



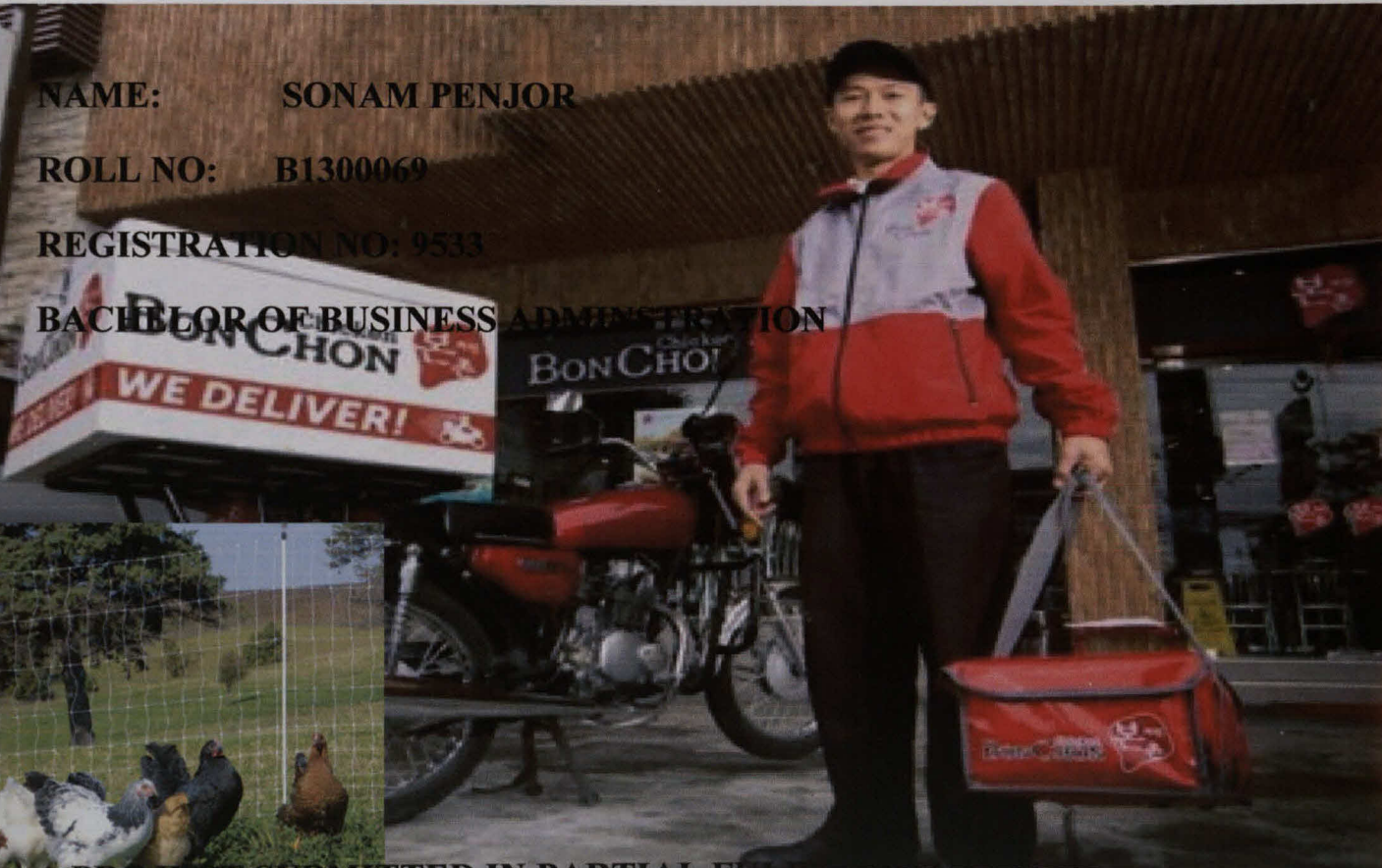
A PROPOSED PROJECT ON POULTRY FARM WITH DELIVERY AND PACKAGING

NAME: SONAM PENJOR

ROLL NO: B1300069

REGISTRATION NO: 9533

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Introduction

This report studies the poultry farming position in the Food industry. To understand poultry Strategy, will assess its internal operations and then it's successful. Then, can make recommendations for sustained competitive advantage of a future based on an assessment of external factors that affect the market. With the growth of economic globalization, Food industry becomes an additional significant. The poultry industry is extremely competitive in the leading market with biggest annual production in and other countries. Poultry its continuing ability to meet the growing demand in the country and abroad. In addition, the company announced its entry in and out, and is planning to enter in place in the near future.

