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***Tobilobaloba and Sadiq*** ***Cattle Ranch***,

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 ***INDUSTRY OVERVIEW***

The agricultural industry of which livestock farming or better still cattle rearing is a subset of is no doubt among the leading industry in most countries of the world; it is the industry that produce food for the populace and raw materials for industries.

Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into various kind of farming including cattle rearing.

There are several business opportunities available in the agricultural industry and one good thing about the industry is that there is market for all the produce from the industry.  Cattle rearing is of course a thriving and profitable business because usefulness of beef and other by products from cattle. People eat beef, drink their milk, and use their fur and skin. With cattle milk, cheese can be made, along with other dairy products.

The Beef Cattle Farming industry is indeed a large industry and pretty much active in countries such as United States of America, Israel, Argentine, Holland, Egypt, China, Germany, Turkey and Nigeria etc. There is no single livestock farming company that has dominate market share in the industry hence smaller cattle rearing business can successfully make profits.

Statistics has it that in the United States of America alone, there are about 38,184registered and licensed livestock farming business responsible for employing about 62,463and the industry rakes in a whooping sum of $13 billion annually. The industry is projected to enjoy 3.1 percent annual growth.

If you are looking towards leveraging on the agriculture industry to generate huge income, then one of your best bet is to start cattle rearing business. Cattle rearing business is all about mass – breeding of cattle (cows, oxen, bulls, bullocks, steers, heifers and calf et al) for the sole aim of making profits. In most cases it is referred to as livestock farming business.

One thing is certain about cattle rearing business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your cattle and its products because there are loads of people out there we eat beef, drink milk and industries that make use of by products from cattle in manufacturing their products.

Over and above there are few barriers to entry into the livestock production industry. Usually, all inputs are readily available. In the nearest future, players in this industry may face the highest costs associated with accessing technology, especially in relation to genetic modification engineering in livestock breeding.

So also, intellectual property rights protecting new inventions and technology may mean that new entrepreneurs coming into the industry will need to pay license fees and this of course will cause increase in the start – up fee for starting a livestock breeding / cattle rearing business.

### ***Executive Summary***

***Tobilobaloba and Sadiq*** ***Cattle Ranch***, is a registered and licensed livestock farming company that will be based in Yaba, Lagos state. We have done our detailed market research and feasibility studies and we were able to secure a hundred acres of land to build our cattle ranch and start our cattle rearing business.

Our cattle ranch / cattle rearing business is a going to be standard one hence will be involved in commercial breeding of cows, oxen, bulls, bullocks, steers, heifers and calf etc. We will also be involved in boarding services, breeding services, dairy support services, livestock health services, farrier services, and shearing services as well.

In the nearest future, hopefully within the first five years of officially running Tobilobaloba and Sadiq Cattle Ranch, we will start our meat processing plant and milk processing plant and also start exporting our products to other parts of the world.

Which is why aside from the fact that we’ve secured the required farming land for breeding cattle in commercial level, we have also hired some key employees who are currently undergoing training so as to be able to fit into the ideal picture of the 21st century cattle rearing business workforce that we want to build.

We are in the cattle rearing business because we want to leverage on the vast opportunities available in the livestock farming industry, to contribute our quota in growing the Nigerian’s economy, in national food (meat) production, raw materials production for industry to export agriculture produce from Nigeria to other countries and over and above to make profit.

Tobilobaloba and Sadiq Cattle Ranch, is well positioned to become one of the leading cattle rearing business in Nigeria, which is why we have been able to source for the best hands and equipment to run the business.

We have put process and strategies in place that will help us employ best practices when it comes to cattle rearing processes, meat and milk processing and packaging as required by the regulating bodies in Nigeria.

***About the Tobilobaloba and Sadiq Cattle Ranch***

Tobilobaloba and Sadiq Cattle Ranch, is a private registered livestock farming company that is owned by– **Mr. Sadiq Oluwa- Tobi Farouk**. The company will be fully and single handedly financed by the owner – **Mr. Sadiq Oluwa- Tobi Farouk** and his immediate family members at least for a period of time.

Before starting, Tobilobaloba and Sadiq Cattle Ranch, Mr. Sadiq has worked with some of the leading livestock farms in the United States of America. He has worked in the industry for well over 10 years before resigning to start his own cattle rearing business.

***OUR PRODUCT OFFERINGS***

 Tobilobaloba and Sadiq Cattle Ranch, is a licensed livestock farming business that is committed to cattle rearing, meat and milk processing and packaging for both Nigeria’ market and the global market. We will also produce related raw materials for industries in commercial quantities.

We will also ensure that we operate a standard food processing plant as part of our complimentary business offering. These are the areas we will concentrate on in our livestock farming business. If need arises we will definitely add more related animal breeding services to our list;

* Boarding services
* Breeding services
* Dairy support services
* Livestock health services
* Farrier services
* Sale and export of cotton wool and other dairy products
* Sale of Cattle and milk
* Sale of processed meat (beef) / can – beef (Processed Diary foods, and can beef et al)
* Shearing services
* Livestock farming related consultancy and advisory services

### ***SWOT ANALYSIS***

### **Tobilobaloba and Sadiq** Cattle Ranch, do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard cattle rearing business that will favorably compete with leading cattle rearing / livestock farming in Nigeria and in the rest part of the world.

