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**BUSINESS PLAN FOR MOTUN GARRI PACKAGING COMPANY LIMITED**

**TITLE: BUSINESS PLAN FOR CULTIVATION, HARVESTING AND PACKAGING OF GARRI (CASSAVA FLAKES)**

**FOR: MOTUN GARRI PACKAGING COMPANY LIMITED**

**INTRODUCTION**

Garri is a common name in Nigeria for cassava flakes. Cassava is a perennial woody shrub with an edible root, which grows in tropical and subtropical areas of the world. Cassava originated from tropical America and was first introduced into Africa in the Congo basin by the Portuguese around 1558. Today, it is dietary staple in much of tropical Africa. It is rich in carbohydrates, calcium, vitamins B and C, and essential minerals. However, nutrient composition differs according to variety and age of the harvested crop, and soil conditions, climate, and other environmental factors during cultivation.

**Importance of Cassava**

In sub-Saharan Africa (SSA) Cassava is mainly a subsistence crop grown for food by small-scale farmers who sell the surplus. It grows well in poor soils with limited labor requirements. It provides food security during conflicts when the invader cannot easily destroy or remove the crop, since it conveniently grows underground. Cassava is usually intercropped with vegetables, plantation crops, yam, sweet potato, melon, maize, rice, groundnut, etc. Roots can be harvested between 6 months and 3 years after planting. Apart from food, cassava is very versatile and its derivatives and starch are applicable in many types of products such as foods, confectionery, sweeteners, glues, plywood, textiles, paper, biodegradable products, monosodium glutamate, and drugs. Cassava chips and pellets are used in animal feed.

**PRODUCTION**

More than 228 million tons of cassava were produced worldwide in 2007, of which Africa accounted for 52%. In 2015, Nigeria produced 65 million tons making it the world’s largest producer. According to 2002 FAO estimates, Africa exports only one ton of cassava annually.

**CONSUMPTION**

Almost every person in Africa eats around 80 kilograms of cassava per year. It is estimated that 37% of dietary energy comes from Cassava. Nigeria is the largest consumer of cassava in Africa.

**CHOOSING A VARIETY**

Carefully select varieties with multiple pest and disease resistance, high and stable root yields and acceptable quality characteristics that meet end users requirements for food (garri, fufu, fermented flour etc) and industrial raw material (starch, chips, pellets, unfermented flour etc). The major genetic factor that determines quality of roots is dry content.

**EXECUTIVE SUMMARY**

Motun Garri Packaging Company Limited is a garri cultivating, harvesting and packaging company which has been in service for about six (6) years. Due to high demand of garri, especially in Nigeria, the management decided to add smaller packages of garri in order to meet the anticipated high demand for the product. Motun Garri Packaging Company Limited is company’s name, established to produce smaller packages of garri. It is located at 10, Niger avenue, Villa Nova close, Abuja. It is a family business of a few successful wholesale merchants. Looking at the future, this company should be known in almost all parts of Africa and should already be involved in importing and exporting Garri. However, not just garri as we plan on broadening our scale later on.

**MISSION STATEMENT**

Motun Garri packaging company aims to go international in years to come. Our thinking is wide ranged and not limited. We aim to be known worldwide (if possible) and with constant hard work and dedication, I see know reason why our goals should be hindered.

**DESCRIPTION OF THE VENTURE**

Motun Garri Packaging Company Limited intends to produce 500g-900kg of smaller packages of garri. The company can make any type/ design of smaller packages according to the specification and mould of the customers. Due to the fact that garri has various health benefits and it is highly demanded for (especially in Nigeria)

**MARKET ANALYSIS**

The company would concentrate its marketing efforts on medium and small scale garri packaging. The goal is: There are thousands of people who rely on gari. Some even have it three times a day (even though not completely healthy). Making it in smaller quantities and at cheaper prices will go a long way in helping those who cannot afford them in bags. Also, garri is sold locally in measurements such as cups, mudus, etc. Some individuals do not trust this process. So Motun’s company will make a huge profit by putting considerable measurements of garri in clean, portable and sufficient packages.