The vision of poultry farming is to become No. 1. and mainly winning diversified food firm in Middle west. The products of poultry are natural, healthy and slaughtered as per law given by the government of Bhutan. Although, in future there will be many competitors, we should mainly focus on nature and economic of the people. To meet the increase demands from domestic we should mainly focus on the farming process like well feeding to the birds(hen). The poultry should be located in such a way that there should be large number of population in which it is benefited for both seller and buyers.

With a home grown market share for poultry products which will increase in the near future. In addition, due to of developing industry now a days, there is an improved in technology for poultry basis, which can really help in day to day business like delivering of chicken here are bikes which can be fast delivery.



How to Start a Poultry Farming Business – Sample Business Plan Template

1. Select your Poultry Niche

The poultry industry is a broad niche. There are many sub-sectors in the poultry industry which we can tap into. When poultry farming is mentioned, a lot of people take that to mean chicken rearing alone but poultry farming is a very wide business with different aspects. Below are niches in the poultry business:

- Egg production (*Layers breeding*)
- Meat production (*Broilers breeding*)
- Chicken breeding (*Hatchery*)
- Poultry feed production
- Poultry equipment manufacturing
- Egg and meat processing, packaging and marketing
- Poultry marketing and consultancy

So, we can see that poultry farming is very wide. Therefore, we have to choose our area of specialization. Of course, if you have enough capital and the technical know-how nothing stop from doing all the businesses under poultry farming but it is always better to go back to the drawing board, find out which aspects of poultry farming are more profitable in our area in terms of demand and income and then select the most attractive aspects to concentrate on.

2. What type of bird will you be focusing on?

Another important factor to consider is the type of birds you wish to rear. There are several types of birds that you can rear. Poultry farming can further be classified into the types of birds:

- Domestic fowl or Chicken (*Broilers and layers*)
- Turkey
- Guinea fowl
- Pigeon
- Duck
- Goose

- Peacock
- Quail

I also have to decide on whether I want to rear layers or broilers. I would need to stock my farm with broiler because broiler is only for a meat purposes, I would need broilers instead of layer because broilers have the ability to grow very fat and gives more return on investment because they weigh a lot more than other breeds. But for this article, I will be focusing on poultry meat purposes with respect to the domestic fowl.

3. Start-up Capital Investment

The poultry farming business is capital intensive; depending on the scale, location of farm and the type of management technology used. I will start large scale poultry farm being run behind the house which may require a capital of between Nu 500000 –Nu 700000. Being high capital investment I focus mainly on the large scale poultry farm. If business tend to run successfully then I will upgrade and improve my poultry farm.

4. Housing your birds

Another important factor to consider is the poultry housing system. Poultry housing system determines up to 40% of the rate of success I should achieve in poultry farming. A good housing system is very important for my poultry farm. The housing system commonly used in poultry farming are-:

- Extensive system: Range and fold unit
- Semi Intensive system: Standard semi intensive unit and straw yard
- Intensive system: i. Deep litter, ii. Wire and slated floor, iii. Straw yard, iv. Battery cage.

a. Free Range System-: Under free range poultry farming system, chickens are allowed to roam around on their own in search for food. This system cannot be used for commercial poultry farming because of the high level of risks involved. In the system the bird can roam in and around the fence.

5. Poultry equipment and appliances

There is a very long list of equipment and facilities to put in place in order to fully manage a poultry farm. I would need to construct a house for the birds, provide feeders and drinkers, a good waste disposal system, source of water, lightening and heat, and storage space for keeping feeds.

