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Additional Helpful TemplateFarm Business Plan Are you about starting a poultry farm? IF YES, heres a complete sample poultry farming business plan template & feasibility report you can use for FREE to raise money. There are quite a great number of things that are highly needed by man as a nutritious source of food that is gotten from the poultry. Chief amongst them is them the egg. Poultry farms all over the world has egg as one of its primary produce and that is why people will continue to look to poultry farms to churn this out. To start a poultry related business, you will first need to learn the ropes. Undertaking a thorough and exhaustive research is also one of the tasks that you will be saddled with. Thereafter you might be required to do some apprenticeship so as to have firsthand experience on how to run a poultry farm. A Sample Poultry Farming Business Plan Template1. Industry OverviewThe agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most countries of the world; it is the industry that produces chicken and eggs for the populace. Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into commercial farming (poultry farming inclusive). Hens, various birds, quails, guinea fowls, ducks et al are all birds that can be comfortably reared in a poultry farm. Chicken and birds are widely consumed in all parts of the world hence there is a large market for poultry farmers. If you are looking towards starting a livestock breeding business, then one of your options is to settle for poultry farming. Poultry farming is a highly thriving and profitable business venture. Aside from the fact that people consume birds and chickens et al, supply of eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chickens for meat, and egg production. The eggs produced may be sold for use as table eggs or hatching eggs. The Poultry Farm and Egg Production Company Industry is indeed a very large industry and pretty much thriving in all parts of the world especially in developed countries such as United States of America, Canada, United Kingdom, Germany, Australia and Italy et al. Statistics has it that in the united states of America, there are about 30,000 licensed and registered poultry farm and egg production company directly responsible for employing about 280,800 employees and indirectly responsible for employing roughly 1,339,900. The industry rakes in a whooping sum of \$10 billion annually with an annual growth rate projected at 6.1 percent. It is important to state that the establishments with a lion share of the available market in this industry are Cal Maine, Land Olake, Inc., Michael Foods and Rose Acres Farms. Statistics also has it that an estimate of out 30 companies are involved in the business of raising, processing and marketing chickens on a commercial level; they export chickens, processed chickens and eggs to other countries of the world. It is on record that Americans consume more chicken than anyone else in the world more than 90 pounds per capita in 2015 the number one protein consumed in the United States. So also, in 2015, almost 9 billion broiler chickens, weighing 53 billion pounds, live weight, were produced. More than 40 billion pounds of chicken product was marketed, measured on a ready-to-cook basis. The United States has the largest broiler chicken industry in the world, and about 19 percent of egg and chicken production was exported to other countries in 2015. Research conducted shows that the top 5 broiler producing states in the US are Georgia, Arkansas, Alabama, North Carolina and Mississippi. If you are looking towards leveraging on the agriculture industry to generate huge income, then one of your best bet is to start a poultry farm and egg production business. One thing is certain about starting poultry farming and egg production business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your eggs and chickens because there are always food processing companies and consumers out there who are ready to buy from you.2. Executive SummaryNoble Ernest Poultry Farms, LLC is a world class and licensed poultry farm and egg Production Company that will be based in the outskirts of Santa Fe, New Mexico United States. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business. Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens (white), Table eggs produced by battery chickens (white), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the U.S. economy, in national food production, and also to export chicken and eggs from the United States to other countries and over and above to make profit. Noble Ernest Poultry Farms, LLC is well positioned to become one of the leading commercial poultry farms and egg production business in the United States of America, which is why we have been able to source for the best hands and machines to run the company with. We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in the United States of America. At Noble Ernest Poultry Farms, LLC, our customers best interest will always come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our clients needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients. Noble Ernest Poultry Farms, LLC is a private registered commercial poultry farm and egg production company that is owned by Mr. Noble Ernest and his immediate family members. The poultry farm will be fully and single handedly financed by the owner Mr. Noble Ernest and his immediate family members at least for a period of time. Before starting Noble Ernest Poultry Farms, LLC, and Mr. Noble Ernest was the Head of a renowned Agriculture Research Institute in The U.S. He worked in the industry for well over 10 years before resigning to start his own commercial poultry farm and egg production business. He is of course well experienced and highly qualified to run this type of business.3. Our Products and ServicesNoble Ernest Poultry Farms, LLC is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the United States market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives. These