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TABLE OF CONTENTS

EXECUTIVE SUMMARY

OBJECTIVES

MISSION STATEMENT

KEYS TO SUCCESS

COMPANY SUMMARY

COMPANY OWNERSHIP

MARKET ANALYSIS

TARGET MARKET SEGMENT STRATEGY

MARKET TRENDS

START UP SUMMARY

PRODUCT DESCRIPTION AND FUTURE PRODUCTS

SERVICE DESCRIPTION AND FUTURE SERVICES

MARKETING STRATEGY AND PRICING AND PROMOTION STATEGY

WED STRATEGY AND SALES STRATEGY

HIRING PLAN

SWOT ANALYSIS

RISK ASSESSMENT

FINANCIAL PLANS

EXECUTIVE SUMMARY

ECORP is determined to become a daily necessity for people and to make farm products available in different local stores. ECORP is determined to make sure that good quality farm products are not far from the people.

With the growing demand for high quality farm produce and great service. ECORP will offer its customers the best prepared farm produces in the area that will be complimented with occasional sales.

OBJECTIVES

ECORP objectives for the first year of operation are;

1. Become selected as the best farm produce in the area.

2. Turn in profits from the first month of operation.

3. Maintain a 70% gross.

4. Becoming the best and most hygienic fish and poultry produce in the area complying by the national standards for foods and drugs.

MISSION STATEMENT

ECORP mission is to provide customers with quality, fresh and valuable products. to respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. to provide investors with oppurtunities to receive a nice return on investment and high quality growth. To contribute to the community through physical and social programs.

KEYS TO SUCCESS

1. State of art cage framework accommodating an optimum number of fish and chicken with lessened possible hazards

2. Diverse slaughters network, and market chain management

3. Employee training to insure the best techniques.

4. Marketing strategies aimed to build a solid base of loyal customers, as well as maximizing the sales of high margin products.

COMPANY SUMMARY

ECORP, rears livestock and sells their products in its 4,00 square feet field ECORPS major investor is OPUSUNJU DAVID who owns the company. the start-up loss of the company is assumed in the amount of N100,000.

COMPANY OWNERSHIP

ECORP is a registered a company in Bayelsa state. OPUSUNJU DAVID owns the company.

MARKET ANALYSIS

Most meals in Nigeria is not complete without poultry output like egg or meat. Nigeria has over 170 million growing population that demand for meat or fish on daily basis. With increasing awareness on health implication of red meat, they are ever increasing demand for white meat and livestocks are source of white meat.

TARGET MARKET SEGMENT STRATEGY

ECORP will cater for people who want to get their daily farm produce in a comfortable atmosphere. Our market research shows that the people in Yenagoa gravitate towards better tasting meat and fish. For us, this will provide a unique possibility for building a loyal client base.

MARKET TRENDS

While some countries are reputed to be important exporters of poultry products, Nigeria has a problem of meeting its local demand for the poultry market in 1984 when the federal government banned the importation of maize. This had quite an effect on declining poultry production with our company, we can keep the poultry production back on track.

START-UP SUMMARY

Our business has startup cost and we will need a bank account, we chose our bank to be FIRST BANK because of its proximity in the area. this section of the plan shows projected startup cost prior to our opening. The start up expenses include; Legal expanses for obtaining licences and permits as well as the accounting services N50,000; Marketing promotion expenses for the grand opening of ECORP in the amount of N60,000; Consultants fee of N40,000 paid to Niffix business services; Insurance at a total premium of N20,000; Pre-paid rent expenses for two years of N1000 per square feet in total amount of N4.5 million.

ITEMS COST(N)

LEGAL EXPENSES 50,000

MARKETING PROMOTION 60,000

CONSULTANTS FEE 40,000

INSURANCE 20,000

LAND 4,500,000

REMODELING 100,000

BUSINESS CARDS 5,000

PRINTER 45,000

COMPUTER 45,000

TOTAL 4,865,000

EQUIPMENT COST (N)

FEEDERS 20,000

LIGHTING SYSTEM 30,000

CAGES 20,000

PONDS 200,000

INCUBATOR 300,000

OTHERS 100,000

TOTAL EQUIPMENT 675,000

PRODUCT DESCRIPTION

We offer fish and chicken meat that will be gotten from layers and broilers to our target market. we plan to take pride in the uncompromising quality to our products. we also offer fertilizer in form of chicken manure which is used in vegetable farming and as an ingredient for feed in fish farming.

