



Poultry Farm

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Business Plan

[YEAR]

Prepared By

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1.

Executive Summary

Objectives

Mission Statement

keys to success

Financial Summary

Hencube poultry

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 Hausa. The founders have noticed the health implication of red meat and are

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Objectives

Hencube poultry

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


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Mission Statement

Hencube poultry

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 opportu

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keys to success

Hencube poultry

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

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Financial Summary

Net Income



2.

Business Overview

Company Ownership

Location and facilities

Company Ownership

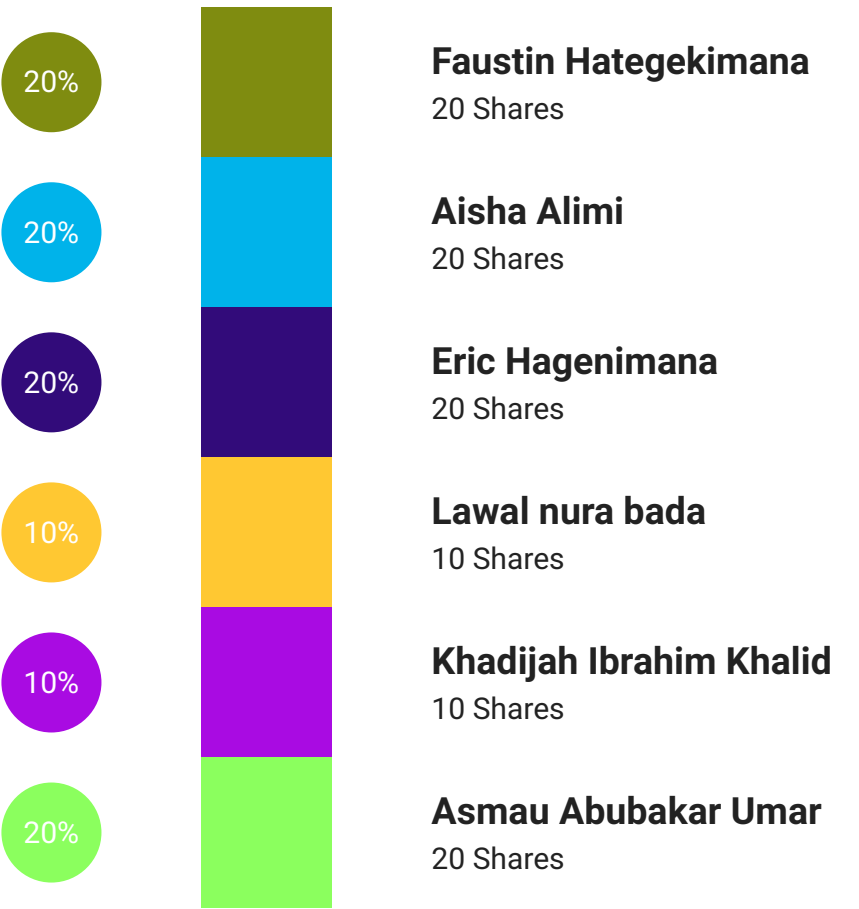
Hencube poultry

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 i

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Owners



Location and facilities

Hencube poultry

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

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3.

Market Analysis

Industry Analysis

Challenges facing the poultry industry

Market segmentation

Target market segment strategy

Market trends

Industry Analysis

Hencube poultry

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 are

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Challenges facing the poultry industry

Hencube poultry

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:

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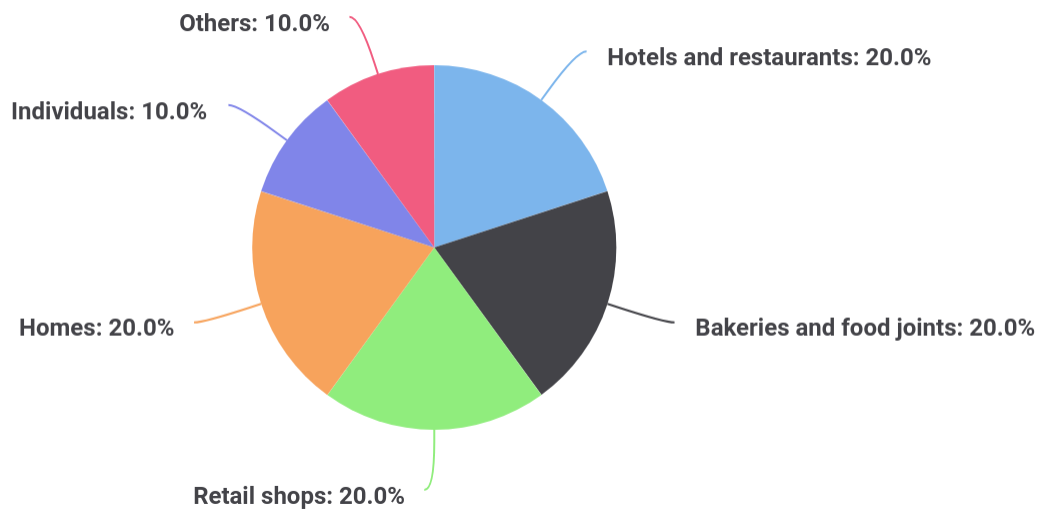
Market segmentation

