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Livestock of cows and tomato business report

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Executive summary:

This business plan shows the feasibility of and the economic viability of the development of a joint business enterprise that will be showing the goods I will be producing and supplying to the public. A 700 hectare land has been acquired in which about sixty-five percent of it will be used for my tomato plantation, the remaining portion of the land will be used to rear cows. Suitable infrastructures and equipment are made available for storage and also processing of the raw form of this agricultural products to finished goods.

Every production period is going to yield about 5000 tons of tomatoes in which only twenty-five percent of this will be sold in its raw form to the public, while the remaining will be processed into a variety of products such as: ketchup, tomato sauce, tomato paste, tomato spices, tomato juice. All the cows will be milked, the milk extracted from the cows will be taken and processed directly or indirectly by us to a variety of dairy products, indirectly produced by us in the sense that the milk will be sold to other companies that will know how to process it into other dairy products in which my production may not be venturing into or may not have the adequate resources to produce such products. The cows are not going to be used for obtaining of milk but will also be sold to markets ,apart from just selling the cows to the market I am also in partnership with the famous barbeque eatery: yahuza suya, in which they will be getting a weakly supply of fifteen cows.

The mission of this agricultural enterprise is to provide jobs for many unemployed people specifically in the north because of the high level of unemployment in that region, thereby increasing the standard of living of the people, we would also like to help ease the pressure of the government by reducing their dependability on foreign countries by importing products: specifically the goods I produce(tomatoe products, dairy products), this would not only make the country more dependable, but increase the GDP(gross domestic profit) of the country

increasing the standard of living generally for citizens, preserve the scarce foreign exchange and allow more people to exploit opportunities in the nation.

Sponsorship : This enterprise is going to be sponsored by a board of investors sprouting from various economically proficient sectors nationwide who are willing to put in their money for the cause which they very much believe will not only yield high economically benefits to their pockets but will also impact their fellow citizens by making life easier when in the long run their standard of living is raised up. As well as these group of investors staking in their assets I as well will be staking in a substantial amount of my resources to this enterprise, in addition to the information displayed I will also be heading the board.

Management: As the chairman of this whole enterprise I will be the one spearheading the vision and mission of this venture, however a team or pyramid of authority figures will also be in on this from the administrative sector, to the management sector, to the financial , to human resources, etc. In every division of this venture leadership roles are being put in place for the smooth running of the day to day protocols, in order to ensure that activities are all done in order as the drive to achieve the goals guiding this enterprise are in motion. At the top of the division is the administrative slot, these apex set of individuals compromise of the share holders otherwise known as the board of directors and a set of executive specialist in the area of Agri-business, at the administration is where rules and guiding systems are made for effective operations.

Technical Assistance: In successfully carrying out all the plans mapped out, the enterprise is going to need a couple of hands who have and are able to deliver things that the enterprise single handedly would not be able to do, the following are going to be a set of people and corporations who are going to be on deck for the pursuit of driving focus:

Stayfeller enterprise has a working relationship with Fariday technological ventures(FTV) which are effective in the area of technologically manufacturing aided processes. Assistance will be handed to us by FTV in which machines will be available for the pressing of tomatoes to liquid, steaming machines for conversion to various tomato products like ketchup, also for the milking of cows, and production of other diary products like: chocolates, ice cream, and processed milk. Programmable systems will also be put in place by FTV to keep track of levels of production done day to day, and track the number of products manufactured, all these put in place for better accountability of resources.

The enterprise also has a working relationship with standard chartered bank, the bank is willing to loan us money through their GROW AFRICA SCHEME, a foundation centered businesses

indulging in agricultural practices, the money will be used to for things such as : land clearing, tomato seeds purchase.

A working relationship also exists between the league of farmers lagos(LFL), this group of people are going to equip the laborers in the enterprise with technical skills and advice in the area of producing these agricultural crops to make sure quality products are being made here, and also give knowledge on how to go about with the market for quality sales.

Market and sales:

Market orientation: North east, South south, Nigeria.

Market share: 10% niche market in North east, and South south Nigeria.

User of products: milk, chocolates, pastries and variety of diary products for citizens in the localities of these areas. Also ketchup, tomato juice, and tomato pastries for consumption.

Tariff and Import Restriction

Government restrictions on importing agricultural products from foreign countries will work towards the advantage of the project that is being embarked on.

Market Potential

There is strong demand for diary and tomato products derivatives in the Northern part of Nigeria, though the market demand is not that strong in the South south they have a very strong market union, which certain policies with tend to protect and defend the sales of products in that area, and have a good network of distribution channels in which we can expand.

Profitability

biological and other environmental factors e.g. invasion of land by vagabonds to destroy and rob of the progress achieved, also natural activities such as: hurricanes, floods, drought e.t.c could affect yield and profitability. However, technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit. Irrigation will be adopted to help and boost production on an annual basis.

Project period: The project is expected to kick off on September 5th 2020, where initial processes will commence then should be well established and be in operation by February 2021, from there on operations can be now be done on a continuous basis as everything will already be put in place.

Economic/Financial plan

ACTIVITY	AMOUNT(₦)
Cost of land development	
Land acquisition	5,000,000
Land survey	500,000
Fencing	1,500,000
TOTAL	7,000,000
VARIABLE INPUTS	
Feed	200,000
Fuel	220,000

Transportation	400,000
Organic fertilizer	150,000
Farm managers	500,000
Farm assistants	250,000
Security	220,000
Core inputs	
450 Cows	12,000,000
4000 tomato seeds	3,500,000
Automated milkers	5,500,000
Solar Greenhouse	3,000,000
Other expenses	
Stationeries	45,000
Up keep of tools	30,000
Grand total	₦ 40,015,000

Conclusion: This project as I have tried to shed on light of the lucrativeness of it's nature is very productive, impactive socio-economic wise and will most definitely yield great profit returns, but for all this to come into play, a great deal of funds is going to be needed as well as all hands on deck from people that would want to be associated for us to achieve great things. *THANK YOU!*