



COMPANY PROFILE



*Importation of frozen fish and distribution  
of seafood  
i.e. Pelagic (non-formed) fish.*



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## **1.0 BUSINESS DESCRIPTION**

### **Nature and scope of company:**

The GROUP'S business activities are in the following economic sectors:

- **Agriculture**
- **Oil and Gas (downstream)**
- **Importation of frozen fish and distribution of seafood i.e. Pelagic (non – farmed) fish.**

Corporate Affairs Commission, Abuja, Nigeria, incorporated M/S. NEW AGE GROUP as a Private Limited Liability Company in November 2009. It however commenced business operations in the year 2013 in Lagos, Nigeria. New Age plays a vital role in distribution of frozen foods, Apparently, New Age's focus in the importation of frozen (Pelagic) fishes, Seafood, Poultry, Crops trading and petroleum products in the downstream market segment.

**It currently has a license/quota of 10,000 metric tons for importation of pelagic fish species:**

- Herrings
- Mackerel
- Shrimps
- Croaker
- Blue Whiting
- Hake
- Chicken
- Turkey
- Maize
- Soya Beans
- Beef

To mention a few storage services for our clients. It's a known fact, according to the policy of the company, all profits earned are plough back into the business as a result of re-invests for the sole purpose of future development and expansion of the company. We provide top notch quality services for our esteemed customers, we also strengthened our position as one of the business most important players in the market.

## **STRATEGIC INTENT:**

### **MISSION, VISION AND CORE VALUES**

- The world is changing all around us.
- To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come.
- We must get ready for tomorrow today. Our business strategy we put in place years ago is based on market expansion. The company market strategy is designed to ensure that we continue to deliver stellar short- and long-term business results and continue to have impact in the market. We have taken on some of the biggest challenges and most significant changes the company's history.
- Our focus has clearly been on rebuilding our foundation, which allows our company to catch up with 21st century ways of running a company. We've made significant investment in providing employees with the learning and training opportunities that required to improved employee performers.
- Our focus is to invest heavily on our equipment and build new branches at strategic locations around the country, and reinvigorated our products line with more variety of Seafood, Poultry Products, Vegetables and other Products from our farm.



## OUR MISSION

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world.
  - To inspire moments of optimism and happiness.
  - To create value and make a difference.
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## OUR VISION

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to achieve sustainable, efficient and effective quality growth.

**People:** Be a great place to work where people are inspired to be the best.

**Portfolio:** Create portfolio of quality beverage brand that anticipate and satisfy people's desires and needs.

**Partner:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

**Planet:** Business entity with difference, that builds and support sustainable communities

**Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.

**Productivity:** Be a highly effective, lean and fast-moving organization.

## OUR CORE VALUES

Our values serve as a compass for our actions and describe how we behave in the world.

- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind
- **Diversity:** As inclusive as our brands
- **Quality:** What we do, we do well

## FOCUS ON THE MARKET

- Focus on needs of our consumers, customers and franchise partners
- Get out into the market and listen, observe and learn
- Possess a world view
- Focus on execution in the market place every day
- Be insatiably curious
- Remain responsive to change
- Have the courage to change course when needed
- Remain constructively discontent

## WORK EFFICIENTLY AND SMARTLY

- Steward system assets and focus on building value
- Reward our people for taking risks and finding better ways to solve problems
- Learn from our outcomes - what worked and what didn't



## **OUR OBJECTIVES**

The following set goals, achievement and objectives among others are:-

- To elicit incremental investment from both the existing and prospective investors
- To assess the adequacy of existing infrastructure/facilities at the company's disposal for enhanced growth.
- To determine the continuing profitability of the business of importation and local purchase of frozen fish for the company.
- To formulate appropriate marketing policies/strategies for competitive edge over a five (5) year period.
- To encourage the in-flow of supplier's credit for the importation of frozen foods from overseas suppliers of pelagic fish and local trade creditors.
- To establish trade worthiness of foreign supplies of frozen fish in view of frequent future policy change of the Nigerian Government.
- To evaluate the possibilities of accessing funds for the company's operation from both local and International financial institutions.