**PRODUCTS AND/ SERVICES**

We plan to cultivate, harvest and package our garri personally. However, we would include medium and small packages. These would be sold depending on the cost of production. A definite price has not been fixed yet, but we’re working within the range of one thousand two hundred (1200) – one thousand five hundred (1500) naira for medium packages and five hundred (500)- eight hundred (800) naira for small packages. We would partner with various super markets to help sell our products while we give them a cut in the income. Also, we could have an online platform where customers contact us when they are in need of our services. The price of each package will be inscribed in them. Also, there would be delivery, but it won’t be free. This will help us gain some extra revenue and also provide an easy way for our customers for access.

**MARKETING PLAN**

**Our business plan considers the following factors:**

**Our Customers:** This is one of the most important factors that should be considered because without them, our business will obviously crumble. We must make sure that our goods/ services are easily accessible to our customers. That’s why we’re partnering with super markets as said earlier. We could also have government permitted kiosks in estates, junctions, and other local areas.

**Our Competition**: Well, there are various cassava and garri sellers, especially in Nigeria. However, most of them do not have the online selling idea. The world is changing day by day and most things, these days are done via the internet**. So, why don’t we join in**? there is no doubt that we have competition. A lot actually, **but it is nothing we cannot handle.**

**Our advertising:** These days, advertising is not as hard as it seems. We could start small by making fliers and sharing it to individuals directly and also placing them in front of cars when they are parked. Also, we advertise online: Instagram, twitter, whatsapp, facebook, etc. We could contact public relations officers to help boost our popularity also.

**Our sales strategy**: At first, we would start by giving individuals free samples of our product and of course, after having a sample, they’ll definitely come back for more. As time goes on, we would stop the free samples, but we would then engage in promos. For example, “buy five medium packages and get one free small package”. Our promos would improve as our business improves.

**Our face**: Of course, for identification, our business needs to have a logo, slogan, and even a website.

**MANAGEMENT ORGANISATION**

**Well our business organization includes:**

**Mr and Mrs Motun:** The heads/principal owners who are in charge of overseeing thw whole business and ensuring that all officials do what is needed.

**Farm supervisor:** The farm supervisor is in charge of making sure that cultivation and harvest goes on properly and the right amount is cultivated and harvested at the right time. He also makes sure that the farmers are paid. their salaries.

**Farmers:** Farmers are the workforce. They work efficiently to ensure that raw materials are produced at the right time and of the right quantity. Actually they are the most important workers because without them, our business will be nothing.

**Public relations officer:** This individual(s) is in charge of promoting the business and also, giving it the popularity it needs to acquire enough customers.

**Factory workers:** These are the individuals involved in processing the raw materials, turning it into “garri” and then creating a fine package for the processed goods.

**ASSESSMENT OF RISKS AND PROBLEMS:** In our research efforts, some of the noticed potential risks are:

* Power supply
* Raw materials supply
* Competition
* High rate of labour turnover, etc.

On the issue of power supply, a 100 KVA generator shall be procured. We would build a network of reliable raw materials suppliers, just in case there is a fault on the part of our farmers. In business, competition is inevitable and we shall use our added value strategy to retain and grow our customers. We shall structure out a good succession plan that will take care of any exigencies.

**FISCAL PLANNING**

This plan will not be complete without a fiscal or financial plan.

**START-UP FUNDING**

Start-up expenses to fund N 1,127,000

Start-up Assets to fund N150,000

**TOTAL FUNDING REQUIRED N1,277,000**

**Assets**

Non-cash Assets from start-up N 20,000

Cash Requirements from start-up N 800,000

Additional cash raised N 0

Cash balance on starting date N2,000,000

**TOTAL ASSETS N 2,820,000**

**Liabilities and capital**

**Liabilities**

Current borrowing N0

Long-term liabilities N0

Accounts payable (outstanding bills) N500,000

Other current liabilities (interest free) N150,000

**TOTAL LIABILITIES N650,000**

**Capital**

**TOTAL CAPITAL N2,00,000**

**TOTAL LIABILITIES AND CAPITAL N2,650,000**

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| --- | --- |
|  | PROJECTED TOTAL COMPENSATION PACKAGE PER ANNUM (start up year) |
| Supervisor | 500,000 |
| Farmers (12) | 120,000 |
| P.R.O | 360,000 |
| Factory equipment | 150,000 |
| Sales persons (5) | 75,000 |
| Cleaner | 72,000 |