Therefore, I should make a list of all the items that are needed, find out the prices and compare different prices to further give me an idea of the costs of setting up the poultry farm. The following equipment may be needed for poultry farm and their uses:

- Feeders
- Drinkers
- Perches
- Nests
- Lighting system
- Waste disposal system
- Incubator
- Heaters or brooders
- Cages and coops

6. Feeding your birds

Feeding is a major aspect of poultry farming. In fact, about 70% of my expenses would go towards poultry feeding. Therefore, it is imperative to figure out the feeding aspects of business before I go into it. There are two ways to go about feeding in poultry farming:

- Producing my feeds by myself
- Buying already-made poultry feeds



7. Health

Just like we need regular health check-up to stay in good shape, the birds in the farm also need regular check-up. They need proper vaccines and medications to prevent diseases and promote growth. I will have a consultant, a veterinary doctor who would be in charge of giving vaccinations and providing proper health care for the birds.

8. Marketing

Another factor to give consideration to is the marketing aspect of my poultry business. I have to find a way to reach my customers and this would be done by employing the right marketing techniques. Therefore, before I start a poultry business, I should really consider the marketing strategies which I would use to break into the market.

9. Projected return on investment

The incubation period of the domestic fowl is 21 days. My company can start selling off birds as early as 8 – 12 weeks but full maturity is reached between 20 – 24 weeks. The payback period of a poultry farming business is between 3 – 5 years.

10. Outbreak of diseases

When the environment is dirty, disease and infection is inevitable. Birds like chicken are very sensitive to environmental changes. If the poultry environment is not properly taken care of, the chickens will be exposed to diseases like bacteria infection. So as a poultry farm, I must ensure that the poultry environment is kept clean and disinfected. I must avoid bringing in contaminated equipment, vehicle and foot wears. Also, visitors should not be allowed into the poultry environment and ensure that we sterilize our hands before touching the birds.

Name of the Company

The name of the proposed company is “Sonam Poultry Farm Pvt Ltd.”

WHY IN THIMPHU?

Thimphu is a capital city where most of the people like consuming chicken and available of land to set up farm is easy, as I have got land in that particular place (Babesa). And water is available as it is near water flow and less time consume for delivery because it is located near city. Also, this can change the living standard of the people and hence, increase the economic status of the state.

QUESTIONNAIRES

1. How many family members you have got?
2. In your family member how many are non vegetarian?
3. Do your family members like taking chicken?
4. What is the income of your family?
5. How often would you like taking chicken in a week?
6. How much you are willing to pay for a chicken (with packaging and delivery service)?
7. What will be the appropriate time for delivery service?
8. Which chicken do you prefer Import/local?

POULTRY LOCATION

Location of my business will be at Babesa which is 5km away from the main city in Thimphu Bhutan. A good location is vital to the success and profitability of poultry farm. An ideal poultry farm should be sited where there's a large availability of cheap land and at the same time; should be close to areas with high population density.

While it is smart to start the poultry farm in a place where the odour and noise would not disturb other people, should also consider the security factor. Lands in sparsely populated settlements are cheap and would have fewer issues with community disturbance and zoning but it may be far from the market and buyers. Farm need to find a balance, look for a place that is favourable to you and would also be favourable to your customers at the same time.



SWOT ANALYSIS

STRENGTH

- ❖ Promises the good quality and range in Bhutan.
- ❖ To create better everyday life for many people.
- ❖ To deliver the product in for many people.
- ❖ To deliver the product as fast as possible.

WEAKNESSES

- ❖ Profit income will be slow.
- ❖ It needs to keep good communication with its consumers about its environmental activities.

OPPORTUNITY

- ❖ High demand for chicken in Bhutan.
- ❖ Growing demand for reasonable priced products.
- ❖ Demand for reduced water usage.

THREATS

- ❖ More competitors entering the low price firm.
- ❖ The recession slows down consumer spending and disposable income reduces.
- ❖ Slowdown in first time buyers entering the farming market.

PEST Analysis

This step is to identify the trends and issues that will affect and change the industry.

Political Factors: The government encourage to supports the business of food toward the food security in the country by grants such companies. Company pays Tax for every Year (The law of income tax on companies,). This trend gives the company opportunities brought by changes of the government and public attitudes toward the industry, changes in political institutions and the direction of political processes, legal issues, and the overall regulatory climate.