## D) BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Relationship
<ul style="list-style-type: none"> <li>● Federal Department of fisheries</li> <li>● NAFDAC</li> <li>● Customs</li> <li>● Wholesalers</li> <li>● Shipping Line</li> </ul>	<ul style="list-style-type: none"> <li>● Importation of frozen fish</li> <li>● Poultry Farming</li> <li>● Poultry Processing.</li> <li>● Meat Processing</li> <li>● Storage of Seafood,</li> <li>● Chicken and other foods Items.</li> <li>● Distribution of Seafood,</li> <li>● Chicken, meat and other food products.</li> <li>● Crops Farming</li> </ul>	<ul style="list-style-type: none"> <li>● Quality Seafood Products</li> <li>● Quality Poultry and Meat Products</li> <li>● Affordable Prices</li> <li>● Enhancing food security</li> <li>● Providing job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>● Long-term</li> <li>● Customer relationship</li> </ul>	<ul style="list-style-type: none"> <li>● Wholesalers</li> <li>● Retailers</li> <li>● Direct</li> <li>● Consumers</li> <li>● B2B</li> </ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"> <li>● Cold rooms</li> <li>● Retail Outlets</li> <li>● Reefer trucks</li> <li>● Power generating equipment's</li> <li>● Processing Plants</li> <li>● Farms</li> </ul>		<ul style="list-style-type: none"> <li>● Cold rooms</li> </ul>	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> <li>● Our cost structure is cost driven given the sensitivity of the market</li> </ul>			<ul style="list-style-type: none"> <li>● Sale of Frozen Fish</li> </ul>	



## **BOARD COMPOSITION AND KEY MANAGEMENT TEAM**

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It's Board of Directors composed of experienced men and women of good integrity drives policy formulation and directives. They are highly qualified and skilled with remarkable success in their various career and business endeavours as detailed below:



## MR. SULAIMON A. AJISHAFE

(MANAGING DIRECTOR / CEO)

Mr. Sulaimon A. Ajishafe, a visionary entrepreneur and the Founder and current **CEO of NEW AGE ENERGY LTD.** With his unwavering dedication, infectious energy, and strategic acumen, Mr. Sulaimon has transformed the company into a diversified conglomerate spanning the Oil and Gas, Seafood Trading and poultry, farming, chicken and meat processing industries.

Educated at the esteemed State University of New York, Mr. Sulaimon holds both a Bachelor's and Master's degree in Accounting. His academic prowess is complemented by a certification in Computer Science from Brooklyn Technical College, endowing him with a versatile skill set that enhances his approach to business leadership. With over fourteen years of industry experience.

Mr. Sulaimon has held various prominent positions domestically and internationally. He honed his operational expertise as an Assistant Store Manager at Gap Inc. and Home Depot Inc. Later, he assumed the role of Managing Director at Progress Seafood Nigeria Ltd from 2008 to 2013, where he expanded his knowledge of the Seafood and Commodity trading, as well as the Oil and Gas, Agriculture, industries.

In 2009, Mr. Sulaimon's passion for innovation and growth led him to establish **NEW AGE ENERGY LTD**. Through his strategic leadership, the company has experienced remarkable growth, giving rise to subsidiaries such as New Age Foods Ltd in 2015, Just Seafood Ltd in 2019, and Seafood Market in 2021. These ventures epitomize his commitment to diversification and resilience in the face of evolving industry landscapes.

Beyond his corporate endeavours, Mr. Sulaimon is deeply committed to philanthropy. He serves as an ambassador for many charity organizations dedicated to uplifting the less privileged. This demonstrates his dedication to driving positive social impact and making a difference in the lives of others.

On a personal front, Mr. Sulaimon is a devoted husband and father, skilfully balancing a successful career with a fulfilling personal life. Through his entrepreneurial spirit, strategic foresight, and dedication to creating a positive impact, Mr. Sulaimon continuously pushes boundaries, drives innovation, and sets new benchmarks in the industries he operates in. His exceptional leadership serves as the driving force behind the success of the New Age Group and its diverse array of business ventures.





## **ALHAJA SIMIAT. JIMOH DIRECTOR**

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Alhaja Simiat Jimoh has over forty (40) years' experience in the frozen seafood business and was elected to the Board of NEW AGE in September 2015. She was the Chief Executive Officer of M/S. Progress Seafood Nigeria Ltd, a household name and one of the biggest distributors of frozen fish in Nigeria.

