

CATFISH FARMING & PROCESSING BUSINESS PLAN IN NIGERIA

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Executive Summary

Overview

TATA Catfish Farm is a start-up catfish Farm that will be involved in production and processing of quality and affordable fresh table-sized catfish and other semi-processed catfish derivatives targeting consumers in southwest Nigeria and will be located in Osogbo Osun state.

The Company

TATA Catfish Farm will be established as a limited liability company owned by Yemi Alade, Dayo Uomoh, and other investors. The farm will be managed and directed by Yemi Alade, a veteran in the Agric industry with 8years experience and Dayo Uomoh, an experienced Agro-allied specialist with over 15years experience.

Products and Service

TATA Catfish Farm will sell Catfish products, including fresh table-sized catfish and other semi-processed catfish derivatives.

We also offer Kill---Cut---Wrap---Freeze (KCWF) services (e.g., traditional cuts in paper or cryovac packaging). Our products 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.

According to The Catfish Association of Nigeria (PAN), 1.2 million metric tons (MT) of frozen chicken valued at N660 billion was imported into the country in 2014 alone and this was four times higher than what was produced locally, and exceeding the current industry capacity.

Competition

Competitors for TATA catfish Farm includes Choice Farms, Best Foods Global, Meat World Foods, Chi Farms, Obasanjo Farms

TATA catfish Farm will establish its competitive edge through the expertise of its founders.

Financial Considerations

TATA Catfish Farm seeks N5 million in long-term financing to cover start-up costs, equipment, building expenses, and working capital.

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