



## JEJGREEN FARM ENTERPRISE

MR. NMEZI'S ROAD OFF 30-30 EZIOBODO-ELU

OWERRI WEST IMO STATE, NIGERIA.

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# PorkBizInvest

Best producer of pork meat to meet your need; to invest as to make profit.

## DESCRIPTION OF PORKBIZINVEST

### **Vision**

Providing a platform for our investors to grow in capital return and becoming a household name in the agricultural industry.

### **Mission**

To ensure effective, qualitative, quantitative and efficient production and distribution of pork meat at affordable price, and helping our investors grow in capital return. To provide top quality meat for healthy living of people all over the world. Managing JEJGREEN FARM LIMITED has been a dream we have conceived in us for a very long time and it is definitely a profit making business we have an unending zeal, passion

and knowledge for. Our training in Nelly and Sons Farm Enterprise on Animal production and maintenance has given the needed basic skills and training on improved technology and entrepreneurial skill needed to run this business successfully and profitably and have the realism to make inevitable hard choices. With continuous training and re-training on business skills and entrepreneurship. we will grow this business to compete internationally and also extend our tentacle to other agro based enterprise.

PorkBizInvest is production and sales of pork and live pigs. PorkBizInvest rear these pigs in commercial quantity and sell to numerous customers.

We want to feed Nigerians with healthy meat and export to other countries. We ensure that we sell the highest number of pigs for pork in Nigeria and increase production every year in order to satisfy our customers.

The most important thing at PorkBizInvest, a subsidiary of JEJGreen Farm Enterprise is the daily practices of keeping our working environment clean (hygiene) in order to prevent illness and disease and best practice in animal production.

Pig farmers, pig butchers, wholesalers, retailers, abattoirs, meat processing companies, food packaging companies are my target customers.

Nothing will be waste in my company, the dumps will be sold for fertilizers to farmers.

PorkBizInvest is positioned to take advantage of growth trends in the industry. Our most important company strengths are measurement of live pigs weight, processing and packaging of pork, none of our products are exposed to contamination, and best possible hygienic measures are taken. Our company will succeed because we provide the most important basic need that is protein in form of animal meat and our

products are consumed daily by majority of Nigerians. Due to the fact that the available meats are not enough and are not of the best hygienic standard, we will provide quality meat and make profit. With the experience, skills, and strengths of management team and workers employed, we will ensure that this business grows to become a house hold name in Nigeria and a world class company.

## WHAT IS PORKBIZINVEST?

We are a pig farming enterprise in Imo State, Nigeria. By farming pigs, we are able to compensate our financial partners with at least 30% returns. PorkBizInvest works like this: we farm pigs till maturation. They are chopped, processed, packaged and sold. This farming and commerce happen for 11 months. This enables us accrue profits, from which we then compensate partners with at least 30% returns on capital.

## OUR BUSINESS MODEL

- **PARTNER:** We welcome partnership from individuals
- **SIGN UP:** Contact us and with your details we set up your PorkBizInvest account.
- **SPONSOR:** Your funds sponsor the breeding of the pigs
- **WE PROCESS AND SELL:** We chop, process, package and sell live pigs

- **WE PAY YOU:** We pay returns on capital after 11 months

## HOW IT WORKS

- **BECOME A PARTNER:** Become a PorkBizInvest partner that funds the purchase of pigs and feed for their growth.
- **WE DO THE WORK:** Our team of expert farm handlers cater for the healthy rearing and growth of the pigs.
- **PROCESSING:** The mature pigs are chopped, processed, packaged and sold to wholesalers and retailers.
- **RETURN ON CAPITAL:** You earn at least 30% returns on capital after 11 months based on your investment.

## HOW SAFE IS PORKBIZINVEST:

JEJGreen Farm Enterprise is a registered Company under Corporate Affairs Commission (CAC) in which PorkBizInvest is a subsidiary. PorkBizInvest has a legal practitioner as her legal adviser that handles all legal matters with her partners/investors who can also involve their legal advisers on or before partnering with PorkBizInvest. Investors also have the chances to investigate by visiting the company to view what we have on ground.