A proud native of Abeokuta, Ogun State, Nigeria with cognate experience in the frozen fish business. Her success in business management earned an award from Ogun State Broadcasting Corporation (OGBC), Abeokuta, for positively contributing to the expansion and development of the Private Sector industry as well as establishing strong relationships with fellow business leaders and customers in her community. Alhaja Smith's wealth of experience in the business of frozen fish is one strong factor in the continuing success of NEW AGE.

Other members of the Board have relevant qualifications, expertise and cognate experience for the good of **NEW AGE ENERGY LIMITED**.



## **AISHA YASMIN ADAMU**

### **DIRECTOR**

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Aisha Yasmin Adamu is the Executive Director at New Age Group. The Group has subsidiaries in Agriculture, Trading, Oil and Gas. The company is known for leading the Aquaculture market and now diversifying into poultry and livestock farming. She began her career in 2018 with Microsoft and later went on to SUJIMOTO, Nigeria's number one Luxury Real Estate Development company.

In 2013 she founded her first company, Ivory Celebrations which specializes in general procurement of goods and services ranging from both luxury to commercial. And then later ventured into marketing and public relations and now the company comprising all arms is known as Ivory Conglomerate.

Aisha who studied Microbiology at The Nasarawa State University Keffi and later decided to join the Harvard alumni by studying Global Business at the world renown Business School thereby teaching her basic business skills on a global scale. These qualifications have gone far in molding into an executive. She also speaks fluent English, Arabic, Turkish and Hausa.

She is the current Director of Child's Right Foundation (CRF), an NGO founded by Hajiya Khadijah Adamu in 2000, with a primary focus on educating the girl child for a better tomorrow. The NGO has worked alongside UNICEF, WHO etc. Since she became the Director of the foundation, Aisha has excelled incredibly in ensuring more lives are being touched. CRF has built schools, clinics, and sponsors several school feeding programs across Nigeria, thereby irrigating poverty at the grassroot level.



In her free time, she loves to indulge in activities like horseback riding and tennis. On holidays she loves to travel around the world to experience different economies, infrastructure, cultures and nature. Aisha Yasmin Adamu under her watch New Age Seafood, presents a tremendous opportunity for the company to tap into a growing market and expand its offerings to include high-quality seafood products in various ways; such as Diversification of Product Offerings, Competitive Advantage. By offering high-quality, sustainable seafood products, New Age gain a competitive advantage over other companies that do not offer seafood. Health Benefits, Seafood associated with health benefits, including being a rich source of omega-3 fatty acids, vitamins and minerals

Improved Public Perception seafood market is often associated with sustainable food practices, including responsible fishing and farming. New Age improves its public perception and enhances its brand image as an environmentally responsible company.



## **KEY MANAGEMENT TEAM**

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**The day-to-day activities are managed by experienced and qualified personnel as detailed below:**

### **MR. TAMMESH SINGH (Head, Sales and Marketing)**

Tammesh has over 10 years' experience and expertise in Business Development (Exports), International Marketing, Merchant Export and Domestic Marketing (Retail and Channel Sales). His responsibilities in NEW AGE include the following among others:

- Identify new segments and key into profitable business opportunities.
- Identifying new suppliers/exporters with the procurement unit for New Age Energy Limited.
- Negotiating with the suppliers for procurement and Determine prices in all the branches.
- Management of key accounts/relationship and Receiving Purchase Order.
- Updating clients regarding the shipment status.
- Drive sales, augment turnover and achieve desired targets.
- Looking for day to day sales as well as promotional activities across pan Nigeria and Republic of Benin.
- Negotiate with Forex suppliers to fund the company's export and Preparing a checklist for exports/letters of credit.
- Liaison office between the company and regulatory Authorities for smooth business operations.



Tammesh is very aggressive in driving sales and marketing. He is hard working and can work with minimum supervision. Tammesh, an Indian heritage, holds Bachelor of Ecommerce from Institute of Management studies, D.A.V University (INDORE) and Master degree in Business Administration (MBA) with specialization in International Business, from school of Economics, D.A.V University (INDORE).



