POULTRY BUSINESS PLAN

PATILAD FARMS

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Dayo Adetiloye Business Hub
Connecting entrepreneurs with knowledge and resources

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Executive Summary

Overview

PATILAD Poultry Farm is a start-up poultry Farm that will be involved in production of quality and affordable poultry meat and egg and other poultry derivate targeting consumers in southwest Nigeria and will be located in Osogbo, osun state.

The Company

PATILAD Poultry Farm will be established as a limited liability company owned by Dayo Adetiloye, Kemi Awe, and other investors. The farm will be managed and directed by Dayo Adetiloye, a veteran in the Agric industry with 8years experience and Kemi Awe, an experienced Agro-allied specialist with over 15years experience.

Products and Services

PATILAD Poultry Farm will sell Poultry products, including poultry egg, chickens and poultry litter waste.

We also offer Kill---Cut---Wrap---Freeze (KCWF) services (e.g., traditional cuts in paper or cryovac packaging). Our eggs are hygienic, rich in protein and of high quality. We produce, process and package to meet standard organization of Nigeria and international standard.

The Market

Nigeria as the largest nation in African presently consumes about 1.5 million MT of frozen chicken annually and more than 60% of the chicken consumed in Nigeria are imported.

The Nigeria poultry sector is expanding yearly. According to CSIRO local production only meets 30% of the demand for chicken eggs and meat, thus there is huge scope for the industry to expand.

The popularity of poultry birds in Nigeria is noteworthy and can be attributed to the numerous benefits associated with poultry production and other value chain.

Competition

Competitors for PATILAD poultry Farm include Choice Farms, Best Foods Global, Meat World Foods, Chi Farms, Obasanjo Farms

PATILAD poultry Farm will establish its competitive edge through the expertise of its founders.

Financial Considerations

PATILAD poultry Farm seeks ₦5 million in long-term financing to cover start-up costs, equipment, building expenses, and working capital.

Funding for the launch of the business will be provided primarily by equity from the partners and investors.

The business will reach positive cash flow in its 10th month of operation, allowing for expedited repayment of its loan obligations, as well as for dividends to be paid to the owners.

Introduction

Poultry farming has proven to be a very lucrative business not only in Nigeria but in the world at large. Chickens are one of the major sources of animal meat in Nigeria, aside from pork and fish.

As a business, they offer an opportunity for poultry farmers to earn steady income and also provide employment opportunities for countless number of men and women.

One of the major customers for poultry farms in Nigeria are the major fast-food companies like Mr. Biggs, Tantalizer, Tasty-Fried Chicken and UAC followed by hotels, restaurants and then house hold consumers of chicken. The high demand for Chicken meat, egg and other poultry products has led to an increase in poultry farms spring up in many parts of the country.

However, there is a short fall in the supply of chicken and egg because most of the poultry farms in the country. Hence starting a poultry farm of your own either on a large or small scale is indeed a very wise decision as this will bring you immense financial benefit both in the short and long term.

Company Overview

Company Summary

PATILAD Poultry Farm is a start-up poultry Farm that will be involved in production of quality and affordable poultry meat and egg and other poultry derivatives targeting consumers in southwest Nigeria and will be located in Osogbo, Osun state.

PATILAD Poultry Farm is a new business and is about to start registration process with Corporate Affairs Commission of Nigeria.

Company History

Form of business: Limited Liability Company

Owners of business: Dayo Adetiloye, Kemi Awe, and other investors

State of business: The business is a new business

Opening days: 9am -5pm, Monday to Saturday (with part-time night shift).

Business Development

Consultant: Femi OYEBADE (B. Agric., MBA)

Hundred and Five Academy

Legal Adviser: Barrister Adejoke Chambers.

Board of Directors: Dayo Adetiloye, Awe Kemi, Olufemi Ayodeji

Vision and Mission Statement

Vision

To be among the first 3 largest Poultry Farm in southwest Nigeria by 2030.

