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**DEPARTMENT: AGRICULTURAL SCIENCE**

**MATRIC NUMBER: 18/SCI07/004**

**COURSE CODE: GST 212 (ENTREPRENEURSHIP)**

**A BUSINESS PLAN FOR THE CREATION OF**

**KAREEM FARMS**

**AN AGRICULTURAL SOLE PROPRIETORSHIP COMPANY**

**MOTTO: (work in progress)**

**ADDRESS:**

**LOCATION SCOUTING IN PROGRESS**

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**EXECUTIVE SUMMARY**

KAREEM FARM'S produce is determined to become a daily provider and solution for people's agricultural needs and to make farm products available in all states of the country. KAREEM FARMS is determined to make sure that investors receive returns that grow as the company grows.

With the growing demand for high quality farm produce in Nigeria and great efficiency, KAREEM FARMS will capitalize on its ever-growing capacity to meet these demands. KAREEM FARMS will offer its customers the best prepared farm produce in the area that will be coincided with occasional promotional sales.

The company wishes to operate at least a.10,000-hectare plant focused on primary agricultural activities and then grow into an industry of its own so as to also engage in secondary agricultural activities through the SUBSIDIARY INITIATIVE.

**MISSION STATEMENT**

KAREEM FARMS mission is to provide its customers with great quality, fresh and well grown agricultural products spanning across the two major agricultural focuses in Nigeria i.e animal and crop production. To value all employees and as we work towards injecting new life into the agricultural sector in Nigeria and possibly work towards going international. To contribute to the society by providing natural and quality food resources to better our living in general.

**OBJECTIVES**

**KAREEM FARMS** objectives for the first year of operation are AS FOLLOWS:

1. Become selected as one of the best the best agricultural producers of the year.
2. Turn in profits starting from the fist harvest season
3. Build maket customers
4. Get all produce certified and recommended by the National Agency for Food Drug and Administration Control (NAFDAC)
5. Reach all target customers
6. Take first step to becoming international
7. To take the first step to becoming fully mechanical

**KEYS TO SUCCESS**

1. State of art system of ensuring that only pest and disease resistant breeds of animals and species of crops are produced
2. Developing a simple top to bottom organisational chart that specifies superiority in the company.
3. Division of labour where each employee is given specific duties and is obligated to perform them
4. Employee training to ensure that employees move with technological advancement and discoveries.
5. Marketing strategies aimed to build a solid base of repeat customers
6. Incentives for motivational accolades of hardworking employees

**COMPANY SUMMARY**

KAREEM FARMS is a sole proprietorship company that will be owned by KAREEM OLUWAPELUMI who is also the major investor in the company, location of a 10,000 hectare headquarter plant is still underway and business activities has not began in full scale, the company aims at growing from a domestic to an international company recognised all over the globe.

**COMPANY OWNERSHIP**

KAREEM FARMS is registered as a sole proprietorship company that is owned by Mr. KAREEM OLUWAPELUMI

**MARKET ANALYSIS**

There is constant demand for food In Nigeria, there is an awareness of the effect and dangers of eating poorly grown food, people are looking for an agricultural company that they can trust to produce quality products in a sanitary environ KAREEM FARMS OFFER THAT.

**TARGET MARKET SEGMENT STRATEGY**

KAREEM FARMS will attend to the needs of people who want quality and trustworthy produce. such customers vary in age, although our location is still yet to be determined our first target customers are still unknown.

**START-UP SUMMARY**

Seeing as this is only the planning stage there is a lot of unknown factors and a statutory bank has not been chosen as the financial safe keep of the company’s equity. But below are a few of the items and equipment to be used in the first year of production.

**ITEMS COST(N)**

LEGAL EXPENSES unknown

MARKETING PROMOTION unknown

CONSULTANTS FEE unknown

INSURANCE unknown

LAND UNKNOWN

REMODELING unknown

BUSINESS CARDS unknown

COMPUTER SETS Unknown

Buildings Unknown

Website Unknown

Land surveyor unknown

Security unknown

**TOTAL unknown**

**EQUIPMENT COST (N)**

FEEDERS AND DRINKERS unknown

CRATES unknown

LIGHTING SYSTEM unknown

EGG TRAY unknown

CAGES unknown

INCUBATOR unknown

Milking buckets unknown

Tractors unknown

Coupled implements unknown

Watering cans unknown

Primary weeding equipment unknown

**TOTAL EQUIPMENT unknown**

**PRODUCT DESCRIPTION**

KAREEM FARMS offer a wide range and variety of products including eggs, milk, vegetables, meat and all basic agricultural produce.

**FUTURE PRODUCTS**

We plan on growing into a company that engages in both primary and secondary agricultural activities.

**MARKETING STRATEGY**

**KAREEM FARMS will employ the inbound marketing strategy.**

**PRICING AND PROMOTION STRATEGY**

Promotions will be done during public celebrations and price skimming strategy will also be employed.

**ONLINE STRATEGY**

KAREEM FARMS will also be creating an online store whereby our customers will be able to order any product they want and have it delivered to them (this strategy is still in its planning stage)

**SALES STRATERY**

1.Lead with what's in it for your prospect.

2. Clearly articulate end results.

3. Start with small niche markets.

4. Be flexible.

5. Use lead scoring to prioritize your prospects.

6. Connect with the decision maker.

7. Perfect sales pitch

8. Use storytelling.

**HIRING PLAN**

Hiring will be grouped into three groups:

1. The administrative staff

2. The non administrative staff and

3. The management officers which includes the grounds keepers, the security, and the main labour force.

**SWOT ANALYSIS**

**STRENGTH**

1. Produce high quality products
2. Good marketing system

**WEAKNESS**

1. Capital intensive
2. Poor management of repeat customers

**OPPURTUNITIES**

1. Expansion into large scale production
2. A large and successful industry

**THREATS**

Competition is everywhere and at all levels.

**RISK ASSESSMENT**

**FINANCIAL RISK**

Unusual pricing policies and fluctuation in revenue. And capital loss

**TECHNOLOGICAL RISKS**

Lack of properly trained personnel to man heavy equipments.

**FINANCIAL PLANS**

SOURCE OF FUND: INVESTORS, BANK LOAN

FUTURE SPECULATION: PROFIT IS GUARATEED