## KEY MANAGEMENT TEAM

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### MR. AUDU AKEEM FAMOROTI (Management Accountant)

Audu Akeem holds a Higher Diploma (HND) Accountancy from Federal Polytechnic, Ado-Ekiti, Ekiti State, Nigeria. He has over 12 years' experience as an accountant. An experienced accountant specialized in the frozen fish business. Some of the responsibility are highlighted below:

- He is responsible for the internal control activities of NEW AGE to ensure compliance with the company's Internal Control Policies and Statutory Regulations.
- Account overview; Setting up an accounting system aims at giving accuracy of accounting records in meeting the real-time reality.
- Preparation of Financial and Management records cutting across all company business operational activities.
- Purchases & Inventory Management. Responsible for posting Stock Purchases (Central purchase both local & Foreign) and Stock transfer allocation to all branches and direct sales customers.
- Manage POS receipts and remittance on our various terminals and POS dispute resolutions with our bankers.
- Coordinate all accounts Line staff in Bank reconciliations and Transfer payment confirmation.
- Subsidiaries Stocks Pricing: Responsible for determining prices for all stocks transferred to New Age Subsidiaries.
- Suppliers /Vendors Account reconciliation, management, Spin-off effect that will aid company operation and Other desired responsibility as occasion demands.
- The above key management staff are being supported with other highly skilled and experienced ancillary personnel. This is to improve customer service quality, sales and procurement for competitive advantage and ultimately incremental business opportunities.

## KEY MANAGEMENT TEAM

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### MR. ADEBANJO OLADIPUPO OJO (Financial Accountant)

Adebanjo Oladipupo Ojo is a vibrant and goal oriented fellow, with dedication to excellent service delivery. He holds a Bachelor of Science degree from Olabisi Onabanjo University, Ogun State. He is presently studying for his professional qualification with the prestigious Association of Certified Chartered Accountant, UK. He is also a member of the Nigerian Institute of Management, as well as the Institute of Strategic Management of Nigeria.

He is an accountant with New Age Energy Ltd, where he has been for the past 14 years and has efficiently managed the finance of the organization while achieving efficiency in payroll management and staff administration. Prior to joining New Age Energy Ltd, he has previously worked as a financial accountant in the construction and sales and distribution industries, where he honed his skills in contract negotiation and salesmanship.





## **2.0 NEW AGE GROWTH ANALYSIS**

The new age frozen fish and seafood market is experiencing significant growth due to changing consumer preferences and increasing awareness of the benefits of frozen seafood.

Technological advancements in freezing and packaging techniques have improved the quality and shelf life of frozen fish and seafood products, driving market expansion.

The convenience factor associated with frozen seafood, such as longer storage periods and easy availability, is attracting busy consumers who seek quick and nutritious meal options,

Rising health consciousness and the desire for sustainable food sources are fueling the demand for new age frozen fish and seafood products, which are often sourced from well-managed fisheries and aquaculture practices.

The market is witnessing the emergence of innovative product offerings, including value-added frozen seafood items, such as ready-to-cook meals, pre-marinated products, and gourmet seafood options, catering to diverse consumer preferences and driving market growth.

Nigeria is currently one of the largest importers and consumers of frozen fish in Africa and the world. It is also worthy of note that very little has been done to boost domestic supply most especially with the flexible and unstable exchange rate in the country. This trend is expected to go on for a very long period with importation of frozen fish increasing as the country's population continues to grow at a geometric rate.

## NEW AGE SEAFOOD MARKET

- The Seafood market was established to directly target the final consumers. This has experienced significant growth in recent years due to mission, vision and the company core values.
- With a growing population of health-conscious individuals seeking convenient and nutritious food options, the demand for Seafood and poultry products has seen a substancial increase.
- Market expansion is driven by factors such as changing consumer preferences, urbanization, and the rise of modern retail channels in Nigeria.
- The market size of Seafood and Poultry demand catering is also witnessing growth, as consumers in Nigeria prioritize sustainably sourced and responsibly produced seafood products.
- Projections have continued to indicate market growth in Nigeria. As the new age group's purchasing power and interest in healthy and convenient food options continue to rise, presenting opportunities for frozen Products and seafood suppliers and producers.