Mission

- To give our customer the very best product and customer service so that we may earn your trust and future business.
- To provide an excellent, top-notch and inviting environment for poultry meat processing, wholesaling and retailing

Business Objectives

- Increase revenue from the sales of egg and meat to ₦30,000,000 over 2 years
- To maintain profit margins at 20-25% through close attention to expenses and cost of poultry production
- To drive awareness and build sales through mentions in both local print and digital media.
- Attract farmers to use our slaughter, custom cut, and wrap services by making them aware of additional market opportunities from our retail sales

Critical Success Factors

1. Financial stability for purchase of feed.
2. Low operating cost
3. Having a good retail location in a high-shopping area

4. Hygienic and neat processing facility
5. Acquire federal inspection for slaughter and processing
6. Quality processed product, and good relationships with vendors
7. Outstanding customer service and faster processing duration.
8. Environmental impact – locating close to residential areas might pollute the environment.
9. Power supply – locating too far from power infrastructure might make power supply difficult.

Business Description

Products and Service Overview

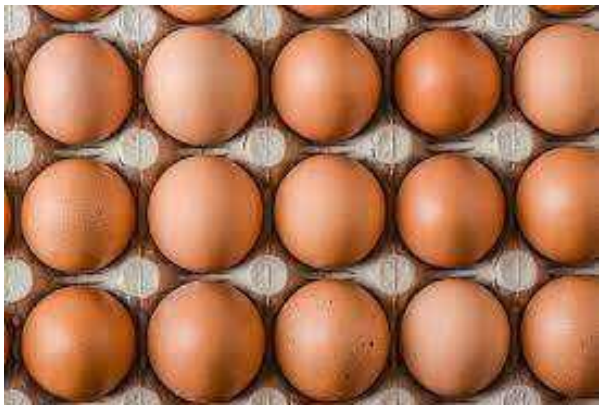
PATILAD Poultry Farm offers quality poultry products.

1. Breeding and Selling of live birds: we will breed and offer for sell matured birds. Broiler and old layers.

2. Processed Chicken: Kill---Cut---Wrap---Freeze (KCWF) services (e.g., traditional cuts in paper or cryovac packaging)

3. Eggs: We will sell 30 eggs in a crate. Egg is a good source of low-cost high-quality protein, providing 6.3 grams of protein (13% of

the daily value for protein) in one egg for a caloric cost of only 68 calories.



4. Waste/ litter as a by-product

Opportunity

- The income from layers is in two folds - eggs and meat, this has a high return investment.
- The capacity to serve a large and growing market
- The High demand for live birds and eggs either for consumption or as gifts in festive periods such as Christmas, New Year, Easter etc.

- Ban on the importation of frozen chicken into Nigeria has encouraged investments in poultry production.
- The availability of market for poultry products (eggs, meats, by products) in Nigeria cannot be over emphasized.
- The increase in restaurants, hotels, and supermarkets around our location is demanding for more poultry products suppliers.

Pricing

We are quite aware that one of the most accessible means to penetrate the market and acquire many customers is to sell them at competitive prices. So we are ensuring that the costs of our products are relatively competitive in the market. We will compete not only on price but also on flexibility, the quality of services and products, and the availability of specialty, value-added products.

Live birds – N5,000

Processed chickens – N1,500 per kilo

Eggs – N1500 per crate

By-products – N500 per kg

Market Analysis

Industry Type and Market Size

Industry Type – Agriculture Industry

Agriculture is the practice of cultivating plants and livestock. The Agricultural Industry of Nigeria comprises of 4 main sectors, which include; crop production, livestock, forestry, and fishing. This industry has aid the rapid growth of the world's economy.

Market Size

According to Research and Markets, the global poultry market value as at 2020 is US$310.7 billion in 2020 and is expected to hit $422.97 billion in 2025 with a CAGR of 7%.

The Nigeria poultry sector is expanding yearly. According to CSIRO local production only meets 30% of the demand for chicken eggs and meat, thus there is huge scope for the industry to expand.

The popularity of poultry birds in Nigeria is noteworthy and can be attributed to the numerous benefits associated with poultry production and other value chain.

Nigeria has the largest annual egg production and second largest chicken population in Africa. The Nigerian Poultry Industry consists about 180 million birds. Poultry production in Nigeria amounts up to 300Mt of meat and 650 Mt eggs per year.

The industry supports the livelihood of more than 13 million households who earn part or all their income from poultry business. Many doing the business on a medium scale while others on a large scale.