## WHY PIG FARMING?

Pork is the most commonly consumed meat in the world, \$3billion dollars of which is consumed in Nigeria. With more than 80% of that being imported.

- To localize revenue generated from pig farming and it's processing
- Pig farming is the most profitable part of livestock farming
- Pigs have the highest feed to meat ratio of any livestock
- Because pigs are prolific and resilient with the lowest livestock mortality rate

## Targeted Market and Customers

Pig butchers in all the Imo State are our valued customers. These customers buy pig from other farmers in other states. It is our responsibility to locate and market JEJGreen Farm Enterprise products to them.

Local consumer of pork in the state will be encouraged through proper marketing technique using our point on purchase sales outlet. These consumers buy pork in the market for consumption. Through proper marketing strategies, these customers will be encouraged to buy our products.

Pig farmers in the state who need boar, piglets or sows are our targeted customers. They may want to buy a boar, piglets or in- sows (pregnant pigs) for their farms. All pig farmers in the states will be located and

visited and how to sell products to them when they need them will be strategized.

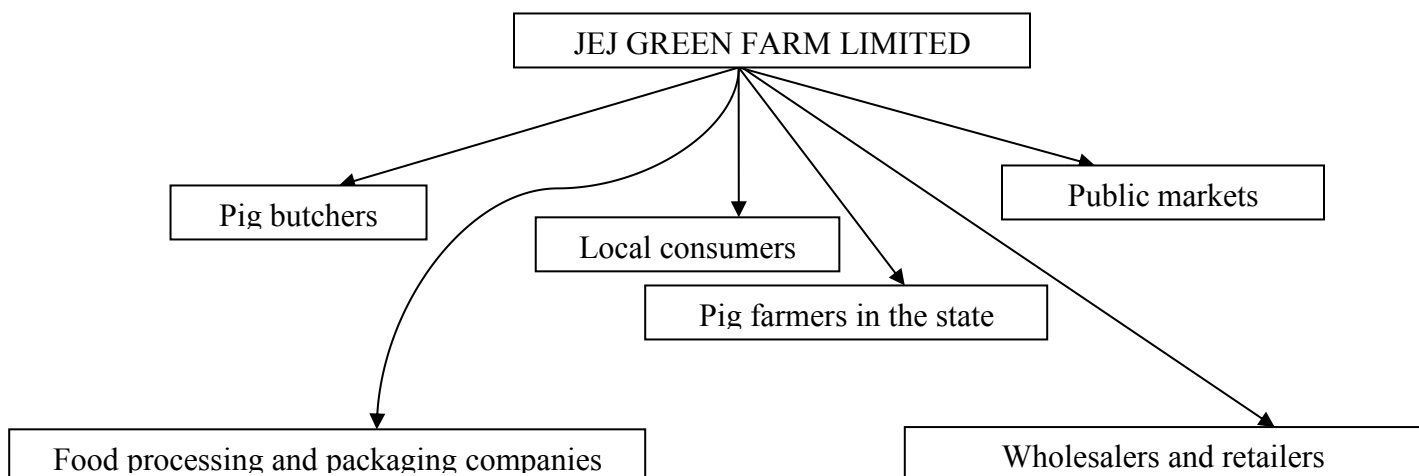
Wholesalers and retailers of pig in the state will be our valued customers. They buy from farm and resell to the butchers and consumers. They will be searched and located and their contact kept in our record. They will be contacted when they need any product.

Public markets are places where our customers may want to come and buy our product. Sellers of pork are also our targeted customers.

Abattoir and meat processing companies will be our targeted market. Our product will be sold to them for further processing.

Food processing and packaging companies like UAC foods and other food packaging companies in the state, eateries, restaurants and hotels are also our targeted customers. These companies will be encouraged to put pork in their menu, and will be sold to customers. A very good marketing strategy will be employed.

