




Hencube Poultry


Business Plan


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Executive Summary



TIP

Hencube poultry is a farm focused on both egg and meat production that provides for a large market range. It also produces manure as a by-product. It is based in yola city, wuro Haussa. The founders have noticed the health implication of red meat and are creating a business to meet the increased demand for white meat and eggs. Chickens happen to be a great source of white meat and are also largely known for egg production. The pers

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Objectives



TIP

Hencube poultry will measure its success by its ability to achieve the following objectives:

- Becoming the "Best and most hygienic poultry producer in the area" complying by the national standards for food and drugs.
- Turn in profits from the first six months of operations.

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Mission Statement



TIP

Hencube poultry's mission is to provide customers with quality, fresh, and valuable products. To respect all employees and enable everyone to have a say in company affairs. Quality and service are our number one priority. To provide investors with opportunities to receive a nice return on investment and high-quality growth. To contribute to the community through physical and social programs. Hencube's poultry farm intends to have the largest

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keys to success



TIP

Hencube poultry will follow these principles in order to achieve success in its market:

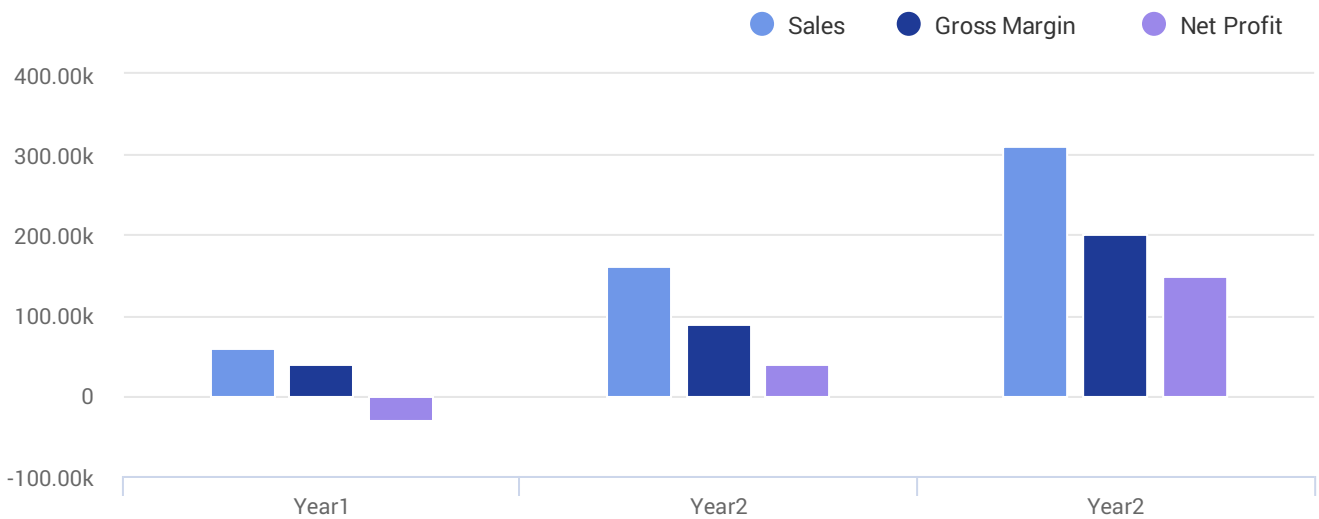
- State of art cage framework accommodating an optimum number of chickens with lessened possible hazards.
- Diverse slaughters network, market chain management, optim

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Financial Summary

Net Income



Financial Year	Sales	Gross Margin	Net Profit
Year1	60000	40000	-30000
Year2	160000	90000	40000
Year2	310000	200000	150000