## NATURE AND THE SCOPE OF THE COMPANY:

There is a huge market for fish in Nigeria, it accounts for around 50 percent of the country's protein intakes, majority of the fish consumed domestically and Nigeria has the potential to consume 50 percent metric tons given its enormous population and low fish stock profile for its consuming population among other factors.

Industry sources approximate the demand for fish and other seafood products at nearly 38 percent metric tons. Apparently, New Age Group sales stock in metric tons of imported fish in various species in past years highlighted in chart below:

### IMPORTATION OF FISH IN METRIC TONS



The annual sales from the records review a positive trends at the New Age, due to measure put in place in term of personnel management, business development strategy, services render, customer relationship with both wholesale, retailers and final consumer, the value chain is amazing, the chart below analysis the stocks trends in the last 5 years



## NEW AGE ANNUAL SALES



New Age Seafood and poultry products show positive trends over the years as the charts above revealed in the last five years' comparison.

## OUR POTENTIAL

The growth potential refers to the future opportunities and possibilities for expansion and development within a specific market. It represents the capacity of a market to grow in terms of customer demand, revenue generation, and market share. The growth potential is influenced by various factors such as emerging trends, technological advancements, consumer preferences, regulatory environment, and economic conditions. Assessing the market growth potential helps businesses identify untapped opportunities and make informed decisions regarding investment, product development, and market entry strategies.

Nigeria remains a rapidly expanding market for frozen pelagic fish imports, despite an import tariff increase from 5-10 percent since November 2005. The noticeable strong growth in Fish imports in Nigeria is derived from a number of factors, such as:-

### **3.0 OUR STRATEGY**

#### **Marketing**

For competitive edge and to achieve the company's dream of realizing the projections, the following plans are being explored:-  
**Digital Engagement:** Implement a robust digital marketing strategy to reach the new age group in Nigeria, including social media advertising, influencer collaborations, and targeted online campaigns.

**Product Innovation:** Develop new and convenient product offerings tailored to the preferences and lifestyles of the new age group, such as ready-to-cook meal kits, healthy frozen seafood snacks, or sustainable packaging options.

**Health and Wellness Focus:** Emphasize the nutritional benefits of frozen fish and seafood, highlighting key attributes such as high protein content, omega-3 fatty acids, and low-fat profiles to resonate with health-conscious consumers.

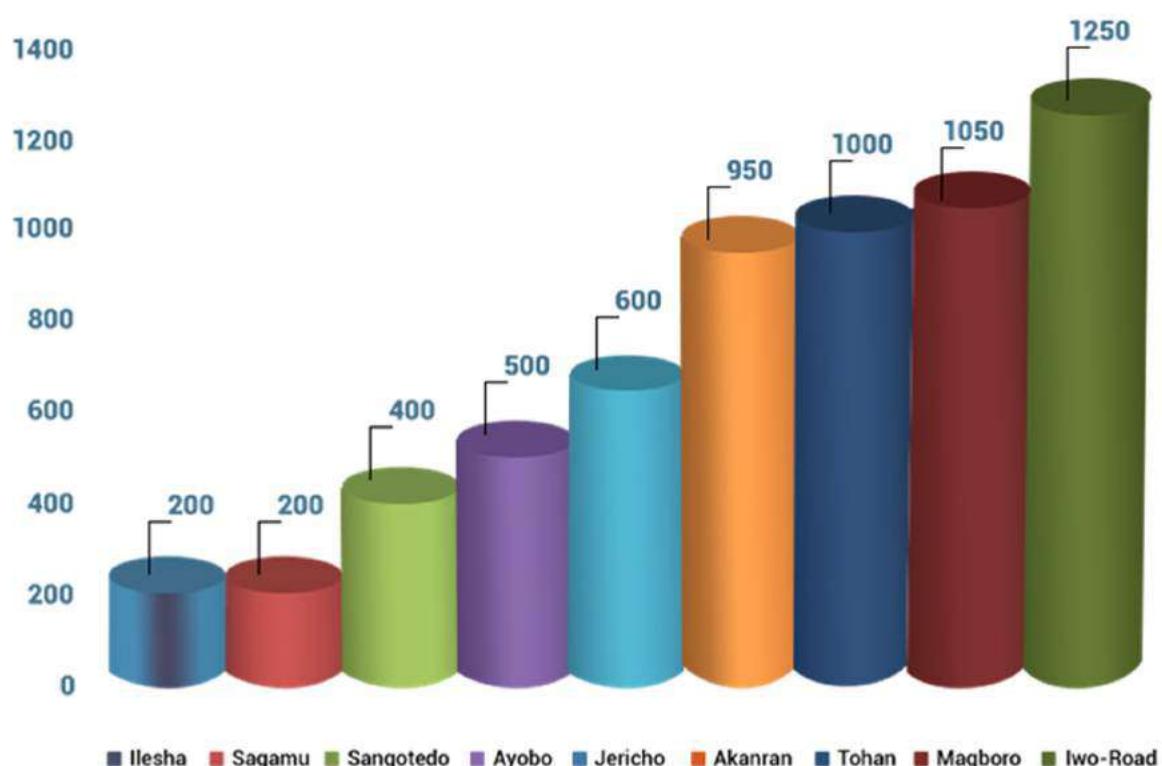
**Local Partnerships:** Collaborate with local retailers, supermarkets, and restaurants to create exclusive promotions and marketing campaigns targeting the new age group, leveraging their existing customer base and brand reputation.

