

POULTRY FARMING BUSINESS PLAN IN NIGERIA

[TATA Farms.]

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Executive Summary

Overview

TATA 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.

The Company

TATA 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 8 years experience and Kemi Awe, an experienced Agro-allied specialist with over 15 years experience.

Products and Service

TATA 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.

According to The Poultry 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 poultry Farm are Choice Farms, Best Foods Global, Meat World Foods, Chi Farms, Obasanjo Farms

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

Financial Considerations

TATA 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. Revenue will top ₦14,500,000 and profit will reach about ₦3,843,950 in the 1st year of operation.

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.

**THIS IS NOT THE COMPLETE POULTRY FARMING BUSINESS PLAN IN
NIGERIA**

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