are the areas we will concentrate on our commercial poultry farms: If need arises we will definitely add more poultry produce to our list; Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. Table eggs produced by battery chickens (white) Table eggs produced by battery chickens (brown) Hatching eggs Specialty eggs Table eggs produced by free-range chickens4. Our Mission and Vision StatementOur Vision is to become one of the leading commercial poultry farm and egg production brands not just in the United States of America but also on the global stage. Noble Ernest Poultry Farms, LLC is a world class and registered commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the United States market and the global market. We want our chickens and eggs to flood the nooks and crannies of the United States and other countries of the world. Our Business StructureNoble Ernest Poultry Farms, LLC is a privately owned and managed commercial poultry farms and egg production business that intend starting small in Santa Fe New Mexico, but hope to grow big in order to compete favorably with leading commercial poultry farms and egg production companies in the industry both in the United States and on a global stage. We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hire the best hands within our area of operations. At Noble Ernest Poultry Farms, LLC, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce, and customers). As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire the following positions: Chief Operating OfficerGeneral Farm ManagerHuman Resources and Admin ManagerAccountant / CashierSales and Marketing ExecutiveField EmployeesFront Desk Officer5. Job Roles and ResponsibilitiesChief Executive Officer CEO-Increases managements effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities. Responsible for providing direction for the businessCreates, communicates, and implements the organizations vision, mission, and overall direction i.e. leading the development and implementation of the overall organizations strategy. Responsible for signing checks and documents on behalf of the companyEvaluates the success of the organizationGeneral Farm Manager Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organizationSupervises other section managerEnsures compliance during project executionsProvides advice on the management of farming activities across all sectionResponsible for carrying out risk assessmentUses IT systems and software to keep track of people and progress of the growth of chickens and other birdsResponsible for overseeing the accounting, costing and sale of poultry farm produceRepresent the organizations interest at various stakeholders meetingsEnsures that farming goals desired result are achieved, the most efficient resources (manpower, equipment, tools and chemicals et al) are utilized and different interests involved are satisfied. Responsible for preparing financial reports, budgets, and financial statements for the organizationHuman Resources and Admin ManagerResponsible for overseeing the smooth running of HR and administrative tasks for the organizationUpdates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job assignments. Defines job positions for recruitment and managing interviewing processCarries out staff induction for new team membersResponsible for training, evaluation and assessment of employeesOversees the smooth running of the daily office.Accountant / Cashier: Responsible for preparing financial reports, budgets, and financial statements for the organizationProvides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions. Responsible for financial forecasting and risks analysis. Performs cash management, general ledger accounting, and financial reporting for one or more properties. Responsible for developing and managing financial systems and policiesResponsible for administering payrollsEnsures compliance with taxation legislationHandles all financial transactions for Noble Ernest Poultry Farms, LLC.Serves as internal auditor for Noble Ernest Poultry Farms, LLC.Sales and Marketing ManagerManages external research and coordinate all the internal sources of information to retain the organizations best customers and attract new onesModels demographic information and analyze the volumes of transactional data generated by customerIdentifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.Writes winning proposal documents, negotiate fees and rates in line with organizations policyResponsible for handling business research, market surveys and feasibility studies for clientsResponsible for supervising implementation, advocate for the customers needs, and communicate with clientsDevelops, executes and evaluates new plans for expanding increase salesCreates new markets cum businesses for the organizationEmpowers and motivates the sales team to meet and surpass agreed targetsField Workers / Contract Staff Responsible for daily collection of eggsResponsible for feeding chickens and other birds as instructed by the supervisorResponsible for cleaning poultry and the entire environmentChanges the water for the birds as instructed by the supervisor on a regular basisHandles poultry farm implements and machines (hatchery) as instructed by the section manager / supervisorAssists in handling the chicken and other birds at all carries out task in line with the stated job descriptionAssists in transport working tools and equipment from the poultry farm and back to the designated store roomHandles any other duties as assigned my the line managerFront Desk / Customers Service OfficerWelcomes clients and potential clients by greeting them in person, online or on the telephone; answering or directing inquiries. Ensures that all contacts with clients (e-mail, walk-in center, SMS or phone) provides the client with a personalized customer service experience of the highest levelThrough interaction with clients on the phone, uses every opportunity to build clients interest in the companys products and servicesManages