

Vision Statement

To be the best poultry farmer in Abuja

Value Proposition:

DELIVERY OF EDIBLE EGGS

Mission Statement

To contribute to food sufficiency in Nigeria

Business Description:

POULTRY FARMING

Business Objectives:

TO MAXIMIZE PROFIT

Equipment List (70%)

S/N:	Name Of Equipment:	Quantity:	Unit Price:	Total Amount:
1.	POULTRY PENS	1	600,000	600,000
2.	BATTERY CAGES	1	400,000	400,000
3.	BORHOLE & WATER FACILITIES	1	500,000	500,000
4.	GENERATOR	1	100,000	100,000
5.	FEEDERS & DRINKERS	8	10,000	80,000

Total Equipment Amount:

1,680,000

Working Capital List (30%)

S/N:	Working Capital:	Quantity:	Unit Price:	Total Price:
1.	RENT	1	100,000	100,000
2.	BIRDS (LAYERS & BROILERS)	1	150,000	150,000
3.	FEEDS	1	250,000	250,000
4.	SALARIES	5	30,000	150,000
5.	UTILITIES	1	70,000	70,000

Total Working Capital:

720,000

Total Amount (Working Capital + Equipment List)

2,400,000

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Value Proposition:

[Empty rounded rectangular box]

Business Description:

[Empty rounded rectangular box]

Business Objectives:

[Empty rounded rectangular box]

Equipment List

S/N:

Name Of Equipment:

Quantity:

Unit Price:

[Empty box for S/N]

[Empty box for Name Of Equipment]

[Empty box for Quantity]

[Empty box for Unit Price]

Total Equipment Amount:

[Empty rounded rectangular box]

Working Capital List

S/N:

Working Capital:

Quantity:

Unit Price:

[Empty box for S/N]

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2:

2:

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Opportunities

Threats

1:

1:

[Empty rounded rectangular box]

[Empty rounded rectangular box]

2:

2:

[Empty rounded rectangular box]

[Empty rounded rectangular box]

3:

3:

[Empty rounded rectangular box]

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Prepared By

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Example of Filled Business Plan for Poultry

Management Plan

S/N:

Name Of Key Management Sta :

Responsibilities :

Loan Information

Loan Start Date:

Months Of Repayment:

Moratorium:(Months)

First Ref Name:

First Ref Phone No:

First Ref Address:

Second Ref Name:

Second Ref Phone No:

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720,000

Total Amount (Working Capital + Equipment List)

2,400,000

Personal Details (Biodata)

Surname:

AMOS

Other Names:

BRIGHT

Certificate Code:

01NEXIT/FCT/GCIS/22/0001

Gender:

MALE

State Of Residence:

F. C. T

Home Address:

NO. 22 SUNNYVALE ESTATE, ABUJA.

Phone Number:

08035887221

State Of Origin:

ANAMBRA

Email Address:

AMOSBRIGHT@GMAIL.COM

Bvn:

22155310022

EDI:

G-CONSULTING

Business Information

Business Name:

BRIGHT POULTRY FARM

Business Address:

NO. 22 SUNNYVALE ESTATE, ABUJA

State Of Business Location:

F. C. T

Geo-Political Zone:

NORTH CENTRAL

Business Email:

AMOSBRIGHT@GMAIL.COM

Business Phone No:

07033263210

Bank Name:

ACCESS BANK

Business Account No:

0724499258

Business Sector:

AGRICULTURE

Business Subsector:

POULTRY FARMING

Business Stage:

EXISTING

Years Of Operations:

3 YEARS

Type Of Business:

Sole Proprietorship

Vision Statement:

Mission Statement:

Product And Services

S/N:	Description:	Monthly Production Capacity:	Cost Prices (₹):	Sales Price (₹):
1.	CHICKENS	500	3,000	5,000
2.	CRATE OF EGGS	2,000	1,800	2,200

Percentage Direct Labour:

60%

Percentage Material Used:

40%

Assets List *(May leave blank for startup business)*

S/N:	Asset Name:	Year Of Purchase:	Life Span Purchase:	Price (₹):
1.	LOCALLY MADE CAGES	2019	3 YRS	70,000
2.	FEEDERS	2019	2 YRS	40,000
3.	LOCAL FARM TOOLS	2020	4 YRS	50,000

Total Asset Value (₹):

160,000

Competition Analysis

S/N:	Applicant Product:	Applicant Product Price:	Competitor Product:	Competitor Product Price:	Price Dierence:
1.	CHICKEN (BROILER)	5,000	CHICKEN (BROILER)	6,500	1,500

Management Plan

S/N:	Name Of Key Management Sta :	Responsibilities :	Allowance Paid :
1.	AMOS BRIGHT	FARM MANAGER	40,000
2.	JOY THOMAS	MARKETER	30,000
3.	IBRAHIM MUSA	FARM ATTENDANT	30,000
4.	PETER OBI	SECURITY	20,000

Loan Information

Loan Start Date:

MARCH 2022

Months Of Repayment:

84 (7 YRS)

Moratorium:(Months)

12 (OR 6 MONTHS)

First Ref Name:

NONSO WILLIAMS

First Ref Phone No:

08050502334

First Ref Address:

GUDU - APO DISTRICT, ABUJA

Second Ref Name:

GRACE MICHAEL

Second Ref Phone No:

07030304328

Second Ref Address:

AREA 11, GARUKI, ABUJA

Total Loan Amount:

2,400,000

Swot Analysis

Strength

Weakness

1:

1:

Personal Details (Biodata)

Surname:

Other Names:

Certificate Code:

Gender:

State Of Residence:

Home Address:

Phone Number:

State Of Origin:

Email Address:

Bvn:

EDI:

Business Information

Business Name:

Business Address:

State Of Business Location:

Geo-Political Zone:

Business Email:

Business Phone No:

Bank Name:

Strength

1: CLEAN WATER

2:

CLEAN ENVIRONMENT

3:

SKILLED WORKERS

Weakness

1: HIGH COST OF FEEDS

2:

LOW STARTUP CAPITAL

3:

Opportunities

1:

LARGE MARKET AVAILABILITY

2:

ONLINE PRESENCE

3:

NEARNESS TO MARKET

Threats

1:

INSECURITY

2:

MANY COMPETITORS

3:

Prepared By

AMOS BRIGHT