Business Overview

Company Ownership



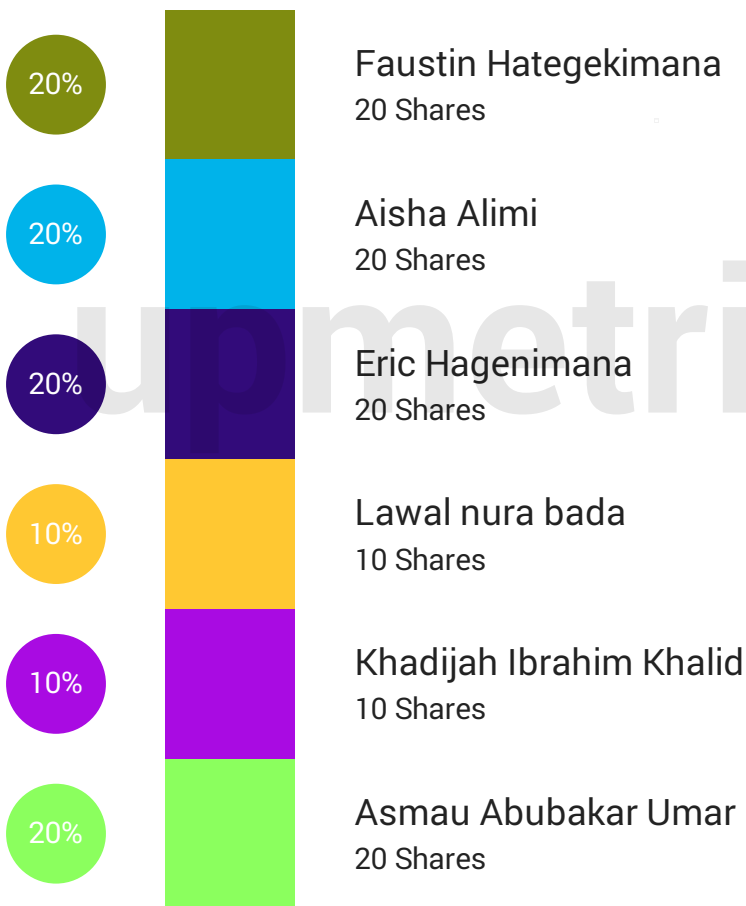
TIP

Hencube poultry is owned by six persons. They are namely Faustin Hategekimana, Aisha Alimi, Eric Hagenimana, Lawal Nura bada, Khadijah Ibrahim Khalid, and Asmau Abubakar Umar. It is a partnership and each person has an equal share in the business and is also equally liable for any business debts or claims.

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Owners



Location and facilities



TIP

At this point in the business, we don't have an exact point yet but we have narrowed the location down to wuro Haussa, yola city. We are trading from this spot because is it a great place to reach our target market. We think the population base is large enough for our business and it has a stable economic base that promotes a healthy environment for the poultry. Also, we think it is a spot that could tap a healthy workforce. We also considered pedes

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Market Analysis

Industry Analysis



TIP

The poultry industry in the last 40 years has shown dramatic changes in both domestic and international environments. Those environmental forces include are classified into 2 categories: the internal forces and external forces. Internal and external forces include:

1. **Poultry industry competitors:** When the company has few competitors, it is more likely to get more profit. For example in Nigeria, companies...

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Challenges facing the poultry industry



TIP

Poultry farming has some challenges that need to be attended to with vigor. Below are some of the common challenges that are faced by poultry farmers:

Death of chickens: In poultry, one or many chickens usually die because of their fragile nature and the weather they are living in. Some factors such as heat and overcrowding causing that death can be controllable.

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Market segmentation

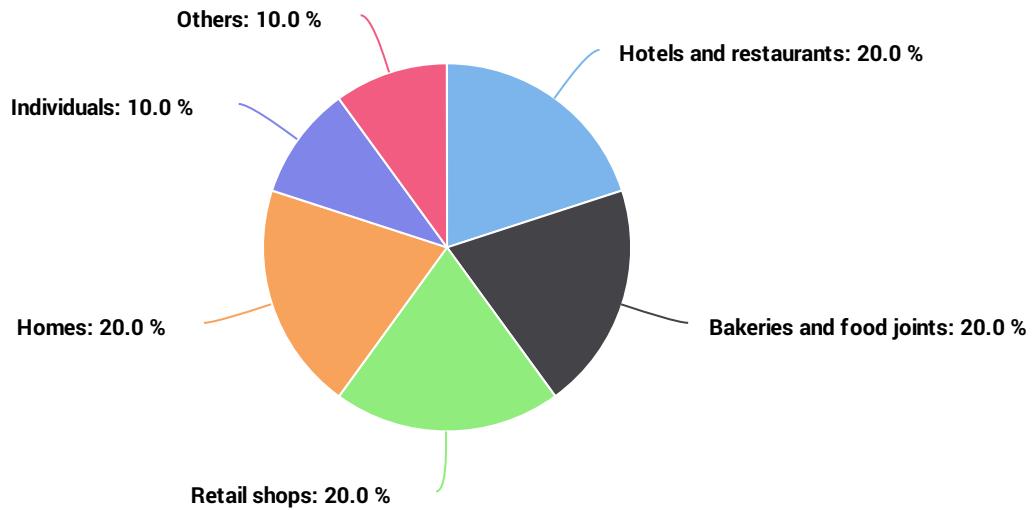


TIP

Although in the Nigerian populace, there are a few taboos, religious or cultural practices that will prevent the consumption of poultry products, during the market segmentation, we found out that nearly everybody eats eggs and meat, so we are targeting the whole market, individuals, homes, and firms that use eggs and chicken in large quantities. Specifically, there is a high demand for live chickens for home consumption or as gifts during festivals like...