**Education and Awareness:** Conduct informative campaigns and workshops to educate the new age group about sustainable fishing practices, responsible sourcing, and the importance of choosing high-quality frozen fish and seafood products.

## B) LOCATIONS IN NIGERIA

Magboro	Ogun
Ayobo	Lagos
Sangotedo	Lagos
Iwo Road	Ibadan
Idi-Iroko	Ibadan
Jericho	Ibadan
Ilesha	Osun
Sagamu	Ogun
Tohan	Lagos

## NEW AGE STORAGE CAPACITY



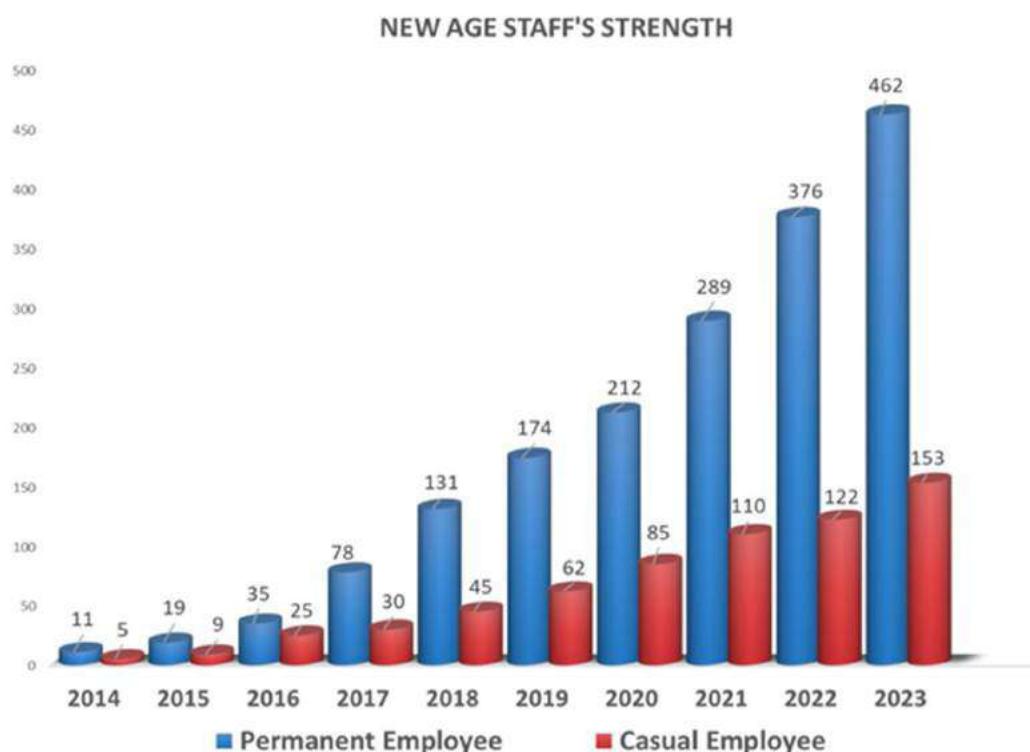


**NEWAGE**  
...progress continues...

New Age's own over 200-acre farm in compliance with the Federal Government of Nigeria's directives ensures increased fish product and secures the company's continuity in the fish, farm and poultry business. With a massive storage capacity of over 6,200 tons as at 2023, the company can effectively store and preserve its fish products, maintaining freshness and quality. The future plan to establish outlets in the Top 10 largest cities in Nigeria demonstrates New Age's strategic expansion strategy and aims to capture a significant market share across the country. This combination of a fish farm and extensive storage capacity positions New Age for sustained growth and success in the fish industry in Nigeria.

### C) NEW AGE STAFF

New Age Group, over the years increased its workforce from less than 20 employees in 2014 to over 600 employees as at 2023, still growing with the vision and mission by creating jobs systematically year-in year-out. The growth of New Age Group expansion from the company investment, facilities and outlets add numerous job opportunities in various categories as a result of the geometric growth and development witnessed over the years. The establishment of different branches in various locations in Nigeria all happen as a result of the combined teamwork, dedication of each employee and leadership of the board of Directors.



## **D) OPERATIONAL STRATEGY:**

**Efficient Supply Chain Management:** Implement a streamlined supply chain process to ensure timely procurement of raw materials, efficient production, and prompt delivery of frozen fish and seafood products to consumers in Nigeria.

**Quality Control Measures:** Establish stringent quality control measures at every stage of the operational process, from sourcing and processing to packaging and distribution, to maintain high product standards and meet regulatory requirements.

**Cold Chain Management:** Invest in robust cold chain infrastructure and logistics to maintain the integrity and freshness of frozen fish and seafood products throughout the distribution process, ensuring they reach customers in optimal condition.

**Market Segmentation:** Analyze the Nigerian market to identify specific customer segments and tailor operational strategies accordingly. This may involve customizing product offerings, pricing, and distribution channels to meet the diverse needs of different customer groups.

**Continuous Improvement:** Implement a culture of continuous improvement within the organization, regularly assessing operational processes, identifying bottlenecks, and implementing strategies to enhance efficiency, reduce costs, and improve customer satisfaction.



## NEW AGE LOCATION GROWTH



Our growth in the frozen fish, Seafood market, oil and gas industry has created avenue to leverage on one of the company area of strength in Agriculture.

