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**PIG FARMING BUISNESS PLAN**

**PLAN OUTLINE**

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**EXECUTIVE SUMMARY**

Aniset family Farms Ltd is a pig farming family business that is registered with the relevant authorities in the Abuja Municipal Area Council (AMAC). The business will be established in Kubwa, Abuja, Nigeria.

The pig farming business will be situated in one of our landed properties in Kubwa. It is a very huge piece of land where we can rear our pigs and piglets, and also be able to install our processing plant. The business will be concerned with the rearing of pigs and piglets, and also the processing and packaging of pig meat (pork).

Aniset family Farms Ltd will be owned by the Edems. It will be run and managed by both Mr. and Mrs. Aniedi Edem. The major goal of the piggery is to maximize profits as much and as best as possible and permissible within the laws of the land.

To start-up our business, we require 2,000,000 naira only. This capital will be sourced from our savings, and loans from friends and our bank.

**OUR PRODUCTS AND SERVICES**

Aniset family Farms Ltd is a pig farming business that has been licensed, and it is fully committed to operating the business while conforming to the Abuja Municipal Area Council’s laws. We will focus be focusing on the rearing and sales of pigs, and the processing and packaging of pig meat (pork) for consumption.

The following are the services we will focus on in the course of running our pig farming business:

* Sales of pigs.
* Sales of processed and packaged pig meat (pork).
* Breeding services.
* Sales of dairy products.
* Shearing services.
* Boarding services.

**VISION STATEMENT**

Our vision statement at Aniset Family Farms Ltd is to be recognized as the top leading pig farming business in the FCT; and to also be counted amongst the top ten (10) pig farming brands in the country.

**MISSION STATEMENT**

Our mission in the industry is to become the number one reputable brand in that sells pigs and piglets, together with processed and packaged pork and other pig products. We want to establish our business to the level where it would compete amongst the leading pig farming businesses in Nigeria.

In due time, we will expand our business to the international stage, into other countries in Africa and parts of Europe.

**BUSINESS STRUCTURE**

Aniset family Farms Ltd is a pig farming business that will be owned and managed by Mr Aniedi and his family. The Chairman Executive Officer (CEO) position will be held by the vibrant and energetic Mr Aniedi Edem.

Mrs. Edem will bring in her veterinary knowledge into the business, and she will hold key positions in the first few years of the business. In due time, we will employ qualified employees to fill in the required positions. We will make sure to hire employees who, amongst other things, are loyal, competent, dedicated, and have a very positive spirit in doing business.

Also, we will make sure more than 60% percent of the required positions are occupied by prospective candidates who have had several years of experience. The following are the key positions to be filled:

* General Farm Manager
* Accountant/Administrator
* Piggery Supervisor
* Sales and Marketing Officers
* Field Employees
* Receptionists

**SALES AND MARKETING STRATEGY**

We are well aware that most pig farming businesses fail to make substantial profits because of their inability to market their business and products. Bearing this in mind, we have been able to come up with several marketing strategies to promote our business and products.

They are as follows:

* We will start by introducing our business and products to everybody. Starting with our friends and extended family.
* We will list our pig farming business in yellow pages ads.
* We will make sure to advertise our business and products in food-related and agro-allied magazines, reputable newspapers, radio and television stations.
* We will make sure to always attend agriculture-related seminars, food expos, etc.
* We will also do well to encourage our loyal customers to spread the word out to others.
* We will create customer reward programs and promos to reward our loyal customers.
* We will make sure we leverage the online world in advertising our business and products.

**MARKETANALYSIS**
**Market trends**

One notable trend in the industry is that pig farmers no longer focus on rearing pig livestock alone but are finding it pleasurable to compliment the business with either crop cultivation or pig meat (pork) processing and packaging.

Also, even though pig raising had been in existence for long, the industry has in no way become oversaturated. There is still room for innovations and improvements. Technology has helped the industry in no small way as regards the packaging and preservation of the products.

Another trend is that, because of improvements in technology, it has become very easy for pig farmers to experiment with cross-breeding. Various species of pigs are cross-bred to produce new breeds.

**Target Market**

Our target market encompasses all. Everybody needs pig products in one way or another. Livestock products such as pork, milk, skin which serves as leather for bags, belts, shoes, etc are from time to time consumed by the general populace.

**FINANCIAL PLAN**

**Source of start-up capital**

A total estimated sum of 2,000,000 naira is what will be required to start up our hog raising farming business in Dallas, Texas. We have decided to raise a great percentage of the capital from the bank. We have been able to raise 500,000 naira from our savings and the sales of some of our asset. Around 700,000 naira will be sourced from our bank.

**SALES FORECAST**

Below is Billy Willy & family Farms Ltd sales projection for the following three years after the establishment of the business:

**YearOne** 480,500naira
**YearTwo** 850,000naira
**Year Three**1,600,000naira

This sales projection had been conceived bearing several factors in mind. Regardless, it is only a projection.

**CONCLUSION**

Aniset family Farms Ltd is a pig farming business that will be located in Kubwa, Abuja which will be owned and run by Mr. and Mrs. Edem. The business has put in place the necessary resources to kick start as soon as possible. Amongst the services that the business will offer include pig rearing, pig product processing, and packaging.

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