We are a highly technical niche player offering strong product that is in great demand. We have identified that our target market are the brokers and distributors who have established good presence and channels to get our products to final consumers. We will market our products to the following groups: distributors, eggs depots, fast food outlets, hotels and other groups.

Market Segmentation

The different market segments that exist within the poultry production business include; broiler production, egg production, pullet and breeder bird, and frozen chicken.

Patilad poultry farm will prioritize these market segments produced products to meet the market needs.

Competition

Our direct competitor include but not limited to the following;

1. Choice Farms Nigeria Limited

KM 11 Lekki-Epe Expressway, Okegun, Epe Town, Lagos State, Nigeria

+2(+234) 8033065653, (+234) 7026966570, (+234) 8158942834

http://www.choicefarmsnig.com

Marketers of broiler day old chicks, layer pullet chicks, frozen and processed chicken in Nigeria.

2. Best Foods Global Nigeria Limited

- KM 42 Lekki Epe Express Way, Abijo, Lagos state,
- Nigeria +234(0)8066490653
- http://bestfoodsng.com/
- A leading name in the livestock and seafood processing industry in Nigeria.

3. Obasanjo Farms Nigeria Limited

KM 5, Idioroko Road, Behind Otta general Hospital, Abeokuta, Ogun State

0805505017, 0805509515

Nigerian foremost food service provider for supply of frozen chicken and fresh eggs.

4. Chi Farms

Off KM 20, Ibadan-Lagos Expressway,

Ibadan, Oyo State. http://www.clicktgi.net/chi-farms/Product-Range/Chicken-&-Parts

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12. Cake Business Plan
13. Cashew Production Business Plan
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15. Catering Business Plan
16. Catfish (Fish Farming) Business Plan
17. Cattle Rearing Business Plan
18. Chicken Slaughter and Processing Business Plan
19. Chin-chin production Business Plan
20. Cinema House Business Plan
21. Cleaning Agency Business Plan
22. Cleaning and Janitorial Services Business Plan
23. Cocoa Production and Processing Business Plan
24. Cocoyam farming and processing business Plan
25. Cooking Gas Business Plan
26. Cosmetology Business Plan

27. Cotton production and processing Business Plan
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33. Dry Cleaning Business Plan
34. E-commerce platform Business Plan
35. Electric Concrete Pole Manufacturing Business Plan
36. Electrical Equipment Sales Business Plan
37. Event Management Business Plan
38. Fashion (Garment Making and Retail) Business Plan
39. Feed Mill Business Plan
40. Frozen Food Business Plan
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42. Ginger Farming Business Plan
43. Goat Farming Business Plan
44. Grocery Business Plan
46. Gym House Business Plan
47. Hair Salon/Unisex Business Plan
48. Herbal Medicine Production and Sales Business Plan
49. Hide and Skin Business Plan
50. Honey Production Business Plan

51. Hospital Business plan
52. Hostel Business Plan
53. Hotel Business Plan
54. Hydroponics Business Plan
55. Iced Water/Block Production Business Plan
56. ICT Business Plan
57. Insurance Brokerage Business plan
58. Integrated Agribusiness/Farming Business Plan
59. Interior Decoration Business Plan
60. Laboratory Business Plan
61. Law Practice Business Plan
62. Leather tanning business plan
63. Lighting Installation Business Plan
64. Logistics Business Plan
65. Maize Farming Business Plan
66. Marine Logistics Business Plan
67. Meat Processing Business Plan
68. Media and entertainment Business plan
69. Medical Equipment and Supplies Business Plan
70. Microfinance Bank Business Plan
71. Mobile Kitchen Business Plan
72. Moringa Business Plan
73. Mushroom Business Plan
74. Music Equipment and Rentals Business Plan