administrative duties assigned by the creative director in an effective and timely mannerConsistently stays abreast of any new information on the organizations products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries6. SWOT AnalysisNoble Ernest Poultry Farms, LLC do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard commercial poultry farm and egg production company that will favorably compete with leading commercial poultry farms and egg production companies like Cal Maine, Land Olake, Inc., Michael Foods and Rose Acres Farms in the United States of America and in the rest part of the world. We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well structured commercial poultry farm and egg Production Company that can favorably compete in the highly competitive commercial poultry farms and egg production industry in the United States and the world at large. Part of what the team of business consultant did was to work with the management of our organization in conducting a SWOT analysis for Noble Ernest Poultry Farms, LLC. Here is a summary from the result of the SWOT analysis that was conducted on behalf of Noble Ernest Poultry Farms, LLC: Our strength as a commercial poultry farm and egg production company is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of the United States of America. We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in Santa Fe New Mexico in our payroll. Our weakness could be that we are a new commercial poultry farms and egg production company in the United States, and perhaps it might take us sometime to attract big time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business. The opportunities that are available to us as a standard commercial poultry farm and egg Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that cant do without daily supply of chicken and eggs. We are well positioned to take advantage of this opportunity Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that engage in the rearing of chickens and other birds) within same location. There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.7. MARKET ANALYSIS The Poultry and Chicken Egg Production industry has greatly benefited from campaigns advertising the health benefits of chickens and eggs as a good source of protein. No doubt, the increased demand of chicken and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs have rapidly improved revenue growth for the industry. In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the recent advancement in technology, poultry farmers can now comfortably predict and produce the quantities of chickens / birds and eggs per time.8. Our Target MarketNaturally, the target market of those who are the end consumer of commercial poultry farm produce and also those who benefits from the business value chain of the poultry farming and egg production industry is all encompassing; it is far reaching. Every household consumes produce from commercial poultry farms be it chicken or egg. So also almost all hotels and fast restaurants sell chicken and eggs. In essence a commercial poultry farmer should be able to sell his or her chicken and eggs to as many people as possible. In view of that, we have positioned our business to attract consumers of chickens and eggs not just in the United States of America alone but also other parts of the world. We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business. Below is a list of the people and business that we will market our chickens and eggs to: HouseholdsIndividualsHotelsRestaurantsFast food eateriesAgriculture merchantsOur Competitive AdvantageIt is easier to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial poultry farmers in the United States of America and of course in most parts of the world. For example, Statistics has it that there are 2.2 million farms in the United States of America, covering an area of 922 million acres. These goes to show that there are appreciable numbers of farmers in the United States of America but that does not mean that there is stiffer competition in the industry. As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming cum poultry farming and egg production business. This is so because part of the success of any nation is her ability to cultivate her own food and also export food to other nations of the world. For example, Statistics has it that in the United States of America, there are about 30,000 licensed and registered poultry farm and egg production company directly responsible for employing about 280,800 employees and indirectly responsible for employing roughly 1,339,900. The industry rakes in a whooping sum of \$10 billion annually with an annual growth rate projected at 6.1 percent. It is important to state that the establishments with a lion share of the available market in this industry are Cal Maine, Land Olake, Inc., Michael Foods and Rose Acres Farms. Statistics also has it that an estimate of about 35 companies are involved in the business of raising and marketing chickens on a commercial level; they export chickens, processed chickens and eggs to other countries of the world. It is on record that Americans consume more chicken than anyone else in the world more than 90 pounds per capita in 2015 the number one protein consumed in the United States. So also, in 2015, almost 9 billion broiler chickens, weighing 53 billion pounds, live weight, were produced. More than 40 billion pounds of chicken product was marketed, measured on a ready-to-cook basis. The United States has the largest broiler chicken industry in the world, and about 19 percent of egg and chicken production was exported to other countries in 2015. Research conducted shows that the top 5 broiler producing states in the US are Georgia, Arkansas, Alabama, North Carolina and Mississippi. If you are looking towards leveraging on the agriculture industry to generate huge income, then one of your best bet is to start a poultry farm and egg production business. One thing is certain about starting poultry farming and egg production business, if you are able to conduct your market research and feasibility studies, you are more likely not going to struggle to sell your eggs and chickens because there are always food processing companies and consumers out there who are ready to buy from you.2. Executive SummaryNoble Ernest Poultry Farms, LLC is a world class and licensed poultry farm and egg Production Company that will be based in the outskirts of Santa Fe, New Mexico United States. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business. Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (Table eggs produced by battery chickens (white), Table eggs produced by battery chickens (brown), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the U.S. economy, in national food production, and also to export chicken and eggs from the United States to other countries and over and above to make profit. 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We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives. These are the areas we will concentrate on our commercial poultry farms: If need arises we will definitely add more poultry produce to our list; Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world. Table eggs produced by battery chickens (white) Table eggs produced by battery chickens (brown) Hatching eggs Specialty eggs Table eggs produced by free-range chickens4. Our Mission and Vision StatementOur Vision is to become one of the leading commercial poultry farm and egg production brands not just in the United States of America but also on the global stage. 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At Noble Ernest Poultry Farms, LLC, we will ensure that we hire people that are qualified, hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce, and customers). As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire the following positions: Chief Operating OfficerGeneral Farm ManagerHuman Resources and Admin ManagerAccountant / CashierSales and Marketing ExecutiveField EmployeesFront Desk Officer5. Job Roles and ResponsibilitiesChief Executive Officer CEO-Increases managements effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities. Responsible for providing direction for the businessCreates, communicates, and implements the organizations vision, mission, and overall direction i.e. leading the development and implementation of the overall organizations strategy. Responsible for signing checks and documents on behalf of the companyEvaluates the success of the organizationGeneral Farm Manager Responsible for the planning, management and coordinating all farm activities across the various sections on behalf of the organizationSupervises other section managerEnsures compliance during project executionsProvides advice on the management of farming activities across all sectionResponsible for carrying out risk assessmentUses IT systems and software to keep track of people and progress of the growth of chickens and other birdsResponsible for overseeing the accounting, costing and sale of poultry farm produceRepresent the organizations interest at various stakeholders meetingsEnsures that farming goals desired result are achieved, the most efficient resources (manpower, equipment, tools and chemicals et al) are utilized and different interests involved are satisfied. Responsible for preparing financial reports, budgets, and financial statements for the organizationHuman Resources and Admin ManagerResponsible for overseeing the smooth running of HR and administrative tasks for the organizationUpdates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job assignments. Defines job positions for recruitment and managing interviewing processCarries out staff induction for new team membersResponsible for training, evaluation and assessment of employeesOversees the smooth running of the daily office.Accountant / Cashier: Responsible for preparing financial reports, budgets, and financial statements for the organizationProvides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions. Responsible for financial forecasting and risks analysis. Performs cash management, general ledger accounting, and financial reporting for one or more properties. Responsible for developing and managing financial systems and policiesResponsible for administering payrollsEnsures compliance with taxation legislationHandles all financial transactions for Noble Ernest Poultry Farms, LLC.Serves as internal auditor for Noble Ernest Poultry Farms, LLC.Sales and Marketing ManagerManages external research and coordinate all the internal sources of information to retain the organizations best customers and attract new onesModels demographic information and analyze the volumes of transactional data generated by customerIdentifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.Writes winning proposal documents, negotiate fees and rates in line with organizations policyResponsible for handling business research, market surveys and feasibility studies for clientsResponsible for supervising implementation, advocate for the customers needs, and communicate with clientsDevelops, executes and evaluates new plans for expanding increase salesCreates new markets cum businesses for the organizationEmpowers and motivates the sales team to meet and surpass agreed targetsField Workers / Contract Staff Responsible for daily collection of eggsResponsible for feeding chickens and other birds as instructed by the supervisorResponsible for cleaning poultry and the entire environmentChanges the water for the birds as instructed by the supervisor on a regular basisHandles poultry farm implements and machines (hatchery) as instructed by the section manager / supervisorAssists in handling the chicken and other birds at all carries out task in line with the stated job descriptionAssists in transport working tools and equipment from the poultry farm and back to the designated store roomHandles any other duties as assigned my the line managerFront Desk / Customers Service OfficerWelcomes clients and potential clients by