### **Targeted Market and Customers Chart**



## MARKETING

### Marketing Plan:

PorkBizInvest plans to use the following marketing tactics

- Personal contact and letters to butchers, pig farmers, wholesalers, retailers, abattoir and restaurants, hotels and food packaging companies in the major cities of Imo State.
- Product packaging by selling our packaged pork and live pigs will be used. This is an added advantage as most meat is exposed without being packaged.
- Point-of-purchase display and sales outlet will be used.
- Relationship marketing to pig farmer, and other customers will be employed. This is maintaining relationship and communication. We will visit them; send texts messages on special days in their life in other to maintain relationship.
- Free samples to food packaging companies and restaurant will be used to increase customer interest. This is for our processed product.
- Publicity for increase awareness of huge benefit of pork consumption and using the medium to advertise our product will be used.
- Billboards as part of publicity and increasing awareness of our product will be used.
- Our product will be weighed and sold on scale with increase customer services.

- Our price will be fair, correct price for the value of our product.
- Our marketing and sales manager will personally be responsible for the contacts with the appropriate buyers.

When these innovative marketing tactics are employed and the customer show interest to buy, the sales manager will sell to the customers directly. The customers will come to the farm to purchase live pigs. If customers want us to deliver the live pigs, transportation charges will be included. For processed products, it will be delivered to the customer. Sales agent will be employed to sell and distribute the product in the state.

### **Purchasing and Inventory Control**

For inventory control, We plan to participate in just-in-time tracking with my customer, ensuring that from first day of stocking, marketing begins before my products reach 100kg weight requirement before sales. One major challenge in pig production is cost of feeding. Keeping large inventory will not be allowed because of the high, unnecessary cost associated with it. This is pig production business, and with artificial insemination, (process of breeding of piglets according to plan) where sales are periodic until the farm grows very large to supply every day. The following procedures will be implemented for purchasing. We will ask for 30 day payment terms for companies in the state, where individual will pay before delivery. A low cost effective inventory control system will be maintained. All merchandise received will be counted and inspected



We will pay our contractors, supplier of feed and other product on time and be loyal to them.

We will ask for and take term discounts.

When the farm grows large, the following inventory control technique will be employed.

- We will keep feeds, live pigs awaiting sales as inventory at a level to ensure that we satisfy our customer and always have pigs to sell at all time and maintain minimum inventory cost.
- Average value in stock will be the cost of feeding the pigs which are already mature for sales and general cost of maintaining the animal in the farm.
- Lead-time for ordering for feed will be a month. The feed will be bought on the monthly basis to ensure that the feed does on finish.

## The competition

List of competitors and their address

S/N	Competitors	Address
1	Nelly and Sons Farm Enterprise	Ohaji/Egbema L.G.A. Owerri
2	Mrs Eze Piggery and Poultry Farm	Ihiagwa, Owerri.
3	Bro Emma Anodiadi Piggery Farm	Ihiagwa, Owerri.
4	Francis Emone Piggery Farm	Mbaise., Owerri.
5	Alexander Obi Piggery Farm	Irete, Oweri.
6	Chief F. M Nwosu Piggery Farm	Irete, Owerri.
7	Festus Oragi Piggery Farm	Irete, Oweri.
8	Samuel Nbielu Piggery Farm	Eziobodo, Owerri.
9	Ifeanyi Onwutalu Piggery Farm	Eziobodo, Owerri.

10	Edwin Obi Piggery Farm	Naze, Owerri.
11	Mrs Nwajuaku Piggery Farm	Avu, obienze, Owerri.
12	Panock Piggery and Poultry Farm Ltd	Ohaji/Egbema, Owerri.
13	Nwaeke Abu Nwa Piggery Farm	Ohaji/Egbema, Owerri
14	Emeka Udeaja Piggery Farm	Ugorkpala, Owerri.
15	Kinsly Ikegbunam Piggery Farm	Ugorkpala, Owerri.
16	Micheal Chukwudozie Piggery Farm	Ihiagwa, Owerri.
17	Okey Nnaemeka Piggery Farm	Umuoma Nekede, Owerri.
18	Emenike Osigwe Piggery Farm	Umuokoto Nekede, Owerri.
19	Innocent Nnoruka Piggery Farm	Umudibia Neced, Owerri.
20	Godwin Etoniru Piggery Farm	Egbu Road, Owerri..
21	Cliford Piggery Farm	Nkwere, Owerri.
22	Mrs Theresa Uwaezuoke Piggery Farm	Nkwere, Owerri.
23	Jame Ibeneme Piggery Farm	Umuguma, Owerri
24	Solomon Ekene Piggery Farm	Umuguma, Owerri
25	Okey Iwuchukwu Piggery Farm	Orji, Okigwe Road Owerri.