## **4.0 NEW AGE FARM**

### **INTRODUCTION:**

In light of recent border closures, the demand for local poultry products has soared, creating a lucrative opportunity for investment in the sector. Recognizing this trend, New Age Farm has emerged as a key player, establishing poultry processing plants to cater to the growing market demand. As consumers increasingly embrace the health benefits of freshly processed, locally produced goods, the need for live birds to support production has become paramount.

At New Age Farm, we specialize in commercial broiler production, focusing on raising and keeping broiler birds for meat production. This method offers a rapid and reliable means of meeting the ever-increasing demand for poultry meat, while also generating substantial income. In today's modern and rapidly evolving world, it is crucial to stay attuned to professional and economic growth objectives. Notably, broiler meat production has become the fastest-growing source of protein for human consumption worldwide. With this in mind, New Age Farm has been established with the objective of slaughtering 8,000 broilers daily, effectively satisfying the heightened demand resulting from the ban on frozen food imports and border closures.

Our farm operates as a standard commercial poultry facility, engaging in the raising, processing, and marketing of broiler meat on a large scale within our target market. To ensure compliance with regulatory bodies in Nigeria, we have implemented robust processes and strategies that adhere to best practices in commercial poultry farming, as well as chicken meat processing and packaging. In addition to our thriving poultry operations, New Age Farm has embraced the opportunity to engage in crop production, specifically focusing on tomatoes, maize, millet, soyabean, feed mill plant and other crop production etc. By venturing into this sector, we aim to cater to both the commercial and export markets, capitalizing on the increasing demand for high-quality

At New Age Farm, we recognize the significance of crop production as an integral part of our agricultural portfolio. With meticulous care and attention, we cultivate tomatoes and other perishable crops, ensuring they reach their full potential in terms of size, flavor, and nutritional value. Our experienced team employs advanced farming techniques, incorporating sustainable practices to optimize crop growth and minimize environmental impact. Some were highlighted below

**(I). CROP PRODUCTION FARMS:** We will cultivate regular maize and soybeans on a 500-acre farm to support our broiler production capacity.