greeting them in person, online or on the telephone; answering or directing inquiries. Ensures that all contacts with clients (e-mail, walk-in center, SMS or phone) provides the client with a personalized customer service experience of the highest levelThrough interaction with clients on the phone, uses every opportunity to build clients interest in the companys products and servicesManages administrative duties assigned by the creative director in an effective and timely mannerConsistently stays abreast of any new information on the organizations products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries6. SWOT AnalysisNoble Ernest Poultry Farms, LLC do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard commercial poultry farm and egg production company that will favorably compete with leading commercial poultry farms and egg production companies like Cal Maine, Land Olake, Inc., Michael Foods and Rose Acres Farms in the United States of America and in the rest part of the world. We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well structured commercial poultry farm and egg Production Company that can favorably compete in the highly competitive commercial poultry farms and egg production industry in the United States and the world at large. Part of what the team of business consultant did was to work with the management of our organization in conducting a SWOT analysis for Noble Ernest Poultry Farms, LLC. 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We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business. The opportunities that are available to us as a standard commercial poultry farm and egg Production Company cannot be quantified, we know that there are loads of households, and businesses such as hotels and fast food restaurants that cant do without daily supply of chicken and eggs. We are well positioned to take advantage of this opportunity Some of the threats and challenges that we are likely going to face when we start our own commercial poultry farm and egg production company are global economic downturn that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), unfavorable government policies and the arrival of a competitor (a commercial farm that engage in the rearing of chickens and other birds) within same location. There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.7. MARKET ANALYSIS The Poultry and Chicken Egg Production industry has greatly benefited from campaigns advertising the health benefits of chickens and eggs as a good source of protein. No doubt, the increased demand of chicken and eggs from households and food related businesses and of course the growing popularity of specialty and processed eggs have rapidly improved revenue growth for the industry. In the face of this growth, profit margin has suffered from rising feed costs and also regulations regarding animal welfare. As a matter of fact, one of the new trends is that with the recent advancement in technology, poultry farmers can now comfortably predict and produce the quantities of chickens / birds and eggs per time.8. Our Target MarketNaturally, the target market of those who are the end consumer of commercial poultry farm produce and also those who benefits from the business value chain of the poultry farming and egg

production industry is all encompassing; it is far reaching. It encompasses produce from commercial poultry farms to chicken or egg. So also almost all hotels and fast restaurants sell chicken and eggs.In essence a commercial poultry farmer should be able to sell his or her chicken and eggs to as many people as possible. In view of that, we have positioned our business to attract consumers of chickens and eggs not just in the United States of America alone but also other parts of the world.We have conducted our market research and survey and we will ensure that we meet and surpass the expectations we set for the business. Below is a list of the people and business that we will market our chickens and eggs to; HouseholdsIndividualsHotelsRestaurantsFast food eateriesAgriculture merchantsOur Competitive AdvantageIt is easier to find entrepreneur flocking towards an industry that is known to generate consistent income which is why there are more commercial poultry farmers in the United States of America and of course in most parts of the world.For example, Statistics has it that there are 2.2 million farms in the United States of America, covering an area of 922 million acres. These goes to show that there are appreciable numbers of farmers in the United States of America but that does not mean that there is stiffer competition in the industry.As a matter of fact, entrepreneurs are encouraged by the government to embrace commercial farming cum poultry farming and egg production business. This is so because part of the success of any nation is her ability to cultivate her own food and also export food to other nations of the world.Noble Ernest Poultry Farms, LLC is fully aware that there are competitions when it comes to selling commercial farm produce all over the globe, which is why we decided to carry out thorough market research so as to know how to take advantage of the available market in the United States and in other parts of the world. We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable poultry farming and egg production processes that can help us sell our produce at competitive prices, good network and excellent relationship management.Another competitive advantage that we are bringing to the industry is the fact that we have healthy relationships with loads of major players (agriculture merchants) in the industry; both suppliers of poultry feeds and medications and buyers of chickens and eggs within and outside of the United States of America. We have some of the latest commercial poultry farming hatchery, tools and equipment that will help us raise and produce eggs in commercial quantities with less stress.Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in Santa Fe New Mexico in our payroll. Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category (startups commercial poultry farms and egg production companies in the United States) in the industry.It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives. 9. SALES AND MARKETING STRATEGY Noble Ernest Poultry Farms, LLC is in the poultry farms and egg production line of business for the purpose of maximizing profits hence we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives.Below are the sources we intend exploring to generate income for Noble Ernest Poultury Farms, LLC; Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.Table eggs produced by battery chickens (white)Table eggs produced by battery chickens (brown)Hatching eggsSpecialty eggsTable eggs produced by free-range chickens10. Sales ForecastFrom the survey conducted, we were able to discover that the sales generated by a commercial poultry farm and egg production business depends on the size of the poultry farm, the types of birds available in the poultry and of course the size of their marketing network.We have been able to critically examine the poultry farms and egg production business and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some workable assumptions as well with respect to the nature of commercial poultry farm and egg production business that we run.Below are the projections that we were able to come up with for the first three years of running Noble Ernest Poultry Farms, LLC; First Fiscal Year:- \$250,000Second Fiscal Year:- \$600,000Third Fiscal Year:- \$900,000N.B: This projection is done based on what is obtainable in the industry and with the assumption that there wont be any major economic meltdown that can impact negatively on household spending, bad weather cum natural disasters (draughts, epidemics), and unfavorable government policies.Marketing Strategy and Sales StrategyWe are quite aware that the reason why some commercial poultry farms and egg production companies hardly make good profits is their inability to sell off their chickens and eggs as at when due. Our sales and marketing team will be recruited based on their vast experience in the poultry farming and egg production industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of Noble Ernest Poultry Farms, LLC.Over and above, we have perfected our sale and marketing strategies first by networking with agriculture merchants and businesses that rely on daily supply of chicken and eggs from the poultry farms and egg production industry that are likely to become our customers. In summary, Noble Ernest Poultry Farms, LLC will adopt the following strategies in marketing our commercial farm produce;Introduce our business by sending introductory letters alongside our brochure to stake holders in the agriculture industry, households, hotels and restaurants and agriculture produce merchants et al.Advertise our business in agriculture and food related magazines and websitesList our commercial poultry farms and egg production business on yellow pages adsAttend related agriculture and food expos, seminars, and business fairs et alLeverage on the internet to promote our businessEngage in direct marketingEncourage the use of Word of mouth marketing (referrals)11. Publicity and Advertising StrategyAny business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.We know that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our commercial poultry farm and egg production business. Below are the platforms we will leverage on to boost our commercial poultry farm and production brand and to promote and advertise our business;Place adverts on community based newspapers, radio stations and TV stations.Encourage the use of word of mouth publicity from our loyal customersLeverage on the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Badoo, Google+ and other platforms to promote our business.Ensure that our we position our banners and billboards in strategic positions all around Santa Fe New MexicoDistribute our fliers and handbills in target areas in and around our neighborhoodContact corporate organizations, households, landlord associations and schools by calling them up and informing them of Noble Ernest Poultry Farms, LLC and the poultry produce we sellAdvertise our business in our official website and employ strategies that will help us pull traffic to the siteBrand all our official cars and trucks and ensure that all our staff members and management staff wears our branded shirt or cap at regular intervals.12. Our Pricing StrategySome of the factors that will help you sell your farm produce at the right price that will guarantee that you make profits is dependent on your strategy while some of the factors are beyond your control. For example, if the climatic condition is unfavorable and if there is natural disaster in the location where you have your commercial poultry farm, then it will directly affect the prices of your chicken and eggs.Over and above, if you want to get the right pricing for your chicken and eggs, then you should ensure that you choose a good location for commercial poultry farm, choose a good breed that will guarantee bountiful harvest, cut the cost of running your poultry farm to the barest minimum. Of course you should try as much as possible to attract buyers to your poultry farm as against taking your eggs and chickens to the market to source for buyers; with this, you would have successfully eliminate the cost of transporting the goods to the market and other logistics.We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our eggs and chickens is to sell them at competitive prices hence we will do all we can to ensure that the prices of our poultry farm produces are going to be what other commercial poultry farmers would look towards beating. One thing is certain; the nature of commercial poultry farming makes it possible for poultry farmers to place prices for their eggs and chicken based on their discretion without following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss. The payment policy adopted by Noble Ernest