75. Nanny Agency Business Plan
76. NGO Business Plan
77. Nylon Production Business Plan
78. Online TV Business Plan
79. Organic food store Business Plan
80. Paint Production Business Plan
81. Palm Kernel Oil Business Plan
82. Palm oil Business Plan
83. Paper Recycling Business Plan
84. Petrol Station Business Plan
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86. Photography and Videography Business Plan
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89. Plantain Chips Business Plan
90. Plantain Farming Business Plan
91. Plastic Bottle PET Recycling Business Plan
92. Popcorn Business Plan
93. Poultry Farming Business Plan
94. Printing and Multimedia Services Business Plan
95. Quarry Business Plan
96. Raw Gold Business Plan
97. Real Estate Business Plan
98. Recreational Centre Business Plan

99. Restaurant Business Plan
100. Retailing Business Plan
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102. Rice Retailing Business Plan
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107. Shoe Making Business Plan
108. Snail Farming Business Plan
109. Soap Making Business Plan
110. Solar Installation and Store Business Plan
111. Spa Business Plan
112. Sport Equipment Business Plan
113. Tea and beverages Business Plan
114. Tissue Paper and Serviette Business Plan
115. Tomato Farming and processing Business Plan
116. Transportation Business Plan
117. Travel and Tour Business Plan
118. Vegetable Farming Business Plan
119. Videography and Photography Business Plan
120. Vocational Training Institute Business Plan
121. Waste Management Business Plan
122. Water Business Plan

123. Welding and Fabrication Business Plan

124. Yam Business Plan

125. Yoghurt Production and sales Business Plan

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You can pay through USSD Code, Online Transfer, Mobile Transfer, POS etc.
Pay into our corporate bank accounts below and send your details in this format below, and it will be delivered to you in less than 3 hours.

Bank: **United Bank for Africa (UBA)**
Account Name: Dayo Adetiloye Business Hub
Account Number: 1019877638
Account Type: Current.

After Payment,
Send the following information:

Your name, phone no, email address, Location, Sex, Bank paid to, amount and list of business plan you paid for, send via text message or WhatsApp on me on **08060779290**.

e.g Roseline Ikechuckwu, 08022345890, roseike@gmail.com, Lagos, female, N20,000, Poultry Business plan. Send it to 08060779290

Feel free to call, text, send WhatsApp message about this offer or after your payment to **08060779290**

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About Dayo Adetiloye Business Hub

Dayo Adetiloye Business Hub
Connecting entrepreneurs with knowledge and resources

Dayo Adetiloye Business Hub is a business development service provider with a 6 year of track record of excellent service delivery for local and international clients.

As a leading business development service provider in Nigeria, Dayo Adetiloye Business Hub has been recognized and certified by Small and Medium Enterprise Development Agency of Nigeria (SMEDAN) in Conjunction with Enterprise Development Centre (EDC), Pan-Atlantic University (PAU) of the Lagos Business School (LBS).

Our solutions are designed for MSMEs and are supported by deep insight into various industries and extensive experience acquired from over the years by supporting our clients as partners in their business transformation.

Through our services and business activities, we help individuals/entrepreneurs transform their business ideas into a business venture, and support existing business to scale or expand their operation. We also connect startups and MSMEs with opportunities and resources for their business growth.

We have Consulted for more than 5000 MSMEs in the last 6 years in various industry including Agro-processing, Consulting, Training and Education, Financial Services, Waste Management, Renewable Energy, Oil and Gas, Construction, Real Estate, FMCG, Digital Marketing, Personal Branding etc.

Our Vision:

To become the leading grassroot business Hub that provides Business Development Services in the global online community

Mission Statement:

- Provide bespoke management and business planning consultancy
- To connect MSMEs with opportunities and resources for their business startup, growth and expansion through trainings, seminars, coaching, consulting, mentoring, and Angel investing.
- To inspire, empower and champion entrepreneurship in the global online community.

Business Goals and Objective

- Engender national prosperity by contributing to the creation of at least 100 new businesses every year
- Become a go-to brand for outstanding business development services for MSMEs
- Strategic partnership with local and international organization to empower start-ups
- Continuous innovation to serve our clients better

Core Values:

Integrity
Opportunity Maximization
Digitalization
Personal Development (Capacity Building)
Excellent Customer Satisfaction
Timeliness

Our business plans have helped our SMEs to raise over $100 million in grants, loans and investments.

We have been supported by following organizations. The Tony Elumelu Foundation, Facebook now Meta, Federal Government on Nigeria through the Covid 19 Package for SMEs.