**ADOKI POULTRIES (BROILERS AND HATCHERY SERVICES) BUSINESS PLAN**

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**EXECUTIVE SUMMARY**

Adoki Poultries is an animal farm dedicated to the rearing and sale of chickens and eggs. It has been formed as a Nigerian based limited liability corporation located on a new bought land in Rivers State. The main aim is to be a mass distributor of eggs and chicken to the various big businesses like Hotels and Hospitals. Several other smaller locations will be built for retail and small scale distribution. Adoki Poultries retains a high standard by hiring the best professionals and making use of the best equipment to maintain the high quality of meat and eggs distributed in the state. Due to the lack of other large scale poultry businesses in Rivers State, patronage is assured to be high due to having almost 40% monopoly of this kind of business in the state. The following services are provided:

* High quality broiler meat
* High quality nutritious eggs
* Kill-Cut-Wrap-Freeze (kcwf) services
* Sale of live and healthy chickens

**AIMS AND OBJECTIVES:**

1. To further provide better food security
2. To make sure customers get the best value for their money
3. To improve the quality of meat and eggs in circulation
4. To provide employment opportunities

**MISSION**

To exceed customer expectations by providing quality services and products. And also provide exceptional customer care.

**FINANCIAL PLAN**

The poultry was started with 200 broilers and 100 cockerels which costs N10,000 (ten thousand naira) for 50 chicks of each type. And each set of birds bought are kept and fed for a period of 8 weeks. The feeds required are bought in bulk (50kg bags) and each bag costs N2500. Fifty bags are bought for the starters which is N125000. Bringing the total expenditures to start operations to N185000

List of required equipment:

* Feeders
* Drinkers
* Perches
* Nests
* Crates
* Lighting System
* Waste Disposal system
* Incubator
* Heaters
* Egg Trays
* Cages and coops

**OPERATIONAL PLAN:**

Adoki Poultries will be open every day of the week except Sundays (Monday-Saturday).And will be open from 9am every day.

**Housing your birds**

Another important factor to consider is the poultry housing system and [fencing options](https://www.profitableventure.com/best-poultry-fencing-options/). Poultry housing system determines up to 40% of the rater of success you would achieve in poultry farming. A good housing system is very important for your poultry farm. The housing system commonly used in poultry farming are-:

* **Extensive system**: Range and fold unit
* **Semi Intensive system**: Standard semi intensive unit and straw yard
* **Intensive system**: i. Deep litter, ii. Wire and slated floor, iii. Straw yard, iv. Battery cage

**a. Free Range System**-: Under free range poultry farming system, chickens are allowed to roam around on their own in search for food. This system cannot be used for commercial poultry farming because of the high level of risks involved.

**b. Deep Litter System**-: This system involves spreading wood shavings or saw dust on a concrete ground with the chickens placed on the floor and the dust serving as a ‘cushion’ for them. The dust is changed regularly, either by removing and replacing or by layering.

Deep litter system is used by a lot of poultry farmers because it increases efficiency and makes it easier to manage large flocks of birds but it allows for a faster spread of diseases when there is an outbreak and also makes it difficult to fish out unproductive birds.

**c. Battery Cage System**-: As for the battery cage system, metal cages are constructed inside a building to house the birds. The cages are usually split into different compartments to house small groups of birds. The cages also contain feeding and water troughs as well as laying nests.

Bird droppings fall on the floor and are cleaned mechanically by a scraper. This method is considered to be the most effective for egg production but the major downside of this method is that it is more expensive to construct and maintain compared to other forms of poultry housing systems.

**PRICING STRATEGY:**

Our pricing strategy is positioned as “generic”. A crate of eggs contains 30 eggs and each egg is priced at N40 so a full crate will be N1200. While a fully matured broiler will be sold at N3000 (alive) while a broiler coupled with our Kill-Cut-Wrap- Freeze services will be sold at N3500.

**PERSONNEL PLAN:**

Operating the poultry farm is not labor intensive as the use of technology is employed. With respect to staffing, the number of manpower needed is a lot since it is a big farm. But in every farm an admin officer or manager is needed; who will oversee the day to day running of this business. The manager can also double my accountant to cut down cost.

Also I will be hiring personnel who will permanently reside on the farm to monitor the well-being of the birds. I will also hire security personnel who will monitor the inflow and outflow of people on the farm; and most importantly, guard against theft.

**ASSESSMENT OF RISKS AND PROBLEMS:**

* **Outbreak of diseases**

When the environment is dirty, disease and infection is inevitable. Birds like chicken are very sensitive to environmental changes. If the poultry environment is not properly taken care of, the chickens will be exposed to diseases like bacterial infection. So as a poultry farmer, you must ensure that the poultry environment is kept clean and disinfected.

You must avoid bringing in contaminated equipment, vehicles and foot wears. You must always de-worm your birds and [check them constantly for exo-parasites such as mites](https://www.profitableventure.com/get-rid-bird-mites-naturally/). Also, visitors should not be allowed into the poultry environment and ensure that you sterilize your hands before touching the birds.

* **Non availability and affordability of vaccines**

In the agro-allied industry, especially poultry farming; this particular challenge affects the small scale poultry farmers more because; unlike the industrial or commercial poultry farmers who can afford the vaccines, the small scale poultry farmers can’t afford the vaccines.

* **Adulteration and high cost of poultry food**

The price of poultry food is quite costly and birds consume a lot. So most poultry farmers economize or ration the food given to the birds and this affects the output. Also, adulterated poultry food flooding the market is another challenge for poultry entrepreneurs.

This is because the adulteration utters the necessary nutrients the birds need in order to grow well, thus making them unhealthy and reduces their immunity to diseases. As a final note, i believe you have gotten a clue on the challenges you should expect as a poultry farmer and the best solutions to them. So start now by creating a counter-strategy to tackle these challenges and success will be yours.