within a short time after harvest and if they are not sold or processed, they will get so hard that it won’t be good for direct consumption. In view of that, we decided to set up a standard corn processing plant to help us maximize profits. Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization. We want to build a standard and world – class maize farm that will leverage on word of mouth advertisement from satisfied clients (both individuals and businesses).Over and above, we have perfected our sales and marketing strategies first by networking with agriculture merchants and companies that rely on corn as their major raw material. In summary, SWAE BABY Maize Farms, Inc. will adopt the following strategies in marketing our commercial maize farm produce;

1. Introduce our business by sending introductory letters alongside our brochure to stakeholders in the agriculture industry, grocery stores, maize merchants, hotels, production companies that rely on supply of maize as raw materials and maize processing plants et al.
2. Advertise our business in agriculture and food related magazines and websites
3. List our commercial maize farm on yellow pages ads
4. Attend related agriculture and food expos, seminars, and business fairs et al
5. Leverage on the internet to promote our business
6. Engage in direct marketing
7. Encourage the use of word of mouth marketing (referrals)

**FINANCIAL PROJECTORS**

When it comes to calculating the cost of starting a commercial maize farm with a corn processing plant, there are some key factors that should serve as a guide. Factors such as the capacity of maize processing plant you want to own and the size of the commercial maize farm. Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. This means that the start-up can either be low or high depending on your goals, visions 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 maize farm; 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 maize farm;

The total fee for incorporating the business in Nigeria – NGN75000

The total cost for payment of insurance policy covers (general liability, workers’ compensation and property casualty) at a total premium – NGN94,000

The amount needed to acquire/lease a farm land – NGN50,000

The amount required for preparing the farm land – NGN70,000

The cost for acquiring the required working tools and equipment/machines/fencing et al – NGN10,000

The amount required for purchase of the first set of maize seedlings et al – NGN50,000

The amount required to set up a standard maize processing plant within the farm facility – NGN100,000

Operational cost for the first 3 months (salaries of employees, payments of bills et al) – NGN40,000

The cost of launching an official website – NGN6000

The amount required for payment of workers for a period of 3 months – NGN100,000

Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) – NGN20,000

Going by the report from detailed research and feasibility studies conducted, we will need an average of NGN700,000 to start a standard commercial maize farm with corn processing plant business in Nigeria.

**PRICING**

If you want to get the right pricing for your farm produce, then you should ensure that you choose a good location for your commercial farm, choose a good breed/seed that will guarantee bountiful harvest, cut the cost of running your farm to the barest minimum and of course try as much as possible to attract buyers to your farm as against taking your farm produce to the market to source for buyers; with this, you would have successfully eliminated the cost of transporting your harvest 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 corn is to sell them at competitive prices hence we will do all we can to ensure that the prices of our corn are going to be what other commercial corn farmers would look towards beating. One thing is certain, the nature of commercial farming makes it possible for farmers to place prices for their farm produce 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 a loss. The earlier you sell off your harvested maize, the better foryour business.

**PROFIT**

We conducted a thorough market survey and feasibility studies and we were able to discover that the sales generated by a commercial farm depends on the size of the farm and the nature of the commercial farm .We have perfected our sales and marketing strategies and we are quite optimistic that we will meet or even surpass our set sales target of generating enough income/profits from the first year of operation and build the business from survival to sustainability. We have been able to critically examine the agriculture industry cum commercial maize (corn) farm line of business, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast.

First Fiscal Year-: NGN200,000

Second Fiscal Year-: NGN400,000

Third Fiscal Year-: NGN750,000

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. Please note that the above projection might be lower and at the same time it might be higher.

The profit will be reinvested in other areas of agriculture