

JOSHUA ETUK

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COMPUTER SCIENCE

200 LEVEL

AGRICULTURAL

ENTERPRISE BUSINESS

PLAN

INTRODUCTION

NAME OF ENTERPRISE

MEADOW POULTRY FARM

ADDRESS OF ENTERPRISE

1, Unity Close, Alfred Rewayne Rd.
Off Portobello Way, Oni-ikoyi. Airforce base,
Lagos, Nigeria.

OWNERS OF ENTERPRISE

Mr and Mrs Kenneth Abbah

FINANCES NEEDED

#30,000,000.00 (\$83,000.00)

EXECUTIVE SUMMARY

Meadow poultry farm has been formed as an Lagos-based Limited Liability Corp.

(L.L.C.) located in ikoyi. Meadow poultry farm is working hard to become a leading producer of poultry products such as eggs, broilers, etc. By leveraging a well thought out business plan executed by a skilled management team, Botanical Bounty will generate over #77,760,000.00 or \$216,000 in year three sales.

Keys to Success

Meadow poultry Farm has identified three keys that will be instrumental in their success. The first is the implementation of strict financial controls. By having the proper controls, production efficiency will be maximized. The second key will be the never ending pursuit for the industry's highest concentration levels of poultry produce. The third key is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a by product of satisfying customers, not the other way around.

Products

Meadow Poultry Farm is a 10 acre farm that concentrates on the growing of birds, manufacturing bird feeds etc. Meadow poultry farm has chosen five breeds that have significant market demand as well being well suited for growth . They are Rhode island red, hybrid, leghorn, Sussex, Plymouth rock.

Market

Meadow poultry farm has three distinct customers: supplement companies, processors of bird

feeds, and retailers that resell the plants.. The market for birds produce is quite exciting. Surveys show that over 180 million consumers (over 85% of Nigerians) use eggs.

Management Team

Meadow Poultry Farm will be lead by David and Nelson, the brothers of Mr.Kenneth. David brings a wealth of business and project management skills to the company. While working at Google. David was responsible for the successful launch and market lead capture of Google's driving directions section. Utilizing these skills, David will be responsible for the business operations of the farm. Nelson, with a background of Agriculture will be the driving force of the operation, Additionally, because of his wealth of knowledge, he will be the leader of the sales department.

Financial Plan

Meadow Poultry Farm began as a hobby for Mr and Mrs Kenneth two years ago. Over the last two years they have worked out all of the bugs related to production. Additionally, they are now quite hungry to succeed, creating one of the premier poultry farms in the country. To finance our growth and full-time production, we need to purchase #12,000,000 (\$35,000) worth of new equipment as long-term assets. To that end, we are seeking a #30,000,000.00 (\$83,000) 10-year loan. Sales forecasts conservatively indicate that \$190,000 revenue will be generated in year two, rising to \$216,000 the following year.

Objectives

The Botanical Bounty has identified several objectives for the business:

1. Become a leading supplier of Eggs and Meats (from broilers).
2. Reach the point of sustainable profitability.
3. Enjoy work while making a good living.

ENVIRONMENTAL ANALYSIS

Lagos is majorly comprised of Yorubas but in general Nigerians consume poultry products such as eggs and meat (chicken) almost equally across different tribes and they have equal attitudes towards the consumption of poultry produce. Nigeria as a whole isn't very advanced in technology but the technology needed to produce poultry products isn't that sophisticated. The size of land required for poultry farm isn't that much of a problem, we can keep expanding as the number of birds we raise keep increasing. As for the legal issues, we have already consulted a local lawyer that will sort everything concerning legal issues. As for pricing, we aim to sell at a price that is slightly higher than the average because the status of the consumers, it will help us pay our loan as quickly as possible.

INDUSTRY ANALYSIS

Poultry industry in Nigeria occupies a prominent position as a major source of animal protein supply to the citizen. Over the years, the growth of poultry industry has followed a pattern closely dictated by the economic fortunes of the countries. USDA,(2013) reported that commercial poultry production in Nigeria was estimated at about USD 800 million. Poultry sector contributed about 25% of the agricultural domestic products of the Nigerian economy(FAO, 2010). USDA,(2013) currently rated Nigeria as the leading country in Africa with respect to eggs production, but fourth in broiler production, this report indicated that Nigeria still have to improve on their production with respect to broiler birds.

Poultry production is gaining popularity in the developing countries due to its role in bridging the protein malnutrition in their diets, economic empowerment of the resource poor segment of the society (Wishart,2002). Poultry production is practice in all levels ranging from subsistence to large scale commercial operations. Poultry meat and eggs are the most consumed animal protein; unrestricted by any religion or culture in Nigeria. It was recorded that the poultry industry contributed about 25% of the country's Agricultural GDP (FAO, 2010).Nigeria presently produces above 550,000mt of poultry meat per annum and 700,000mt of eggs according to (FAO, 2010). Despite this, Nigeria is far from meeting her domestic demand when compared with developed countries that involved in poultry production. According to FAO, (2010) It was reported that poultry expansion was 3.2percent against global increase of 2.2 percent; Nigeria supply had increase beyond her domestic borders. Countries Cameroon, Togo, Benin, Benin Republic, Niger and many of her neighbouring Countries are been supplied, but despite that Nigeria supply with respect to broiler production has not been consistent compared to layers production. The poultry industry has a large capacity in Nigeria to create employment. The potential in Nigeria is great and only the farmers that are well being can actually fill the gap

and harness these opportunities. Poultry offers the greatest scope for increasing the quantity and quality of animal protein. Poultry meat and eggs account for about 30% of total livestock output in Nigeria, of which eggs account for over 80 percent. Commercial poultry is well established in the country with substantial infrastructure (poultry houses, feed mills, hatcheries and processing plants) already on ground. However, most of these assets became idle for reasons associated with high cost of strategic inputs and working capital as well as competition from cheap imports. The embargo placed on the importation of poultry products in 2002 by the Federal Government is aimed at encouraging local production. The challenge therefore, is how to produce poultry products at sustainable levels in order to bridge the protein supply gap in the nearest future.

