

Oduntan Oluwatobi: The Success Story of a Nigerian Agripreneur

Starting a business with just N500 may seem impossible to some, but for Oduntan Oluwatobi, it was all he needed to kickstart his entrepreneurial journey. Today, he is the founder and CEO of Survival Poultry Farm Service, Survival Agricultural Hub Limited, and SDG Agric Consulting, with a specialization in poultry farm construction, cage installation and repairs, point of lay production and supply, and more.

Oluwatobi's success story is truly inspiring. After graduating in 2012, he got a job with a feed mill company where he found a connection that inspired and encouraged him to start a poultry business. Oluwatobi was able to acquire 100 birds (broilers) on credit for a small pen on his father's land. By December, the birds had matured and were ready to be sold. Oluwatobi wanted to sell to the market women but the prices they offered were too low. He took the birds to the market himself, Bodija market specifically, and used strategic marketing techniques to gain attention by showcasing the biggest of his birds. He beat the market women's prices and sold all 100 birds in one day, making a huge profit compared to what he would have made selling to the market women.

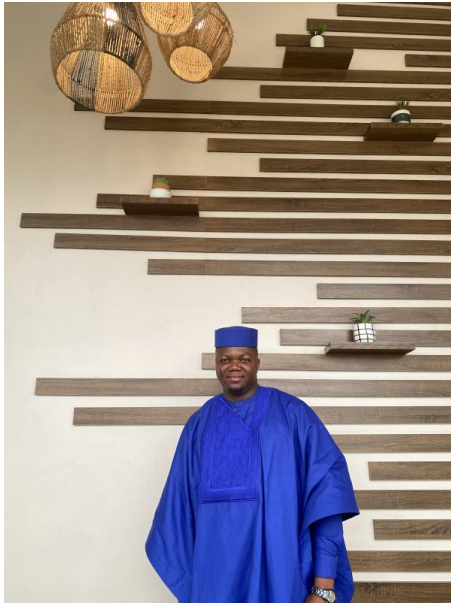


Encouraged by his success, Oluwatobi decided to learn cage fabrication and installation. He invested his profit into training for a year and, on completion, was left with N500. With his N500 capital, he bought pinches and started rendering services on cage installation and repairs. In 2015, he kickstarted his poultry cage brand in a container that served as both his office and workshop at Iyana bare Alomoja, Idi ayunre, Ibadan, Oyo State while living with his uncle. He advertised his product on social media, mainly Facebook and Nairaland, and sold 5 units in his first year.

Over the years, he became an indigenous cage brand competing with Chinese cage importers and by 2019, over 3,500 units had been sold across Nigeria, establishing it as a recognized and highly acceptable brand. Oluwatobi's breakthrough came in 2017 when he constructed his first farm, JOTANI farm, Epe, Lagos State with a capacity of 10,000 layers. This opened the door for him to market his services to clients who wanted to set up farms, build and buy cages. Since then, he has successfully constructed over 250,000 capacity pens and sold over 7,000 units of cages nationwide till date.

Having leveraged social media to market his business, he is not only speciali Contact us and repairs but also poultry designs and constructions, which gave him access to more potential clients. He

markets point of lay birds to his customers who purchase cages and assists in procuring and stocking of birds. He does this overtime before he decides to operate his farm.



Oluwatobi's success is due in part to his commitment to offering innovative and quality services. He has also been able to stay ahead by continually innovating and adapting his services to the needs of his clients. In 2018, he was able to standardize and restructure his business, creating various units such as production and fabrication units, admin, sales department and logistic units, employing 15 workers. He also added logistic services with utility and heavy trucks to assist with supplies, cages, birds, and other materials needed for smooth operations.

In 2019, he started his pullet farm with just 3,000 birds. But with his unrelenting ambition and tireless work ethic, he grew his farm to over 50,000 points of lay birds on various farms within Ibadan.

In December 2022, he founded Survival Agricultural Hub Limited with his co-founder: Adejobi Oluwatobi, a company aimed at providing global solutions to promote sustainable agricultural practices and provide quality services. Today, the company has become a leading producer of healthy farm products in Africa, with a point of lay capacity of over 45,000 birds and 9,000 layer birds for egg production, as well as investments in fishery, livestock, and crops.

Despite his success, Oluwatobi remains grounded and committed to excellence in service. He has sold over 500,000 points of lay birds, built over 7,000 unit cages, and constructed over 250,000 bird capacity pens across Nigeria. He has also become an Agric consultant, helping other farmers solve managerial and procurement issues and striving to make their businesses successful. But his journey was not without challenges.

Oluwatobi faced many obstacles along the way, from the initial struggle to set up his farm to the hiring and firing process of his employees. But he never gave up. He persevered through every challenge, knowing that average was not an option. As he always says, "Average is a crime." Today, Survival Poultry Farm Service and its subsidiary, Survival Agricultural Hub Limited, offer a wide range of services, from poultry farm construction to cage installation and repairs, point of lay production and supply, sales of eggs, chicken, fish, and more. The business net worth is multiple of millions in assets, with over 50 staff strength.

Oluwatobi's experience, knowledge, and expertise in the agricultural business have helped many farmers achieve success. He believes that there is excellence in service, and he is always willing to help others succeed. He says, "If you are not making money in agriculture, then it is not making sense." With his strategic marketing techniques, managerial skills, and innovative solutions, intending farmers have a profitable agricultural business.

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