

INTRODUCTION

1.0. EXECUTIVE SUMMARY	-	-	-	-	-	-
-	-	1				
1.1. PROJECTION	-	-	-	-	-	-
-	-	1				
1.2. MISSION	-	-	-	-	-	-
-	-	1				
2.0. INTRODUCTION	-	-	-	-	-	-
-	-	1				
2.1. VISION	-	-	-	-	-	-
-	-	1				
2.2. KEY SUCCESS FACTORS	-	-	-	-	-	-
-	-	1				
2.3. INHERENT RISK	-	-	-	-	-	-
-	-	2				
2.4. BUSINESS OWNERSHIP	-	-	-	-	-	-
-	-	2				
2.5. LOCATION FACTOR	-	-	-	-	-	-
-	-	2				
2.6. AVAILABLE MARKET	-	-	-	-	-	-
-	-	2				
3.0. PRODUCTS	-	-	-	-	-	-
-	-	2				
3.1. PRODUCT DISCRIPTION	-	-	-	-	-	-
-	-	3				
3.2. THE COST OF PRODUCTION	-	-	-	-	-	-
-	-	3				
3.3. MARKET DEMAND	-	-	-	-	-	-
-	-	4				
3.4 PROJECTED ANNUAL DEMAND	-	-	-	-	-	-
-	-	4				
4.0. MARKET CUSTOMER AND COMPETITORS	-	-	-	-	-	-
-	-	4				

4.1. CUSTORS/MARKET SEGMENTATION	-	-	-	-	-
- - 4					
5.0. MARKETING PLAN	-	-	-	-	-
- - 4					
5.1. PROMOTION STRATEGY	-	-	-	-	-
- - 4					
5.2. MARKET STRATEGY	-	-	-	-	-
- - 4					
5.3. MARKET POSITIONING	-	-	-	-	-
- - 5					
5.4 PROJECTED SALES	-	-	-	-	-
- - 5					
6.0. TECTNICAL ANALYSIS	-	-	-	-	-
- - 6					
6.1. SCHEDULE OF OPERATION	-	-	-	-	-
- - 6					
7.0 LEGAL ISSUES	-	-	-	-	-
- - - 6					
7.1. THE ENVIRONMENT	-	-	-	-	-
- - 6					
7.2. SOCIAL	-	-	-	-	-
- - - 6					
7.3. REGULATION	-	-	-	-	-
- - - 6					
8.0. RISK	-	-	-	-	-
- - - 7					
8.1. SWOT ANALYSIS	-	-	-	-	-
- - - 7					
9.0. COMPANY FINANCIAL PLAN	-	-	-	-	-
- - 8					
10.0. ECONOMIC JUSTIFICATION	-	-	-	-	-
- - 9					

10.2. COMMERICAL VIABILITY	-	-	-	-	-
-	-	9			
10.3. CONCLUSION	-	-	-	-	-
-	-	-	10		

Oma's Peanut Burger Production

Part 1

1.1 Executive Summary

the following report and recommendation relate to the proposal by omas peanut burger production to establish a peanut burger company at new heaven, enugu.

- 1.2The project would require a startup capital which will help start up the business of N250000
- 1.3The enterprise mission is to be the most outstanding and sweet peanut producing company in southeast of Nigeria, particularly Enugu.
- 1.4This project will be located at Enugu because of its easy access to target market (which involve Aba market, Onitsha market etc) from their location.
- 1.5A new market is available for the business to serve and get popular within a little time frame.
- 1.6The financial projection shows that the project would be financially stable by the time it matures. the sales figure stand at N43,680
- 1.7The competitive edge of the enterprise lies in its ability to produce peanut burger more or with flavors', and sweetening ingredients which is not by cross large competitions.
- 1.8The profitability measures are shown below:
- 1.9

	1 st week	1 month	1 year
Turnover	9,100	36,400	446,800

From the point of view of the analysis of our findings, the proposed project is found to be physically feasible, financially viable and economically desirable. Because this is what everyday person wants to eat to enable them to get busy at their workplace, therefore, it offers good investment benefits and is therefore highly recommended for investors.

2.1 INTRODUCTION

Peanut burger is a snack which everybody love and will love touse it both during occasions and ordinary parties. This planned peanut burger is as a result of the love people has for it in country all over. The peanut burger food industry is located in Ghana
 The peanut burger is nutritious snack that people love eating, the only know peanut is presently in Ghana, non is located in Nigeria except for some individuals that produce the burger either to eat or supply to retailers usually in small quantity.
 One of the main ingredients use in producing it is sugar. This include individuals with either health challenge those watching

weight and aged people to avoid are advised not to eat anything with sugar. Therefore, I decided to substitute the part of the sugar to honey to enable lots of people both those with health issues and those that are aged to enjoy and be my consumers.