MARKET ANALYSIS

This business is located in Lagos Nigeria. It is located in a swampy area with occasional flood. The business is a “Dirty” one , what I mean is its not the type of business you do in front of a desk in a n office, it requires contact with birds etc...

When it comes to sales, it usually in bulk even when unit consumers come to purchase eggs, its usually in like 5 to 10 crates because the area is surrounded by people of high social status and they usually love to buy in bulk. The packaging of our feeds and crates is done with a high standard to attract more customers.

DISCRIPTION OF VENTURES

The products are mainly eggs from layers and meat from broilers. It will be offering delivery services to people around the country, it would sell to wholesalers and retailers but will not sell in units to individual consumers. It's a small scale business and will expand as the demands from our customers increase.

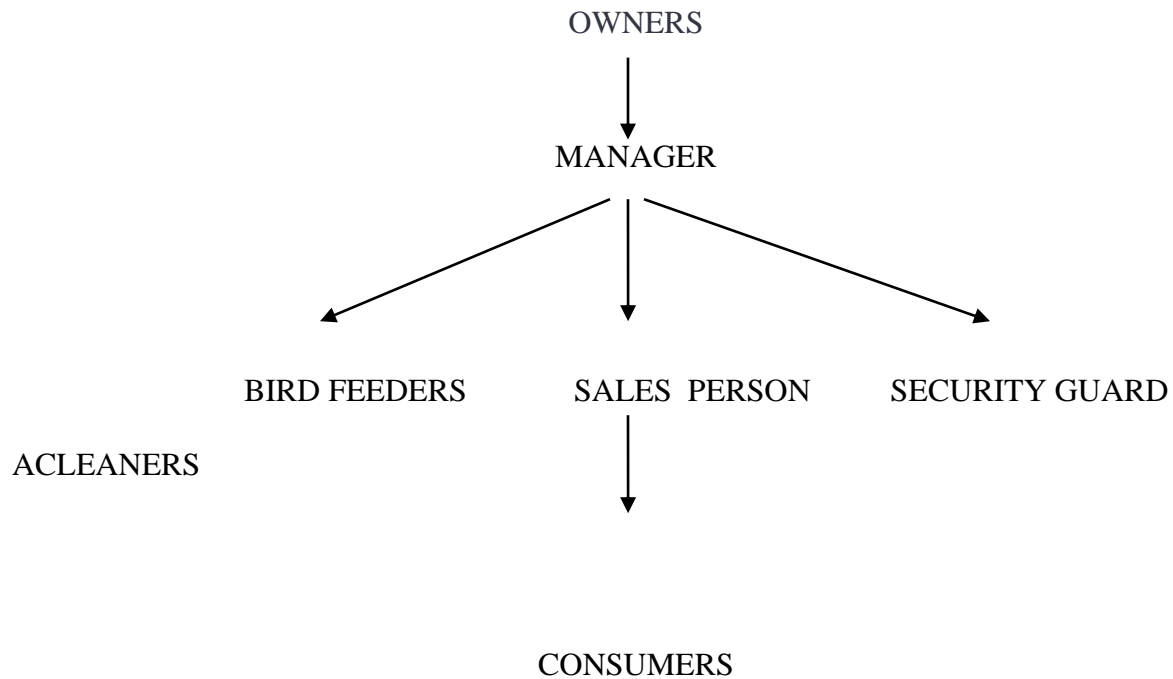
PRODUCTION / OPERATIONAL PLAN

It is partially a manufacturing company since we produce the bird feeds ourself. We use a special equipment called a Grinder to mix the ingredients of the feeds in certain ratio depending on the age of the birds ie the older birds have different maize ratio compared to the day-olds. We would sell our eggs in crates to wholesalers and retailers where they would sell to supermarkets, hotels, eateries etc...Customers can also call numbers to place an order.

ORGANIZATIONAL PLAN / STRUCTURE OF THE ORGANIZATION

This is a limited liability company. Its still a small scale business so the hierarchy is very simple





The **OWNERS** dictate how they want their business to run, The **MANAGER** ensures the owners wishes are taken into action, ie he/she coordinates the sales person, security guard etc... on what to do and what not to do depending on how the owners wishes. The **BIRD FEEDERS** simply feed the birds, the **SALES PERSON** makes the sale to the consumer and documents the sale. The **CLEANERS** clean the pens while the **SECURITY GAURDS** protects the place.

ASSESEMENT OF RISK

The business is located on the Island where there is seasonal flood, this would have a high impact on the business as it can kill the birds and make the place uncomfortable for the workers.

Our suppliers may not meet our demands due to the everchanging policy of importation of equipment imposed by the federal government which our suppliers rely on.

FINANCIAL PLAN

Our financial goal is to hit about 360 million naira a year or \$1million. Most of the income will come from the sales of bird feeds that we produce ourselves because it's the most profitable section of the business, we will be making about 20,000 naira a day from sales of feeds alone. With better customer networking, sales can increase exponentially over a decade to reach our goal

APPENDIX

SALES IN NAIRA	MONTHS
600,000	JANUARY
680,000	FEBRUARY
420,000	MARCH
530,000	APRIL
240,000	MAY
640,000	JUNE
350,000	JULY
290,000	AUGUST
770,000	SEPTEMBER
800,000	OCTOBER
890,000	NOVEMBER
1,230,000	DECEMBER

Sales