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Market Segmentation

Market Share

Hotels and restaurants	20
Bakeries and food joints	20
Retail shops	20
Homes	20
Individuals	10
Others	10

Target market segment strategy



TIP

Individuals are a small sector in the market segmentation. They are a pretty large group but they buy a relatively small amount of eggs.

The part of the market that we hope to supply a large number of eggs to are the industries that need eggs. We have strategically placed our site close to these industries. They are bakeries, restaurants, boarding schools, delivery food centers, retail shops, and supermarkets.

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Market trends



TIP

While some countries are reputed to be important exporters of poultry products, Nigeria has a problem of meeting its local demand for poultry products. This problem started for the poultry market in 1984 when the federal government banned the importation of maize. This had quite an effect on declining poultry production.

But the poultry market has seen more favorable times since the inc

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Startup Summary



TIP

Our business has start-up cost and we will need a bank account, we chose our bank to be GTBank because of its proximity in the area. This section of the plan shows projected startup costs prior to our opening.

Start-up expenses for Hencube poultry include initial insurance payments covering both general liability and product liability, pre-launch marketing cover flyers, a direct mail campaign, and advertisements in local papers, the

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Startup costs

Items	Costs(\$)
Business cards	20
Printer	200
Leaflets	10
Blank invoices	20
Computers	500
Internet	500
Insurance	500
Land	8000
Building	2000
Advertising/marketing	100
Others	500
Total	12350

Equipment	Cost(\$)
Feeders and drinkers	80
Crates	150
Lighting system	500
Egg tray	50
Cages	3000
Others	1000
Total equipment	4780

Products & Services

Product description



TIP

We offer chicken eggs and chicken meat that will be gotten from layers and broilers to our target market. We plan to take pride in the uncompromising quality of our products. We also offer fertilizer in the form of chicken manure. This is mostly used in vegetable farming and as an ingredient for feed in fish farming. Hencube poultry shall produce high quality, contaminant-free chickens, and the freshest eggs to satisfy the taste of our beloved

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Future products



TIP

We have big plans for the future. We plan on supplying cracked eggshells for some detergent companies for use. These special detergents are used in washing basins and pots. Another thing we have planned for the future is the sale of processed chicken meat.

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Service Description



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We plan on servicing our customers by providing home delivery for customers who are willing to buy at least a certain amount of our products.

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Future services



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In the future, we plan on creating a restaurant that has eggs as its main menu. It will be like a breakfast restaurant. In the future, if this business gets large enough, we would also like to build our own bakery. A major ingredient in most baked goods is eggs and we will be funding that through the poultry.

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Competitive Analysis

Competition



TIP

Competition is not so keen on the markets, however, it still exists. The reasons are;

- Poultry products are not branded products; hence what usually matters is effective positioning and timing.
- The poultry market is not crowded, it's a seller's market.

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Competitive edge



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Our strength over its competitors is firstly based on the fact that we are not entering this business to make much money. We are entering this industry to solve the present problem that our population is facing. We are here to provide quality affordable chicken products. We saw that some of our competitors are seasonal they only produce their chicken at a given period of time. We won't work like that always is ready to provide chicken and eggs. We know

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Marketing Strategy and Implementation

Marketing strategy



TIP

Hencube poultry will strive for the production of products with the highest quality and we plan on employing the following strategies. Our location puts us in the proximity of a major hotel, restaurant, schools with campuses and home deliver food centers we will be supplying to. We would also make contracts with hawkers in markets to sell our live chickens and eggs. We would also make contracts with retail shops for a constant supply of eggs at i

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Pricing and promotion strategy



TIP

The price of the chicken would range from N1500 up to N1700 depending on the size and quality. Also, the price for a crate of eggs ranges from N600 to N1000. The price of a wheelbarrow of manure costs about N200. These prices would also vary depending on the existing market price of poultry meat and eggs. As we compete with other poultries, we will promote our products through advertisements with the aid of streamers and pamphlets.