Poultury Farms, LLC is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America. Here are the payment options that Noble Ernest Poultry Farms, LLC will make available to her clients;Payment via bank transferPayment with cashPayment via online bank transferPayment via checkPayment via bank draftIn view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for chickens and eggs.13. Startup Expenditure (Budget)When it comes to calculating the cost of starting a commercial poultry farm, there are some key factors that should serve as a guide. The different type of birds to be raised in a commercial poultry farm determines the total cost of setting up the business.Besides, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting / leasing a big facility, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business. The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked.As for the detailed cost analysis for starting a commercial poultry farm and egg production business; it might differ in other countries due to the value of their money. Below are some of the basic areas we will spend our start up capital in setting up our commercial poultry farm;The Total Fee for incorporating the Business (commercial farm) in United States of America \$750.The amount needed to acquire / lease a farm land \$50,000The amount required for preparing the farm land (poultry fencing et al) \$30,000Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) \$3,300.Marketing promotion expenses for the grand opening of Bill The Carpenter Furniture, Inc. in the amount of \$3,500 and as well as flyer printing (2,000 flyers at \$0.04 per copy) for the total amount of \$3,580.The total cost for hiring Business Consultant \$2,500.The total cost for payment of insurance policy covers (general liability, workers compensation and property casualty) coverage at a total premium \$9,400The amount required for the purchase of the first set of chickens \$10,000The cost for acquiring the required working tools and equipment / machines / hatchery et al \$50,000Operational cost for the first 3 months (salaries of employees, payments of bills et al) \$60,000The Cost of Launching an official Website \$600Additional Expenditure (Business cards, Signage, Adverts and Promotions et al) \$2,000Going by the report from detailed research and feasibility studies conducted, we will need an average of \$500,000 to start a standard commercial poultry farm and egg production business in the United States of America. Generating Funding / Startup Capital for Noble Ernest Poultry Farms, LLCNo matter how fantastic your business idea might be, if you dont have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as commercial poultry farming.No doubt raising start up capital for a business might not come cheap, but it is a task that an entrepreneur must go through. Noble Ernest Poultry Farms, LLC is a family business that is solely owned and financed by Noble Ernest and his immediate family members.We do not intend to welcome any external business partner, which is why he has decided to restrict the sourcing of the start up capital to 3 major sources. These are the areas we intend generating our start up capital; Generate part of the start up capital from personal savingsSource for soft loans from family members and friendsApply for loan from my BankN.B: We have been able to generate about \$150,000 (Personal savings \$100,000 and soft loan from family members \$50,000) and we are at the final stages of obtaining a loan facility of \$350,000 from our bank.All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.14. Sustainability and Expansion StrategyThe future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure.If all of these factors are missing from a business (company), then it wont be too long before the business close shop.One of our major goals of starting Noble Ernest Poultry Farms, LLC is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.We know that one of the ways of gaining approval and winning customers over is to retail our chickens and eggs a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.Noble Ernest Poultry Farms, LLC will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of.Our companys corporate culture is designed to drive our business to greater heights and training and retraining of our workforce is at the top burner.As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of six years or more.We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.Check List / MilestoneBusiness Name Availability Check: CompletedBusiness Registration: CompletedOpening of Corporate Bank Accounts: CompletedSecuring Point of Sales (POS) Machines: CompletedOpening Mobile Money Accounts: CompletedOpening Online Payment Platforms: CompletedApplication and Obtaining Tax Payers ID: In ProgressApplication for business license and permit: CompletedPurchase of Insurance for the Business: CompletedLeasing of farm land and building of standard poultry (cages): In ProgressConducting Feasibility Studies: CompletedGenerating capital from family members: CompletedApplications for Loan from the bank: In ProgressWriting of Business Plan: CompletedDrafting of Employees Handbook: CompletedDrafting of Contract Documents and other relevant Legal Documents: In ProgressDesign of The Companys Logo: CompletedGraphic Designs and Printing of Packaging Marketing / Promotional Materials: In ProgressRecruitment of employees: In ProgressPurchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: In ProgressCreating Official Website for the Company: In ProgressCreating Awareness for the business both online and around the community: In ProgressHealth and Safety and Fire Safety Arrangement (License): SecuredOpening party / launching party planning: In ProgressCompilation of our list of products that will be available in our store: CompletedEstablishing business relationship with vendors key players in the industry: In Progress Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material.

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