Hencube poultry

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

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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

Hencube poultry

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

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Market trends

Hencube poultry

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

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SWOT Analysis

Market Size

Customer Profiles

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.

Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today


4.

Startup Summary

Startup costs

Hencube poultry

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.

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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

Equipment	Cost(\$)
Total equipment	4780

5.

Products & Services

Product description

Future products

Service Description

Future services

Product description

Hencube poultry

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.

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Future products

Hencube poultry

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.

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Service Description

Hencube poultry

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

Hencube poultry

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

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6.

Competitive Analysis

Competition

Competitive edge

Competition

Hencube poultry

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

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Competitive edge

Hencube poultry

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.

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7.

Marketing Strategy and Implementation

Marketing strategy

Pricing and promotion strategy

Web strategy

Sales strategy

SWOT analysis

PEST analysis

Marketing strategy

☐ Hencube poultry

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

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Pricing and promotion strategy

☐ Hencube poultry

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 v

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Web strategy

☐ Ex :: Industry

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 newspaper


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Sales strategy

Hencube poultry

- Better farm management practices
- Regular visit by veterinary doctors
- Recycling wastes as fertilizer


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SWOT analysis

Hencube poultry

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

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Strength

- 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

Weakness

- 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

Opportunity

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

Threat

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

PEST analysis

Hencube poultry

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

Start writing here..

Hencube poultry

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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Hencube poultry

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

Start writing here..

Hencube poultry

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

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Political

Start writing here..

8.

Management and Organization Structure

Management team

Organizational structure

Hiring Plan

Management team

Hencube poultry

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

☐ Hencube poultry

Apart from the management team, other personnel include

1. Cleaners

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9.

Financial Plan

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Projected Profit and Loss

	2024	2025	2026
Revenue	\$380,573.18	\$656,285.09	\$1,158,384.79
Sale of Eggs	\$168,699.48	\$339,456.68	\$683,053.29
Unit Sales	168,699	339,457	683,053
Unit Price	\$1	\$1	\$1
Sale of Poultry Meat	\$127,729.20	\$182,110.35	\$259,643.70
Unit Sales	8,515	12,141	17,310
Unit Price	\$15	\$15	\$15
Sale of Manure	\$84,144.50	\$134,718.06	\$215,687.80
Unit Sales	105,181	168,398	269,610
Unit Price	\$0.80	\$0.80	\$0.80
Cost Of Sales	\$69,101.33	\$105,800.54	\$168,356.95
General Costs	\$69,101.33	\$105,800.54	\$168,356.95
Poultry Feed and Maintenance	\$20,898.05	\$28,739.34	\$39,635.78
Poultry Feed	\$14,192.08	\$20,234.60	\$28,849.65
Health and Veterinary Care	\$6,705.97	\$8,504.74	\$10,786.13
Labor and Utilities	\$48,203.28	\$77,061.20	\$128,721.17
Labor Costs	\$38,057.33	\$65,628.52	\$115,838.48
Utilities	\$10,145.95	\$11,432.68	\$12,882.69
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$311,471.85	\$550,484.55	\$990,027.84