As a cattle rearing business, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Here is a summary from the result of the SWOT analysis that was conducted on behalf of **Tobilobaloba and Sadiq** Cattle Ranch

 **Strength:**

Our strength as a cattle rearing business is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the livestock farming industry; both suppliers and buyers within and outside of the Nigeria.

We have some of the latest cattle rearing machines; tools and equipment that will help us breed our cattle (cows, oxen, bulls, bullocks, steers, heifers and calf et al) 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 cattle rearing / livestock farming industry in our payroll.

* **Weakness:**

Our weakness could be that we are a new cattle rearing business in the Nigeria and we may not have the required cash to pump into the publicity of our business. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

* **Opportunities:**

The opportunities that are available to us cannot be quantified, we know that there are loads of homeowners, and industries that will source for cattle (cows, oxen, bulls, bullocks, steers, heifers and calf et al), beef, and milk and also industries that will source for the raw materials from our livestock farms both in the Nigeria and other parts of the world.

* **Threat:**

Some of the threats and challenges that you are likely going to face when you start your own cattle rearing are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that rear same animals) as our cattle ranch within same location.

There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

### ***MARKET ANALYSIS***

* **Market Trends**

One of the common trends in the commercial cattle rearing or livestock farming line of business is that most players in the industry are no longer concentrating only on farming a particular species of livestock or just livestock / cattle farming alone.

They now find it easier to run both livestock farming and crop cultivation. Some even go ahead to include meat and milk processing and packaging business alongside their product offerings; it helps them maximize profits in the agriculture industry.

Despite the fact that commercial cattle rearing / livestock farming has been in existence since time immemorial, that does not in any way make the industry to be over saturated; commercial cattle farmers are exploring new technology to continue to improve cattle rearing processes and also meat and milk preservation and packaging process.

The fact that there is always a ready market for cattle (cows, oxen, bulls, bullocks, steers, heifers and calf et al)  makes the business ever green. As a matter of fact, one of the new trends in livestock farming industry is that with the recent advancement in technology livestock farmers can now improve the various breeds of the animals they are breeding.

As a matter of fact, it is now easier for livestock farmers to comfortably import the kind of breed of domestic animal they want to breed from any country of their choice and also advancement in technology has made it easier to cross – breed different animal.

#### **Our Target Market**

Naturally, the target market of those who are the end consumer of livestock farm produce and also those who benefits from the business value chain of the agriculture industry is all encompassing; it is far – reaching.

Every household consumes produce from livestock farms be it meat, milk, and the skin (leather) used for bags, belts and shoes production etc. So also a large chunk of manufacturing companies depends on livestock farms for some of their raw materials. In essence a cattle farmer should be able to sell his or her farm produce to as many people as possible.

We will ensure that we position our business to attract consumers of agriculture produce not just in Nigeria alone but also other parts of the world which is why we will be exporting some of our farm produce either in raw form or processed form to other countries of the world.

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#### **SALES AND MARKETING STRATEGY**

We are quite aware that the reason why some commercial livestock farms hardly make good profits is their inability to sell off their livestock to a larger market. In view of that, we decided to set up a standard meat and milk processing and packing plant to help us maximize profits.

Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and companies that rely on raw materials from the livestock farming industry who are likely to refer become our customers.

In summary, Tobilobaloba and Sadiq Cattle Ranch, LLC will adopt the following strategies in marketing our cattle rearing produce;

* Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, companies that rely on the livestock farming industry for their raw materials, hotels and restaurants and agriculture produce merchant et al.
* Advertise our business and livestock farms in agro – allied and food related magazines and websites
* List our commercial livestock farms on yellow pages’ ads (local directories)
* Attend related agriculture and food expos, seminars, and business fairs et al
* Leverage on the internet to promote our business
* Engage in direct marketing
* Encourage the use of word of mouth marketing (referrals)

#### **BUSINESS GROWTH: Sustainability and Expansion Strategy**

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won’t be too long before the business close shop.

One of our major goals of starting Tobilobaloba and Sadiq Cattle Ranch, is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to sell our farm produce (livestock and processed beef and milk) a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Tobilobaloba and Sadiq Cattle Ranch, will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our organization’s corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner of our business strategy.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of five years or more as determined by the management of the organization. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

**Check List / Milestone**

* Business Name Availability Check: **Completed**
* Business Incorporation: **Completed**
* Opening of Corporate Bank Accounts various banks in Nigeria: **Completed**
* Opening Online Payment Platforms: **Completed**
* Application and Obtaining Tax Payer’s ID: **In Progress**
* Application for business license and permit: **Completed**
* Purchase of All form of Insurance for the Business: **Completed**
* Leasing of farm land in Yaba, lagos State : **Completed**
* Conducting Feasibility Studies: **Completed**
* Start – up Capital Generation: **In Progress**
* Writing of Business Plan: **Completed**
* Drafting of Employee’s Handbook: **Completed**
* Design of The Company’s Logo: **Completed**
* Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **Completed**
* Recruitment of employees: **In Progress**
* Building /construction of cages and fence et al: **In Progress**
* Purchase of the needed working tools, machines and equipment: **In Progress**
* Creating Official Website for the Company: **In Progress**
* Creating Awareness for the business (Business PR): **In Progress**
* Farm land Treatment, Health and Safety Arrangement: **In Progress**
* Establishing business relationship with key players in the industry (agriculture farm produce merchants nd transporter / haulage): **Completed**