**(II). FEED MILL PLANT:** Our successful management of the 500-acre maize and soybean farms ensures a consistent supply of raw materials for the feed mill, meeting the needs of our 300,000-broiler capacity farms.

Our plan includes gradually expanding to 300,000 broiler poultry pens across 6 clusters, managing the risks by outsourcing birds from reliable contract farmers to meet market demands.

**(IV). PROCESSING PLANT:** We will employ standard practices in frozen chicken production, utilizing a state-of-the-art blast cold room to maintain the optimal temperature of -40 degrees Celsius and refrigerated trucks for an unbroken cold chain.

**(V). SALES AND ADMINISTRATION:** With an established market and experienced CEO/Chairman and General Manager in frozen chicken sales and marketing, we ensure competent personnel managing each stage of the value chain, with separate profit-oriented accounts for each stage.

By producing on a commercial scale, we aim to meet the growing demand for fresh, locally sourced produce. Furthermore, our commitment to quality extends beyond domestic markets as we strive to position ourselves as a reputable exporter of these crops. We understand the importance of adhering to international standards and regulations, ensuring that our products meet the highest



quality and safety requirements for exportation. Through strategic partnerships and an extensive distribution network, New Age Farm is able to effectively market and distribute our crop production. Our goal is to provide customers, both domestically and abroad, with premium, flavorful, and nutrient-rich produce that exceeds their expectations. New Age Farm remains dedicated to sustainable farming practices, environmental stewardship, and the overall satisfaction of our customers. With our commitment to excellence, we strive to contribute to the agricultural industry while meeting the increasing demand for fresh, locally grown crops in Nigeria. At New Age Farm, we are committed to meeting the escalating demand for local poultry products while maintaining the highest standards of quality, safety, and efficiency. By providing farm produce and fresh, locally produced poultry meat, we aim to contribute to the overall well-being and satisfaction of our customers, who have come to appreciate the numerous benefits of consuming our products.



## **(A). BUSINESS OVERVIEW**

The broiler farming industry is a lucrative and significant sector within the chicken and turkey meat production industry in Nigeria. Broiler chickens are raised in large pen houses, where they have access to essential resources for growth and livability, such as feed and water. Poultry farmers and crop production play a crucial role in providing the necessary facilities, care, and expertise to achieve the target weight of 1.8-2kg per bird. Revenue is generated through the sale of processed meat, gizzards, heads, and legs based on average weight.

Recent trends in Nigeria's poultry industry have shown a positive increase in demand for broiler meat, driven by factors such as the border closure and a growing focus on health-consciousness among consumers. This growth trajectory is expected to continue, offering profitable opportunities for broiler farmers and other crop produce. Favorable input prices will enable increased production volumes, and consolidation among farms will allow for economies of scale.

## **(B) OUR PRODUCTS**

New Age Fars is a standard commercial broiler farm and crops production, specializing in broiler meat processing and packaging for the Nigerian market. Our primary objective is to achieve business goals and profitability by delivering high-quality broiler meat to our target market. Our focus areas include raising, processing, crop production and marketing well-packaged broiler meats on a commercial scale.

## **(C). BUSINESS STRUCTURE**

New Age Farm is a privately owned and managed commercial broiler meat production business. with long-term vision is to grow and compete with leading commercial broiler operations across Nigeria. We recognize the importance of establishing a solid business structure that aligns with our objectives. To achieve this, we boost competent staff within our operational area. employee with qualified

experiences, hardworking, creative, result-driven, and customer-centric individuals building a prosperous business benefiting all stakeholders. Performance-based incentives were offered to all staff members as determined by the board of directors.

**(D). MARKET TREND OF POULTRY FARM:-** The poultry sector in Nigeria has experienced significant growth due to increased awareness of the health benefits of chicken and eggs. Demand for chicken and eggs has risen among households and food-related businesses, leading to improved revenue in the sector. Specialty and processed chicken meat have gained popularity, further contributing to revenue growth. However, the rising cost of broiler day old chicks has impacted profit margins in the industry.





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