	2024	2025	2026
Gross Margin (%)	81.84%	83.88%	85.47%
Operating Expense	\$395,428.65	\$421,603.84	\$459,537.55
Payroll Expense (Indirect Labor)	\$316,200	\$327,387.60	\$338,987.40
Administrative Staff	\$86,760	\$89,900.40	\$93,156.60
Accountant	\$53,760	\$55,910.40	\$58,146.84
Administrative Assistant	\$33,000	\$33,990	\$35,009.76
Farm Management	\$75,000	\$78,414	\$81,985.32
Farm Manager	\$41,400	\$43,470	\$45,643.56
Assistant Manager	\$33,600	\$34,944	\$36,341.76
Farm Workers	\$154,440	\$159,073.20	\$163,845.48
Poultry Caretakers	\$95,040	\$97,891.20	\$100,827.84
Maintenance Staff	\$59,400	\$61,182	\$63,017.64
General Expense	\$79,228.65	\$94,216.24	\$120,550.15
Facility Expenses	\$33,600	\$34,176	\$34,762.56
Rent	\$24,000	\$24,480	\$24,969.60
Utilities	\$9,600	\$9,696	\$9,792.96
Operational Expenses	\$21,600	\$22,176	\$22,767.84
Feed and Supplements	\$14,400	\$14,832	\$15,276.96
Veterinary Services	\$7,200	\$7,344	\$7,490.88
Marketing and Miscellaneous	\$24,028.65	\$37,864.24	\$63,019.75
Marketing and Advertising	\$19,028.65	\$32,814.24	\$57,919.25
Maintenance and Repairs	\$5,000	\$5,050	\$5,100.50
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$83,956.80)	\$128,880.73	\$530,490.30
Additional Expense	\$17,665.09	\$15,763.01	\$13,743.62
Long Term Depreciation	\$12,504	\$12,504	\$12,504
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$96,460.80)	\$116,376.73	\$517,986.30
Interest Expense	\$5,161.09	\$3,259.02	\$1,239.63
EBT	(\$101,621.89)	\$113,117.72	\$516,746.68
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$482,195.07	\$543,167.38	\$641,638.12
Net Income	(\$101,621.89)	\$113,117.72	\$516,746.68
Net Income (%)	(26.70%)	17.24%	44.61%
Retained Earning Opening	\$0	(\$117,621.89)	(\$12,504.17)
Owner's Distribution	\$16,000	\$8,000	\$8,000
Retained Earning Closing	(\$117,621.89)	(\$12,504.17)	\$496,242.51

Projected Cash Flow

	2024	2025	2026
Cash Received	\$380,573.18	\$656,285.10	\$1,158,384.80

	2024	2025	2026
Cash Paid	\$469,691.07	\$530,663.38	\$629,134.12
COS & General Expenses	\$148,329.98	\$200,016.77	\$288,907.10
Salary & Wages	\$316,200	\$327,387.60	\$338,987.40
Interest	\$5,161.09	\$3,259.02	\$1,239.63
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$89,117.89)	\$125,621.72	\$529,250.68
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$180,000	\$0	\$0
Net Cash From Investments	(\$180,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$46,838.91	\$40,740.99	\$44,420.12
Loan Capital	\$30,838.91	\$32,740.98	\$36,420.11
Dividends & Distributions	\$16,000	\$8,000	\$8,000
Net Cash From Financing	\$103,161.09	(\$40,740.99)	(\$44,420.12)
Summary			
Starting Cash	\$0	(\$165,956.80)	(\$81,076.07)

	2024	2025	2026
Cash In	\$530,573.18	\$656,285.10	\$1,158,384.80
Cash Out	\$696,529.98	\$571,404.37	\$673,554.24
Change in Cash	(\$165,956.80)	\$84,880.73	\$484,830.56
Ending Cash	(\$165,956.80)	(\$81,076.07)	\$403,754.49

Projected Balance Sheet

	2024	2025	2026
Assets	\$1,539.20	\$73,915.93	\$546,242.49
Current Assets	(\$165,956.80)	(\$81,076.07)	\$403,754.49
Cash	(\$165,956.80)	(\$81,076.07)	\$403,754.49
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$167,496	\$154,992	\$142,488
Gross Long Term Assets	\$180,000	\$180,000	\$180,000
Accumulated Depreciation	(\$12,504)	(\$25,008)	(\$37,512)
Liabilities & Equity	\$1,539.20	\$73,915.94	\$546,242.51
Liabilities	\$69,161.09	\$36,420.11	\$0
Current Liabilities	\$32,740.98	\$36,420.11	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$32,740.98	\$36,420.11	\$0
Long Term Liabilities	\$36,420.11	\$0	\$0

	2024	2025	2026
Long Term Debt	\$36,420.11	\$0	\$0
Equity	(\$67,621.89)	\$37,495.83	\$546,242.51
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$117,621.89)	(\$12,504.17)	\$496,242.51
Check	\$0	\$0	\$0

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The graphic compares the Upmetrics interface with a traditional spreadsheet. On the left, the Upmetrics interface shows a 'Financial Plan' section with a 'Profit & Loss' tab. It displays a table with columns for 'Yearly' (2023-24) and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (\$), and Operating Expenses. Below the table, there's a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. On the right, a traditional spreadsheet is shown with a grid of cells and a formula bar. The spreadsheet has columns A through E and rows 1 through 17. A formula is visible in cell C4: '=PER(C2:10)'. The Upmetrics logo is on the left, and the Google Sheets logo is on the right.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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10.

Risk Assessment

Financial risks

Health risks

Technological risks

Financial risks

Hencube poultry

- 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

Hencube poultry

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 a

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Start writing here..

Technological risks

Hencube poultry

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

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Start writing here..

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