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Web strategy



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Hencube poultry also has a website where customers can interact with us and get a feel of what the business is about. We know a site or two where we can place online advertisements and we would also make mentions of our poultry in online newspapers.

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Sales strategy



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- Better farm management practices
- Regular visit by veterinary doctors
- Recycling wastes as fertilizer
- “consumer is king” policy
- Keeping up with new technology for production efficiency

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SWOT analysis



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SWOT stands for strength, weakness, opportunities, and threats and we have made an analysis in each case.

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Strengths

- Produce high-quality eggs enriched with protein
- Relatively good infrastructure systems
- Good marketing system
- Eggs and chicken are not seasonal products and can be eaten at any time of the year
- In this area, the poultry business hasn't been over-exploited
- Poultry are environmentally friendly

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Weaknesses

- Capital intensive. Starting a poultry business requires a large capital funding.
- Outbreak of disease can ruin entire business in a go
- The smell can be quite disturbing

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Opportunities

- Expansion into large scale production of byproducts(fertilizer and detergent)
- Export to neighboring towns
- A large and successful poultry will ensure food security

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Threats

- More competition
- Avian diseases
- High feed ingredients prices
- Threat of import of frozen chicken

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PEST analysis



TIP

Eating habits of our consumers will definitely affect our business. Also, the success of restaurants and other firms that order our products will indirectly affect our business.

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Socio-cultural

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A good technical infrastructure would lead to better production and hence lower costs. Technology will also mean more effective business marketing.

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Technological

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Economic trends such as demand and supply will determine the sustenance and profitability of the business. Also, inflation rates will affect the way we pay our employees and the price of the product.

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Economic

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This will include government policies concerning inspection by the ministry of health and organizations like NAFDAC.

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Political

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Management and Organization Structure

Management team



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The management team is simply the partners in this business. They are Faustin Hategekimana, Aisha Alimi, Eric Hagenimana, Lawal nura bada, Khadijah Ibrahim Khalid and Asmau Abubakar Umar.

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Organizational structure



FAUSTIN HATEGEKIMANA

fast@example.com

As the top manager, the CEO, he is typically responsible for the entire operations of the poultry. It is his responsibility to implement decisions and initiatives and to maintain the smooth operation of the poultry, with the assistance of the management team



AISHA ALIMI

Chief Operational Officer aisha@example.com

As the COO, she looks after issues related to marketing, sales, production, and personnel. More hands-on than the CEO, the COO looks after day-to-day activities while providing feedback to the CEO.



KHADIJAH KHALID

Chief Financial Officer khad@example.com

Also reporting directly to the CEO, she is responsible for analyzing and reviewing financial data, reporting financial performance, preparing budgets and monitoring expenditures and costs. The CFO routinely checks the corporation's financial health and integrity.



ASMAU ABUBAKAR

Chief Information Officer asmau@example.com

She reports directly to the CEO and is a more internally oriented person focused on technology needed for running the poultry. She is also in charge of the web designs of the poultry.



ERIC HAGENIMANA

Chief Revenue Officer eric@example.com

He is responsible for all revenue generation processes in an organization, and is ultimately accountable for driving better integration between all revenue-related areas.



LAWAL NURA BADA

Chief Visionary Officer lawal@example.com

As the CVO, he decides on the general direction of a company, and has a broad and comprehensive knowledge of all matters related to the business of the organization and the vision required to steer its course into the future. The CVO is generally in charge of defining corporate strategies, working plans, and often product ideas.

Hiring Plan



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Apart from the management team, other personnel include

1. Cleaners
2. Security
3. Technician
4. food technician
5. Veterinary doctor

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Financial Plan

Projected Profit and Loss

As the Profit and Loss table shows the farm expects to have rapid growth in sales revenue and an increase in net profit over the next three years of operations.

