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NAME: SHOBUKOLA SHOLA ELIZABETH

MATRIC NUMBER: 18/MHS02/177

DEPARTMENT: Nursing

COURSE CODE: Afe202

**EXECUTIVE SUMMARY**

 The name of the business is SHOBUKOLA and CO poultry ventures, which is ventured into poultry products to be use as finished products like hen producing eggs, cow producing milk, oil producing pork, chickens also used as meat. All these are being taken by human beings as consumer use. These products would be produced in the farmland then processed and put out in a store for consumers to come and purchase as final products. It would be a multiple form partnership which would have different compartments that would help in the running of the business efficiently it’s a large scale business which cannot be run by one person to enable efficiency. Different preventive measures will be put in place to ensure no loss in production of any cost that would cost the business to be at high risk.

STATEMENT OF CONFIDENTIALITY: This business is at aim of making huge profit which would benefit the society at large and reduce the form of hardship around the area and aid in giving out employment opportunities and also invest part of the profit to yield more profit and get a work insurance from Insurance Corporation

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**NAME OF COMPANY**

The name of the company is SHOBUKOLA AND CO POULTRY VENTURES. It is registered under corporate affairs commission. The name of the company SHOBUKOLA AND CO POULTRY VENTURES was slated due to various reasons like this company bears my surname which means my parents and I always had a vision about poultry farming even though it wasn’t them but at least an offspring would bring upon the family’s ream to reality .The business is a lucrative one which would help both family and society at large.it is registered under CAC because of the affirmation that a business id been found bearing the name SHOBUKOLA AND CO POULTRY VENTURES.

ADDRESS OF COMPANY: NO 15 view line street opposite God’s grace church ajah, Lagos

**PRINCIPALS OF THE COMPANY**

 SHOBUKOLA ELIZABETH

 ADDRESS: NO 15 view line street opposite God’s grace church ajah ,Lagos.

 SHOBUKOLA GRACE

 ADDRESS: NO 15 view line street , opposite God’s grace church ajah, lagos

 SHOBUKOLA DEBORAH

 ADDRESS: NO 15 view line street, opposite God’s grace church ajah, Lagos

**INDUSTRIAL ANALYSIS ON POULTRY FARMING**

A wild range of products would be produced like eggs, milk, pork, turkey, chicken, goats, cows and various forms of meat from wide range of domestic animals and it is widely known that poultry products enrich the body and acts as majorly a form of essential nutrients needed for survival by the human body which is also lucrative to the business owner. High population growth and growing income lead to increasing demand for poultry products in Nigeria. The poultry industry has emerged as the most commercialized and fastest expanding segment in the animal husbandry subsector but still faces many problems. Private investment from foreign countries could help to facilitate this market. The scavenging system dominate the rural poultry sector of most African countries with very small number kept under semi intensive system. Rural poultry production is an hobby with about 85% of rural household in Sub-Sahara Africa rearing domestic fowl (chicken) or a mixture of chicken and other types of poultry while still engaging in other vocation such as trading, farming, fishing, and hunting. Due to inadequate care, rural poultry are exposed to theft, diseases, poor nutrition and vagaries of weather and environment, poor management practices and marketing.

**RESOURCE AND MANAGEMENT TEAM**

Poultry farmers: are responsible for the daily care of chickens, turkeys, ducks, or other poultry species that are raised for meat production purposes

Marketing Manager: Are responsible for marketing of goods and taking input of the products produced and marketed

Assistant Manager: Are responsible for helping out with the day to a day activities of the company

General Manager: Are responsible for the day to day activities of the company.

Store Holder: Are responsible for the checking of the products in storage

Farm Machinery Holder: Are responsible for the checking and fixing of farm tools and machine

**PRODUCTION STRATEGY**

Selection for increased number of eggs from egg-type hens and improved meatiness of broiler chickens that has been carried out over the last fifty years as well as efforts to increase the profitability of poultry production paid scant attention to avian welfare, conservation of genetic resources and the concept of sustainable development. Many human activities in poultry production are therefore not sustainable because they are a threat to the survival of native breeds of birds (extinction of many local breeds such as naked neck and crested hens); fail to guarantee necessary conditions for high welfare levels in birds (in both conventional and alternative systems); pose a threat to human health (crowding of birds carries the risk of a rapid spread of infectious diseases, including zoonoses); and are an environmental threat (water pollution due to inappropriate application of manure to the soil, atmospheric emissions of ammonia, hydrogen sulphide, carbon dioxide and dust substances from intensive breeding systems).