My principal competitor is Panock Piggery and Poultry Farm Ltd. I listed all major competitors in this business and their contact address. Other competitors are farmers of cattle, sheep, goat, fish and chicken. They have the same or equivalent product provided to the market.

### Table 1: Competitive Analysis

FACTORS	STRENGTH	WEAKNESS	COMPETITOR'S A WEAKNESS	COMPETITOR'S B WEAKNESS	IMPORTANCE TO CUSTOMERS
Products	Meat Packaged	New in business	Not Packaged	Not packaged	Will appreciate packaging
Price	Fair price based on weighed products	Customer don't know much about me	Pricing by sight not by weight	Pricing by sight not by weight	Appropriate measurement for price
Quality	High quality meat without fat	Meat produced at higher cost	Meat contain fat because the big size.	Meat contain fat because the big size.	Fat is a loss to customer. They will like our products
Reliability	We produce in high quantity.	Higher cost of keeping inventory.	They produce in small quantity(Local farmers)	They may not satisfy their customers.	Our customers like us because we meet their need.
Stability	Stability and continuity.		-	-	They like stability
Expertise	Experts are employed		They employ low quality labor.	They employ low quality labor.	Quality products are patronized by customers
Company Reputation	Will build customer trust and reputation	-	-	-	Customer like trust and will patronize us
Location	Close to the road and market, easy access to feed		Are located in places close to residential areas	Are located in places close to residential areas	Lesser cost for our customers to reach us.

Appearance	Good looking products (pigs)		Produce Pigs that may not be of higher quality standard	Produce Pigs that may not be of higher quality standard	Quality sells itself to our customers. They like good looking pigs.
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## How PorkBizInvest Plan to Take Advantage of Competitor Weak Points

Our biggest competitor is Panock Piggery and Poultry Farm, which has gained good brand recognition. We will weigh our live pigs and package our processed products. Our product does not contain much fat. This is to show that they are of higher quality than that of our competitors. Farmers of pig, cattle, sheep and goat have been in the market before us but they do not weigh their product before selling. Our product will be weighed to give the customer the value to his or her money they deserve. These farmers do not process and package their product. They sell live pigs. With our additional processing facility, more customers will come and buy from us in order to reduce the stress of butchering and processing. Sellers of meat expose their product, our sales outlet will sell packaged products thereby penetrating the market and taking advantage of their weak points, this is an advantage to us. For product like beef, goat, sheep and poultry meat, they are more expensive when comparing the quantity and content of the product. Our product will take advantage of this, because it is cheaper to produce higher quantity at lesser price compared to poultry, cattle and goat and sheep.

We intend to maintain an ongoing study of our competitors. Their successes and failure will help us form guidelines on what to do and not to do.

## Handling Major Problems

The following risk will be managed.

- A key customer cancels a contract to buy my pigs or pork.
- My sales projections are not achieved.
- Failure to buy feed from a seller or company due to failure to deliver.
- Public opinion on pork consumption due to religious, cultural and socio-economic challenges.
- Failure to find the trained and experienced labor.
- Death of my animals in the farm.
- Disease outbreak which cannot be controlled.
- Death of piglet during delivery due to complications.
- Paying my employee too much
- Hiring friends and family members rather than most qualified candidate.
- Under estimating cost of project and other costs.
- Loss of sales.
- Overlooking competition.

- Not satisfying our customers.

