

**UNIVERSITY OF NIGERIA, NSUKKA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF POLITICAL SCIENCE**

**TOPIC:**

**BUSINESS PLAN (ORCHARD MANAGEMENT)**

**WRITTEN IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE COURSE: CEDR 342  
(BUSINESS CREATION AND GROWTH)**

**BY**

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**LECTURER: DR. MRS. NWAOGA**

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## PART I

Igjaygood orchard management is wholly owned by Iga, Goodluck who is the sole owner of the plantation (orchard). Master Iga, Goodluck is a well trained plantation stock broker and as such enough basic experiences of financial management which he is expected to utilize in running the plantation. To help in effective day to day management of the plantation some other good hands will be hired especially in area(s) of technical knowhow in plantation.

The table below shows the staff and management compliments of the plantation (orchard).

### MANAGEMENT AND LABOUR COMPLIMENTS

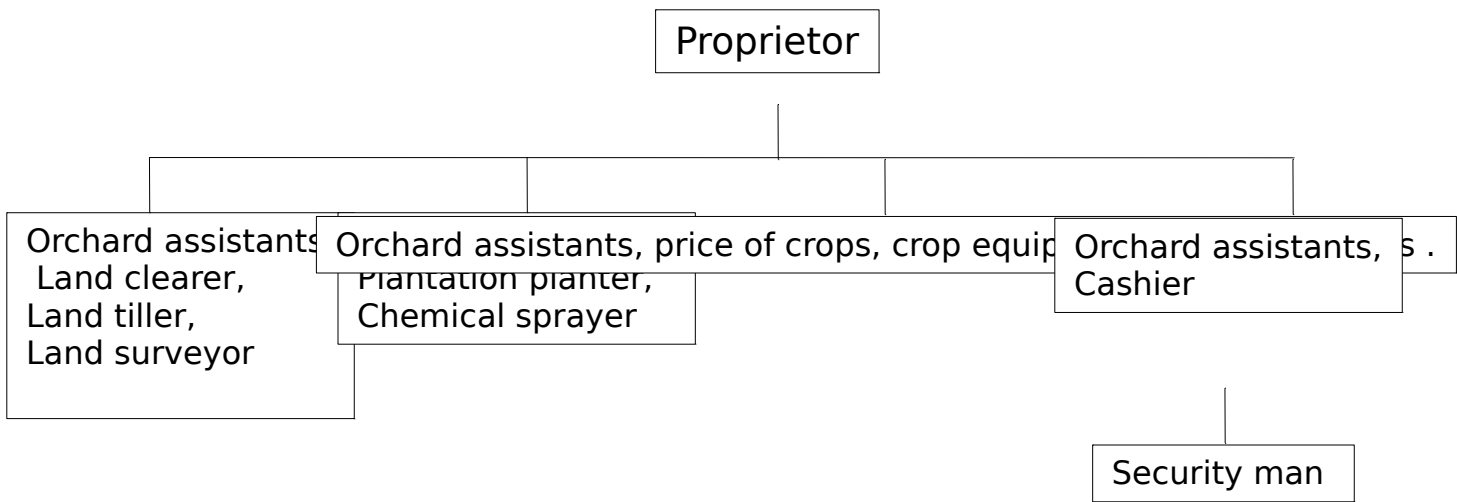
S/N	Position	No of staff	Annual salary per staff (₦)	Price of crop equipment	Total
1	Proprietor	1	102200		102200
2	Plantation (Orchard) Assistants	4	51100		204400
3	Security man	1	30660		30660
4	Land surveyor	1	30660		30660
5	Land clearer	1	30660		30660
6	Land tiller	1	30660		30660
7	Price of crops				
8	Plantation planter	1	30660		30660
9	Chemical sprayer	1	30660		30660
10	Crop equipment				
11	Crop chemicals		20,000		20,000
12	Cashier	1	30660		30660
Ground total					541,220

Orchard owner/manager (Management and organization) Igjaygood orchard management is a sole proprietorship.

## PART II

### THE ORGANIZATIONAL STRUCTURE OF THE PLANTATION

#### (ORCHARD)



## PART III

**Risk Analysis:** This project has been subjected to risk analysis and some inherent risks identified and appropriate mitigants preferred to avoid the business being disrupted. The table identified risks and their mitigants.

Proprietor

<b>Identified Risk</b>	<b>Mitigants</b>
Possibility of outbreak of disease	Application of herbicide on the plantation (orchard)
Irregular water supply	A big water reservoir or irrigation will be constructed to harvest all the rains during raining season which will be used during dry season.
Inadequate startup demand	Aggressive promotion and advertising campaigns.
Destruction, stilling of crops/products/crop implementation.	Building of fences

**SWOT Analysis:** A SWOT analysis carried out on the project reveals the following:

“S”, it stands for strengths. This characterized/determines the following factors:

- i. The location of the piggery makes it to have easy access to its targeted customers.
- ii. The specie of the crops being planted in the plantation (orchard) have very good quality role to play in the management.
- iii. The orchard management plan has very good plan to contain plants crops.
- iv. The orchard management will build on these strengths.

“w”, it stands for weaknesses. The weaknesses of the orchard management are listed as following:

- i. Initial problems of raising adequate funds for the project anticipated
- ii. The proprietor has limited experience and expertise in orchard management.

- iii. It takes a lots of expertise to transplant crop plants and cross breaded crop plants from nursing birds to primary birds.
- iv. It is very expensive to operate.

“O”, it stands for opportunities. The opportunities of orchard management are:-

- i. Varieties of plant crops help the management to gain a lots by supplying varieties of crops in the market consumption.
- ii. Cross breeding/transplanting of various species helps management to get quality products for commercial consumption.
- iii. Quality products of orchard can be exported internationally thereby making more gains.

“T”, it stands for threats. The threats of orchard management are:

- i. Orchard is in a way a long-term investment.
- ii. Increase in competition due to the entry of more plantation
- iii. Low initial demand as case may be due to new varieties of cross breaded/transplanted crop products in the market.

To correct these threats, the orchard management will mount aggressive awareness, campaign and other promotions that will portray plantation products as another good supply of fruits vitamins.

## **PART VI**

Company on orchard management financial

Summary of project cost: The total cost of the project is ₦941, 220 that is made up of ₦400, 000 in fixed capital and ₦541, 220 in working capital.

Total cost of project = working capital + fixed capital investment.

### **FIXED CAPITAL INVESTMENTS.**

Igjaygood orchard management is located at Orba Nsukka Enugu on an area of land, of about one (1) standard plots of 60x120. The site is located along the express way.

S/ N	Detail	Qty	Unity price (₦)	Total amount (₦)
1	Underground pipes and taps			10,000
2	Overhead plastic water tank.	1	10,000	10,000
3	Water tanks (2000 gallons)	1	5000	5000
4	Delivery van	2	250,000	300,000
5	Cultivator	1	2,0000	20,000
6	Hoe/cutlass		2,0000	20,000
	Subtotal A investment			365,000
7	Pineapples fruit crops	5	2000	10,000
8	Guavas fruit crops	5	1000	5000
9	Other orchard fruit crops	10	20,000	20,000
	Subtotal B investment			35,000
	Grand total (A + B)			400,000

These plant (fruit) crops planted/cultivated in an orchard (plantation) are taken as investment since they are retained for at least 2-3 years before maturity disposal stage(s).