In poultry production, it may be argued that genetic selection for increased productivity has been conducted with little attention to poultry welfare, and that the often very intensive processes applied in modern poultry production compromises animal welfare [28]. Another aspect to consider is the potentially negative economic consequences of legislation established with the intention to increase animal welfare, although such consequences may also be positive

**MARKETING STRATEGY**

* **Trader after farmer:**
At the local market on the farm gate, the products are sold.
* **Retailer from farmer:**
Here, the products largely sold to supermarkets and restaurant.
* **Leading farmer from farmer:**
The request for large volumes are accessing by a leading farmer and the products are sold to him.
* **Co-operatives from planter:**
Where farmers stock their major poultry goods and sell to packers, then products are sold to co-operative.
* **Sign-up with farmer:**
The buyer of market announces the farmer.

**FINANCIAL ANALYSIS**

1. This business will cost much because its large scale business and its capital extensive business so many tools would be put in place to enable maximum efficiency. Due to lack of funds a loan would be applied to a bank to enable purchase of necessary materials for production a rough sketch of 5million would be needed to purchase a farm land a machines used to reach its maximum use till it expands to higher height and attains more profit. A loan would be obtained from the bank to enable a ground start of the proposed business to ensure a good running of the business and token or incentives from aids or friends at hand.

**COST OF PRODUCTION**

* The cost for the purchase of poultry feed and poultry medication –500,000
* The operational cost for the first 3 months (salaries of employees, payments of bills et al) – 200,000
* Other start-up expenses including stationery (500) and phone and utility (gas, sewer, water and electric) deposits (6,500).
* The cost for the construction of a standard poultry facility with the right fencing – 200,000.
* The cost for leasing a large farm land – 200,000
* The cost for insurance (general liability, theft, workers’ compensation and property casualty) coverage at a total premium – 30,400.
* The cost for hiring a business consultant (including writing business plan) – 2,500.
* Marketing promotion expenses for the grand opening of the poultry farm in the amount of 3,500 and as well as flyer printing (2,000 flyers at 0.04 per copy) for the total amount of 3,580.
* Legal expenses for obtaining licenses and permits (Health department license and business license) and permits (Fire department permit, Air and water pollution control permit, Sign permit et al) as well as accounting services (CRM software, Payroll software, P.O.S machines and other software) – 15,300.
* The total fee for registering the business in the United States of America – 750.
* The amount required for the purchase of the first set of various birds, chicken, turkey, quails, guinea fowls, ducks et al – 100,000.
* The cost for acquiring the required working tools and equipment, machines, hatchery et al– 100,000.
* The cost for store equipment (cash register, security, ventilation, signage) – 13,750
* The cost of purchase and installation of CCTVs – 5,000
* The cost for building and hosting a website – 600
* The cost for opening party – 8,000
* Miscellaneous – 5,000

**PARTNERSHIP**

 This is not a sole proprietorship owned for of business it is held by plenty hands in range of number 2-20 people at minimum. It a form of partnership business. Consider this: Two professional baseball players are vying for a new contract in the major leagues. Player A has worked hard throughout the off-season, investing in a new hitting coach, daily workouts and countless hours watching game film, resulting in a season hitting .314, with 25 homeruns and 100 runs batted in. Player B coasts through the off-season, is happy with the status quo and bats .269, with 10 homeruns and 60 runs batted in.Which player deserves the better contract?

Just like in the MLB, the farmers who invest the time and money to better their operations are going to be compensated accordingly. Critics argue that all chicken farmers should receive the same base pay, but we don’t necessarily agree. We see
how hard some farmers work to ensure they’re producing the safest, most wholesome chickens, and feel that they should be rewarded for their effort to. We employ a performance -based structure in the hope that everyone will be motivated to bring their “A” game.

The current system is beneficial to both the companies and the farmers, who like partnering with a company that can absorb most of the risk. In fact, most companies have waiting lists for farmers wanting to enter a partnership, as well as waiting lists for existing chicken farmers looking to increase capacity by building more houses.

The system is also extremely beneficial to consumers, who are able to rely on a consistent, quality product. While the term “tournament” implies that there is only one winner, there are quite literally, hundreds of millions of winners.

**RISKS OF POULTRY FARMING**

1. **The stock itself**. The fowls can carry and transmit disease, dead birds in particular. Poultry farmers need to be careful when disposing of deceased animals to prevent the spread of infectious disease. Farmers should also take care when moving poultry stock from one area of the farm to another as this represents another opportunity for the spread of disease.
2. **Vehicles and farming equipment**. Famers can unwittingly spread contagions by transporting and using contaminated equipment. For example, if a farmer transported dead birds in a wagon and then loaded that same wagon with feed later, disease may infiltrate the feed.
3. **The animals’ feed**. Continuing with the above, feed can transfer disease in several ways. In addition to transporting feed in a contaminated vehicle, rodents can infiltrate it and leave behind disease. Farmers should take great care when transporting and storing their feed to prevent infection.
4. **People on the farm**. Farmers may think only visitors pose a risk for spreading disease, but this is not the case. Any workers or individuals who live on the farm are also a threat. Anyone can transfer disease from their shoes as they come and go on the farm.
5. **Water**. This is the main source for the spread of disease. Any faeces that make it into the water can contaminate it and infect animals across the farm.