FUTURE PRODUCTS

We plan on supplying cracked eggshells for detergent companies for use. another thing we planned for the future is the sale of processed chicken meat.

SEVICE DESCRIPTION

We plan on servicing our customers by providing home delivery for customers who are willing to buy at least a certain amount of our products.

FUTURE SERVICES

In the future, we plan on having our branch in different part of the world.

MARKETING STRATEGY

ECORP will strive for the production of products with the highest quality and we plan on employing some certain strategies. our location puts us in the proximity of a major hotel, restaurant, schools with campuses and home deliver food centers we will be supplying to.

PRICING AND PROMOTION STRATEGY

The price of the chicken would range from N1200 to N1700 depending on size and quality. Also, the price of a carton of fish ranges from N6000 to N14000. The price of wheelbarrow of manure costs about N500. these prices would also vary depending on the exsisting market price of poultry and fish.

WEB STRATEGY

ECORP also has a website where customers can interact with us and get a feel of what the business is all about. we also advertise on newspapers like punch, vanguard etc.

SALES STRATERY

1. Better farm management practices

2. Regular visit by veterinary doctors

3. Recycling wastes as fertilizer

HIRING PLAN

Apart from the management team, other personnel includes; cleaners, security officers, technician, drivers, labourers , gardeners ,etc .

SWOT ANALYSIS

STRENGTH

1. Produce high quality fish and chicken

2. Good marketing system

WEAKNESS

1. Capital intensive

2. The smell can be quite disturbing

OPPURTUNITIES

1. Expansion into large scale production

2. A large and successful poultry

THREATS

More competition and high feed ingredient prices

RISK ASSESSMENT

FINANCIAL RISK

Changes in our pricing policies and fluctuation in revenue.

HEALTH RISK

Contagious disease and virus outbreak are very deadly. if one of the chickens or fish should catch the disease all of them will be affected .it will lead to the death of all chickens and fish which is a great loss for the business.

TECHNOLOGICAL RISKS

Technology is good but they also have their disadvantages. there are normally problems involved in using technology; to maintain ponds may fail, causing the fish pond to be dirty , making the works or spoil , making the work slow and adding more costing to the business by repairing it .the cost for electricity is also not easy and some electric problems can lead to fire outbreak causing loss of assets .

FINANCIAL PLANS

Projected Profit and Loss

As the Profit and Loss table shows the farm expects to have rapid growth in sales revenue and an increase in net profit over the next three years of operations.

Sales Year 1 year 2 year 3

Sales $2,900,137 $1,720,500 $3,015,000

Direct Cost of Sales $60,799 $500,350 $930,600

Other Costs of Sales $0 $0 $0

Total Cost of Sales $60,799 $500,350 $930,600

Gross Margin $220,338 $1,220,150 $2,210,400

Gross Margin % 76.67% 70.81% 70.29%

Expenses

Payroll $5,000 $90,000 $120,000

Marketing/Promotion $180 $300 $400

Depreciation $6,000 $15 $45,000

Building Expense $804 $400 $800

Equipment Expense $3,000 $0 $0

Utilities $5,719 $8,000 $15,000

Phone/Fax $1,266 $1,500 $1,800

Legal $500 $250 $250

Rent $3,996 $0 $0

Repair Maintenance $3,798 $1,500 $4,500

Inventory $966 $1,000 $2,500

Auto/Truck Expense $9,600 $5,000 $5,000

Total Operating Expenses $40,829 $107,965 $195,250

Profit Before Interest and Taxes ($180,491) $140,185 $260,150

EBITDA ($120,491) $140,200 $710,150