2.1 Vision

To be the most outstanding peanut maker in the whole of southeast Nigeria, particularly Enugu.

2.2 Mission

To produce the sweetest peanuts across Nigeria

2.3 Key success factors

The key success factors are

1. The use of well filtered flour
2. The use of good and well selected groundnuts.
3. The use of good eggs.
4. The main promoter has undergone training in entrepreneurship.
5. Existence of reliable market outlets

2.4 Inherent Risks

- A. The unavailability of machines to produce the peanuts.
- B. The lack of constant supply of burger
- C. lack of fund

2.5 Business Ownership

This business is a sole proprietorship wholly owned and managed by me

2.6 Location Factors

This company would be located in Enugu, Nigeria

1. its nearness to the market would make it easier for accessing raw materials.
2. availability of land in case of expansion.
3. availability of cheap and reliable labor.

2.7 Available market

This business is very common in Nsukka town and majority of customers are students and staff. 75 percent of students consumes this peanut. The demand for

supply are not really met due to the fact that are still a student and cannot produce much more that can go round to my customers, due to my studies.

Part 3

3.0: Products

1. Nylon burgers
2. Cup burgers
3. Bottle burgers

3.1: product description

the business encompasses the production of peanuts and the supply to different retail outlets that are related. The production includes the coating of peanuts with eggs, flour ,milk, sugar(honey),flavor.then the frying of coated peanuts after mixture. then they are packaged and made available for sales.

Presently I produce and supply the peanuts to different retail outlets within my reach. However, my knowledge of burger production in on a high side of the percentage

3.2: cost: the cost of producing 1000 pieces of nylon packed peanuts is as follows

Names	Quantity of materials	Price
Groundnut	10 BAGS	157000
Egg	10 CRATES	10000
Groundnut oil	5 LITER	10000
Flavor	1 PACK	1800
Flour	5 BAGS	11500
Sugar	3 BAGS	34500
Oil	2 GALLON	34000
Water	LITER	600

This table entails a little description of the production materials

3.3: Market Demand:

for now the business will be located in enuge and its target audience will be the market and schools which include Obollo, Afor, Obollo Eke, Oriemene, Nkwo-Eha, Alumona and Nkwo Ogbede areas, where peanuts will begin on demand. Information from the people around there, that the demand for peanut a year will be about 100000 can be sold each month. And that this demand will increase as population would increase within the market.

3.4: projected Annual demand of peanut in Enugu and its environs (2018-2019)

Year	Annual growth rate	Projected demand
2018	0.3%	80
2019	0,8%	150
total	10%	250
Average	0.5	115

The above table or projected average annual demand for bugger buyers in Enugu audit environs is above 150 buyers. It is expected that the level of demand will subsist for the next year.

Part 1V

4.0: Market customer and competitors:

Peanut bugger has an exciting opportunity since there's huge market for buyers peanut every both market and our market. The increase in buyers in the population & the fading away of the superstition regarding the consumption of peanut bugger.

4.1: Customers/market segmentation:

The following are classes of customer for peanut bugger buyers

STUDENTS: They are set of individuals who buy from the retailers. The also will buy from the company if they are buying in large quantity.

Household: this set of customers involves family, people who buy the ones inside a bottle for home consumptions

Bars/Shops/offices: this involves the group of business people I supply on retails bases. They sell it out to their fallow workers and after that they equally get gain in return.

However OMA'S peanut bugger plans to articulate appropriate marketing strategy for each class of customers .

Part V

5.0: Marketing plan

There no major peanut bugger production in Enugu are as stated earlier, hence there is complete absence of structured peanut bugger production company than can really put up commendable competition. Therefore, if Oma's peanuts it will be a market leader in no distance time.

5.1: Promotion Strategy

Oma's peanut bugger will embark on an aggressive Campaign to break the last restage of superstition on peanut snack; this would make the demand of peanut bugger to increase. To do this, peanut bugger plan to use flier outreach sensitization program radio, and television programe. Omas peanut bugger will embark on promotion like reducing price for retailers and also give out to people few of the good in order for them to have a feel of the goods, to encourage buyers and make people demand for more.

5.2: Market Strategy:

To maintain a sizeable portion of the peanut bugger market in Enugu and its environs. Peanut bugger has decided that her peanut bugger will get into the market higely competitive price. Moreover, the production of peanuts willspecilise on the cupsized costumers.

Oma's peanut bugger production will also give trade discount to driver the market faster there are plans to distribute calenders and almanacs to her numerous customers. This will help in no small way to increase the peanut products popularities among the middlemen in the market.

5.3: Market Positioning:

Oma's peanuts bugger production will position itself as the prime-mover and market leader in the peanut burger market Enugu and its environs the company will increase peculiar leading stage profile for itself.