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	Year1	Year2	Year3
Sales	\$29,137	\$172,500	\$315,000
Direct Cost of Sales	\$6,799	\$50,350	\$93,600
Other Costs of Sales	\$0	\$0	\$0
Total Cost of Sales	\$6,799	\$50,350	\$93,600
Gross Margin	\$22,338	\$122,150	\$221,400
Gross Margin %	76.67%	70.81%	70.29%
Expenses			
Payroll	\$5,000	\$90,000	\$120,000
Marketing/Promotion	\$180	\$300	\$400
Depreciation	\$6,000	\$15	\$45,000
Building Expense	\$804	\$400	\$800
Equipment Expense	\$3,000	\$0	\$0
Utilities	\$5,719	\$8,000	\$15,000
Phone/Fax	\$1,266	\$1,500	\$1,800
Legal	\$500	\$250	\$250
Rent	\$3,996	\$0	\$0
Repair Maintenance	\$3,798	\$1,500	\$4,500
Inventory	\$966	\$1,000	\$2,500
Auto/Truck Expense	\$9,600	\$5,000	\$5,000
Total Operating Expenses	\$40,829	\$107,965	\$195,250
Profit Before Interest and Taxes	(\$18,491)	\$14,185	\$26,150
EBITDA	(\$12,491)	\$14,200	\$71,150
Interest Expense	\$5,778	\$4,877	\$3,077
Taxes Incurred	\$0	\$2,792	\$6,922
Net Profit	(\$24,269)	\$6,516	\$16,151
Net Profit/Sales	-83.29%	3.78%	5.13%

Projected Cash Flow

Farm shows positive cash flow and the analysis is outlined in the following table. The investment of grant funding along with the disbursements of it was primarily accounted for in one month to simplify cash flow assumptions.

	Year1	Year2	Year3
Cash Received			
Cash from Operations			
Cash Sales	\$29,137	\$172,500	\$315,000
Subtotal Cash from Operations	\$29,137	\$172,500	\$315,000
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$15,000	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$1,944,390	\$0	\$0
Subtotal Cash Received	\$1,988,527	\$172,500	\$315,000
Expenditures			
Expenditures from Operations			
Cash Spending	\$5,000	\$90,000	\$120,000
Bill Payments	\$47,111	\$432,961	\$75,327
Subtotal Spent on Operations	\$52,111	\$522,961	\$195,327
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$1,932	\$2,000	\$2,000
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$2,400	\$12,000	\$20,000
Purchase Other Current Assets	\$40,000	\$10,000	\$10,000

	Year1	Year2	Year3
Purchase Long-term Assets	\$1,500,000	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$1,596,443	\$546,961	\$227,327
Net Cash Flow	\$392,084	(\$374,461)	\$87,673
Cash Balance	\$401,834	\$27,373	\$115,047

Projected Balance Sheet

The balance sheet shows healthy growth of net worth and a strong financial position.

	Year1	Year2	Year3
Assets			
Current Assets			
Cash	\$401,834	\$27,373	\$115,047
Inventory	\$8,480	\$399,543	\$305,943
Other Current Assets	\$53,500	\$63,500	\$73,500
Total Current Assets	\$463,814	\$490,416	\$494,489
Long-term Assets			
Long-term Assets	\$1,594,047	\$1,594,047	\$1,594,047
Accumulated Depreciation	\$44,700	\$44,715	\$89,715
Total Long-term Assets	\$1,549,347	\$1,549,332	\$1,504,332
Total Assets	\$2,013,161	\$2,039,748	\$1,998,821
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$4,315	\$38,386	\$3,308
Current Borrowing	\$15,168	\$13,168	\$11,168
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$19,483	\$51,554	\$14,476
Long-term Liabilities	\$40,600	\$28,600	\$8,600
Total Liabilities	\$60,083	\$80,154	\$23,076
Paid-in Capital	\$1,944,390	\$1,944,390	\$1,944,390
Retained Earnings	\$32,957	\$8,688	\$15,204
Earnings	(\$24,269)	\$6,516	\$16,151
Total Capital	\$1,953,078	\$1,959,594	\$1,975,745
Total Liabilities and Capital	\$2,013,161	\$2,039,748	\$1,998,821
Net Worth	\$1,953,078	\$1,959,594	\$1,975,745

Risk Assessment

Financial risks



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- Changes in our pricing policies or that of our competitors
- Fluctuation in revenue from distributors and retailers
- Timing of costs related to acquisitions or payments

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Health risks



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Contagious disease and virus outbreak are very deadly; if one of the chickens should catch the disease, all of them will be affected and if it's not recognized and treated early it will lead to the death of all the chickens which is a great loss for the business. And also some of the diseases are also contagious to humans not just between the chickens which will affect the workers and also those that eat it.

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Technological risks



TIP

Technology is good but they also have their disadvantages. There are normally problems involved in using technology; the use of the machine that collects eggs may fail to work or spoil, making the work slow and adding more cost to the business by repairing it. The cost of electricity is also not easy and some electric problems can lead to fire outrage and burn the building causing the loss of assets and perhaps the entire business.

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