

Poultry Egg and Layers Production From Pullets in Nigeria; the Feasibility Report

<https://marketpublishers.com/r/P425AA6F577EN.html>

Date: July 2013

Pages: 37

Price: US\$ 500.00 (Single User License)

ID: P425AA6F577EN

Abstracts

Until the late 1970's when hydrocarbon was discovered in commercial quantity in Oloibiri, present day Bayelsa state, Agriculture remained the mainstay of the economy contributing over 90% of the Gross Domestic Product (GDP) of the country as against the less than 40% it now contributes to the GDP of Nigeria with crop production accounting for an estimated 85%, livestock 10% and the balance made up by fisheries and forestry.

Though over 70% of Nigeria's 923,768 square kilometres land mass is arable and suitable for Agricultural, the nation is a net importer of food products.

In an attempt to tackle the problems facing the Agricultural Sector in Nigeria, Government put in place the National Agricultural Policy, which was jointly formulated by the national stakeholders and International Development Partners and approved by the Federal Government in 2002. Specifically, the National Agricultural Policy assigns supportive roles to the government, while investments in the sector are left to the private sector initiative and in order to encourage investment in the poultry sub-sector, Government approved ban on the importation frozen poultry products and gave other incentives to stimulate investment.

Nigeria, with a population of about 165 million is grossly underprovided with the essential food component, which is protein. For example, data from the FOS, CBN, and FAO indicate that from cattle, less than 2kg of beef is available to an average Nigerian per year and just mere 4kg of eggs per annum is available to each Nigerian.

In fact, milk production has been nose diving or at best has remained constant since 1994. This scenario is compounded more so when the volume of egg supply is very low,

being 10.56g per person per day as compared with the usual recommendation that an egg should be consumed by an adult per day. This recommendation would imply a crate of 30 eggs per month. This story also holds for other meat products including, chicken.

The report examines the feasibility of establishing a poultry farm starting 18 months old pullet producing table eggs and layers.

Nigeria, with a population of about 165 million is grossly underprovided with the essential food component, which is protein. For example, data from the FOS, CBN, and FAO indicate that from cattle, less than 2kg of beef is available to an average Nigerian per year and just mere 4kg of eggs per annum is available to each Nigerian. In fact, milk production has been nose diving or at best has remained constant since 1994.

This scenario is compounded more so when the volume of egg supply is very low, being 10.56g per person per day as compared with the usual recommendation that an egg should be consumed by an adult per day. This recommendation would imply a crate of 30 eggs per month. This story also holds for other meat products including, chicken.

To ameliorate this problem of low-level of protein intake, there is the need for concerted effort, among the various stakeholders to bring about the massive production of protein based food items at competitive costs so that they would be affordable to the general masses. Aside from the other necessary economic reforms, massive investment poultry farming is one way of resolving the problem.

Contents

EXECUTIVE SUMMARY

1. BUSINESS OVERVIEW

- 1.1 Description of the Business
- 1.2 Vision and Mission Statement
- 1.3 Business Objective
- 1.4 Value Proposition
- 1.5 Critical Success Factor of the Business
- 1.6 Current Status of Business
- 1.7 Description of the Business Industry
- 1.8 Contribution to Local and National Economy

2. MARKETING PLAN

- 2.1 Description of product
- 2.2 The Opportunity
- 2.3 Pricing Strategy
- 2.4 Target Market
- 2.5 Distribution and Delivery Strategy
- 2.6 Promotional Strategy
- 2.7 Competition

3. PRODUCTION PLAN

- 3.1 Operational Details and Structure
- 3.2 Raw Materials
- 3.3 Machinery and equipment requirement
- 3.4 Description of the Location
- 3.5 Housing
- 3.6 Infrastructural Requirement
- 3.7 Production Process
- 3.8 Production Cost
- 3.9 Pre-Operating activities and expenses
 - 3.9.1 Operating Activities and Expenses
- 3.10 Milestones

4. ORGANIZATIONAL AND MANAGEMENT PLAN

- 4.1 Ownership of the business
- 4.2 Profile of the promoters
- 4.3 Key Management Staff
 - 4.3.2 Management Support Units
- 4.4 Details of salary schedule

5. FINANCIAL PLAN

- 5.1 Financial Assumption
- 5.2 Start up Capital Estimation
- 5.3 Source of Capital
- 5.4 Security of Loan
- 5.5 Loan Repayment Plan
- 5.6 Profit and Loss Account
- 5.7 Cash Flow Analysis
- 5.8 Viability Analysis

6. BUSINESS RISK AND MITIGATION FACTOR

- 6.1 Business Risks
- 6.2 SWOT Analysis

I would like to order

Product name: Poultry Egg and Layers Production From Pullets in Nigeria; the Feasibility Report

Product link: <https://marketpublishers.com/r/P425AA6F577EN.html>

Price: US\$ 500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P425AA6F577EN.html>