The under listed is how the company will need her customers to see her, the competitors and the public in general.

1. The company will provide the market with the best peanut bugger products.
2. As a company, I will put my customer's interest in the aspect of producing clean peanuts and in the aspect of hygiene, pricing, and delivery.
3. As a trust worthy producer of consistent peanut bugger.
4. Build a customer relationship with my customer.

5.4: projected sales:

Years	Sales of peanuts (#)	Sales of packaged peanuts (#)	Total sales (#)
Year 1	9100	36400	4500
Year 2	18200	72800	91000
Year 3	36400	145600	291200

PART V

Technical Analysis Management and Organization

6.0: My company will start with 3 employees, they will produce peanuts 3 times in a week in a very large quantity, which may not be enough for the customer, however I will make provision for machines that will reduce the stress of producing less and in a hard conditions too.

6.1: Schedule of Operation:

Will need a bag of sugar, two bags of flour, three bags of groundnuts, one gallon of vegetable oil, twenty crates of eggs. This items would be used to startup the business, this listed items might not be very enough to startup with, but with time funds would be rised and the company will be expounded and will earn more money that would produce goods that will be supplied around the country.

Table 6: Schedule of Production:

Month	Sugar	Flour	G.nut	oil	Eggs	Honey

JAN	5	7	10	4	20	2
FEB						
MAR						
APR	3	4	7	2	15	
MAY						
JUN						
JUL	10	15	10	5	30	
AUG						
SEP						
OCT						
NOV						
DEC						
TOTAL	15 BAGS	26BAGS	27BAGS	11 GALLON	65 CRATES	2 GALLON

PART VII

7.0: LEGAL ISSUES

Oma's peanut bugger plan to commence commercial operations a sole proprietorship. Such it just enough to register the business name with an appropriate department at the local government headquarters and in CEC.

7.1: Environment:

Oma's peanut bugger can pose an environment challenge if certain precautions are not taken especially with respect to waste disposal. However, oma's company play plan to dig a very big septic tank/suck away for all liquid waste for the company to be able to dipose properly.

7.2: Social:

The implementation of project will bring about social and economic benefits to the society in the following ways:

- a. The company will creat room for employment
- b. It will bring about wealth creation
- c. It will provide the socity with quality snack
- d. Its will help in economic growth through tax payment and revenues

7.3: Regulatory

For any business to maintain its standard its has to obey the state and its regulations. Meanwhile the Oma’s company will comply by rules and regulations within the environment.

Part viii

8.0: Risk Analysis:

This project has been subjected to risk analysis and some inherent risk identify and appropriate instrument preferred to avoid the business being disrupted.

Table 8 identified risk mitigants:

Identified risk	Mitiggents
Possible outbreak of injuries	Michineary risk
Possible outbreak of disease	Caused be stress
Inadequate startup demands	Aggressive promotion and advertising campaigns
Irregular water supply	A big water reservoir will be constructed to harvest all the rain during seasons

8.1: SWOT ANALYSIS

A SWOT analysis can be carried out on the project reveals the following

8.1.1: STRENGTHHS:

The location of the Oma's peanut bugger company is to have esay access to its targeted customers

8.1.2 WEAKNESSES:

Limited problems of raising adequate capital for the project anticipated. And also the problem of employing good, hardworking, and honest employee.

8.1.3: Opportunity:

Currently there is no quality peanuts bugger in the market, therefore, the cross of workers are as expected to provide peanuts in large quality.

8.1.4: THREATS:

There serious challenges to convince people to purchase the goods.

8.1.5: Strategy:

No exist is planned rather diversification will be pursued.

Part iv

9.0: COMPANY FINANCIAL PLAN:

9.1:SUMMAY OF PROJECT COST:

This business would not be needing much to start up, all it will need is just a little finance to start up, and be able to get the first material one would need the in no time I will gain my reward immediately, and the will be the kick off production and once produced, distribution starts. for a startup the sum of 250000 would be need.

10.0: Cash Flow Projection:

By the second year of the operation when the business has fully matured the cash flow position is as shown below

Year 2	Year 3
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250000	500000
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This means that the business will be able to generate enough funds to meet maturing obligations as from the second year of operation.

10.1: ECONOMIC JUSTIFICATION:

From the viewpoint of our study and analysis of the findings made, the project offers good benefits to the promoter, and the economy. Wealth will be created even as jobs are also created. These are consistent with the federal and state Government Policy on entrepreneurship, wealth and job creation.

10.3: Commercial viability.

The commercial viability of the project is very clear. The project has been impressive sales, profits and cash flow positions.

10.4: Conclusion

Therefore, the project is highly recommended both in findings and implementations.