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**Matriculation Number: 17/MHS05/004**

**Department: Physiology**

**College: Medicine and Health Sciences**

**Course Title: Food Production and Health Awareness**

**Course Code: AFE 202**

## **PHILIPS FEED VENTURES**

### **DESCRIPTION**

Philips Feed Ventures is an excellence driven establishment out to deliver standard, efficient and customer satisfying sales of animal feed of all kinds.

### **MISSION**

To be a leader in client and(or) customer satisfaction in the agricultural industry.

### **SERVICES**

#### **Sales of Animal Feed:**

We make very quality and standard farm animal feed available for all category of farm animals- goats, cows, turkey, chickens, fishes, et.cetera to customers at a very affordable price. Customers satisfaction is our goal.

#### **1. OTHER SERVICES:**

We also offer veterinary medical services as well as consultation for maximum efficiency.

### **COMPETITIVE ADVANTAGE**

#### **ON TIME DELIVERY**

A major limitation to a good number of farm animal feed company is the avoidable inability to meet up with appointed time. This inability is a major cause and promoter of the popular 'African time' syndrome. It is a priority for us to make sure our services are delivered on time.

#### **AFFORDABILITY**

We believe there can be a good service delivery of sales of farm animal feed that matches every budget. Therefore we render our services at an obviously affordable rate coupled with our standard and efficiency. This is not just a claim it is provable.

#### **CUSTOMER FEEDBACK FORM**

We uphold our clients and customers at the highest esteem because they are the reason for our being in business. Their satisfaction is non-negotiable; for ensuring that we have the customer/client FEEDBACK form which we offer to every customer/client at the end of our transaction requesting for their views on our services and staff behavior and requesting on areas they think we must improve in order to serve them better.

#### **COMPETENCE AND EXCELLENCE**

We are very bent on excellence in our agricultural services. We can prove that we are very competent in everything about us from our track record, from the quality of farm animal feed, to the knowledge of it and our veterinary and consultation services, to our staff coordination and motivation, to the structural organization and system of operation of our company.

#### **MOTIVATED STAFF**

The staffs are the life-blood of any organization. Our staffs are carefully selected people, passionate about agriculture. We organize monthly reorientation in order to ensure every staff maintains initial passion and knowledge of the company's vision, missions and goals while they improve on skills and latest innovations in the industry. We promote excellence by applauding exceptional efforts and behaviors that brings accolades to the company.

#### **CLIENTS**

- Small scale farmers
- Large scale farmers
- Et cetera

#### **COMPANY STRUCTURE (Inception)**

CEO/MANAGER – FULL TIME

SALES MEN- FULL TIME

CONSULTANTS- PART TIME

VETINARY DOCTORS- PART TIME

SECRETARY – FULL TIME

DRIVERS – FULL TIME

**COMPANY STRUCTURE (Normalized)**

CEO

MANAGER – FULL TIME

SECRETARY – FULL TIME

CASHIER/ACCOUNTS – FULL TIME

SALESMEN – FULL TIME

VETINARY DOCTORS– PART TIME

CONSULTANTS- FULL TIME

MARKETING MANAGER – FULL TIME

**INITIAL CAPITAL BREAKDOWN**

PURCHASES:

FARM ANIMAL FEED

DELIVERY VANS

MARKETING CARS

OFFICE/WARE HOUSE

SALARY/WAGES

TYPE OF BUSINESS: Sole Proprietorship