Our policy in handling problem or risks identified above will be to identify and acknowledge problems promptly and honestly. We plan to put the following policies into effect promptly if and when the following adverse scenarios emerge during our growth program.

The risk of running out of cash: We plan to maintain very frequent monthly cash flow projections. Forecasts for income, expenses and unanticipated contingencies will be stated conservatively. Any period of cash deficits will be remedied promptly by cutting cost to maintain a positive cash flow and profitability.

Disease outbreak will be handled by the veterinary doctor and appropriate action taken to prevent further outbreak and loss. Death and other related issues will be handled seriously.

A drop in sales or insufficient sales:

- We will be prepared to take prompt remedial steps by cutting costs.
- We will improve every aspect of product value, performance and image
- We will seek out new ways to expand sales

Dishonesty, theft, shrinkage: We intend to implement the same policies that have been proven by Panock Piggery and Poultry Farm, one of our biggest competitors.

## Platform For Investment:

**All plans have a duration of 11 months. Partnership can be renewed after expiration.**

INVESTMENT PLANS	COST	PERCENTAGE INTEREST	ROI	PROJECTED REVENUE
BASIC	N150,000	30%	N45,000	N195,000
STANDARD	N450,000	35%	N157,500	N607,500
PREMIUM	N800,000	40%	N320,000	N1,120,000

## TERMS AND CONDITIONS

1. THE PARTNER becomes a PorkBizinvest partner that funds the purchase of pigs and feed for their growth.
2. JEJGREEN breeds the purchased pigs, sells them alive or chops, processes, packages them for sale to wholesalers and/or retailers.
3. JEJGREEN pays PARTNER after 11 months, either 30%, 35%, 40% percent return on investment **(ROI)** depending on the investment plan chosen by the partner.
4. All laws, rules and regulations shall be strictly observed at all times by all parties.
5. The parties shall first use reasonable endeavour to amicably settle disputes

6. Where a dispute has not been amicably resolved the parties shall enter into structured negotiation with the assistance of a mediator acceptable to both sides.

7. Where mediation fails the parties shall settle the dispute through arbitration, such arbitration shall be conducted under the rules of arbitration of the International Chamber of commerce by one or more arbitrators appointed in accordance with the said rules. The award of the arbitration shall be final and binding upon the parties.

8. Either party shall promptly notify the other party, in writing, of any situation or event arising from circumstances beyond their control, which they could not have reasonably foreseen, and which make the performance of all or part of the parties obligations under this contract impossible. Upon notification of the occurrence of such a situation or event, the performance of this contract shall be deemed to be postponed for a period of time equivalent to that caused by the Force Majeure and reasonable period not exceeding one (1) week thereafter shall be allowed for re-mobilization to continue the performance of the contract.

9. The Memorandum may be amended or revised if both parties agree. Such amendments or revision shall be effective from the date of signature. Amendments may be decided at any time and shall be made in writing upon mutual consent of the parties.

10. Parties shall keep confidential and shall not disclose to any other person, nor use for any purpose except the purpose of this agreement the content of this agreement and any information obtained from the other Party as a result of negotiating, entering into or implementing this Agreement by the Parties other than information which:



- i. is required to be disclosed by operation of law or any regulations or any binding judgment or order, or any requirement of a competent authority;
- ii. is reasonably required to be disclosed in confidence to a Party's professional advisers for use in connection with the Business and/or matters contemplated herein or necessary to protect the interest of the Parties in the event of a legal dispute;
- iii. is or becomes within the public domain (otherwise than through the default of the recipient party).

11. No public announcement or press release in connection with the subject matter of this Memorandum shall be made or issued by or on behalf of either Party without the prior written approval of the other, except such as may be required by law or by any regulatory authority.

**12.** The Parties shall not use any promotion idea created for the Project under this agreement in favour of a third party, save with the prior written consent of the other Party.

**13.** In a case of unforeseen circumstances that might lead to any loss which the business may suffer or incur, JEJGREEN shall fully indemnify the PARTNER unless the partner decides to forgo such indemnity.