Economic Factors: Economic factor is most important factor where we should focus mainly on nature and direction economic. The economic changes in the world led to increase the level cost of food consumables, hence the consumer are thinking of other alternatives food at low prices. For example, buy frozen chicken at the lowest price rather than fresh chicken with higher-price. To compete on the low cost alternative, the company produces a frozen chicken instead of focusing on a fresh chicken only. People in Bhutan are mostly middle class family and we should mainly focus on the economical factor.

Social Factors: The main social trend is increase of the customer's awareness of the health food, and this lead to produce a healthy and fresh alternatives food. This trend gives the opportunity for the Company as the main player of Poultry Farms in the market. But in other side, it's also making a potential threat in niche farmers markets in the internal region of the country which focus in produce the fresh Poultry Farms. On more social factor is the trend of people to be more convenience by buying their needs from a single store includes all the products. This trend also makes the company the opportunity to increase demand for its products due to the distribution of their products to the largest number of retail market. This is an opportunity for also people to buy a fresh poultry in a manner faster without loss of time and effort where the consumer does not need to go to poultry farms to buy fresh poultry.

Technology Factors:

In other international manufacture countries there is high technology machinery. However, the technology is changing rapidly and do not need to spend more cost to renew or replace the old machine for long term. Now days due to of changing market strategy we can buy machine which are affordable and of good quality like refrigerator for storing egg and frozen chicken, bikes for delivery services etc, pipes for water supply.

Business Registration & Licensing

Internationally, business registration is the process by which a business becomes recognized as a legal entity. This, among other things, enables the business to enter into contracts in the name of their business. Generally the names of all registered businesses are held on a central register that can be accessed by the public. By checking this register, businesses and the public can be confident that the entities they plan to transact with are legally recognized. Typically, registration is only required to be completed once, prior to commencing business activities.

Business registration typically provides enterprises with:

- *rights* to services, fair treatment under the law, and in some cases limited liability (depending on the structure of the business)
- *obligations* to pay taxes, provide information, and abide by rules and regulations
- *Opportunities to grow* through better access to finance, potential clients, and public goods and services.

A license is a regulatory instrument issued by government to do or own a specific thing. Licenses are common in areas where government seeks to reduce risks to individuals and the community by ensuring levels of skill or probity; and in the allocation of scarce resources. A license authorizes the holder to undertake ongoing activities of a particular nature, and is generally reviewed and renewed periodically. Further information on common distinctions between registration and licenses can be found in Table 1.1 which was originally published in Business Licensing Reform: A Toolkit for Development Practitioners by the World Bank Group in 2006.

Current Business Start-up Procedures in Bhutan

Currently in Bhutan, a clear distinction is not made between registration and licensing procedures, except in the case of

incorporated companies for which a specific ‘Companies Register’ exists. The lack of clear distinction between registration and licensing means that the purposes of each are not well understood both within government and by potential entrepreneurs. As a result, often numerous clearances are required before a license can be obtained even when the risks associated with specific business activities may be low or non-existent.

Clearly distinguishing between registration and licensing and ensuring that licensing requirements are risk based may assist to further streamline start-up procedures and reduce administrative burdens. It may also assist to improve Bhutan’s standing in rankings such as those outlined in the World Bank ‘Doing Business’ report which clearly distinguishes registration processes from licensing activities.

In Bhutan, registration and/or licensing requirements apply to two broad sectors: Trade (TRA) which covers micro, retail and wholesale enterprises, and Industry which covers services (SVC), production and manufacturing (PAM) and contract (CON).

Registration process in Bhutan

‘Registration’ processes vary according to the size of the business and the type of activity it intends to undertake. The procedures generally required when registering a micro trade enterprise or company in Bhutan are described in Table 1.2.

All applicants are first required to obtain a security clearance certificate from the Royal Bhutan Police which can take anywhere between two days and two weeks.¹ For micro and small enterprises undertaking trade activities, registration is applied for at one of six Regional Trade and Industry Offices (RTIOs). Activities of this size

do not require any other sectorial clearances or a license, so 'registration' can be completed quite quickly.

Table 1.2 'Registration' procedures required for different types of enterprise:

	Micro Trade (turnover < Nu 1 million, sole proprietor)	Incorporated Companies (two or more individuals)	All Other Enterprises
Procedures	<ul style="list-style-type: none"> • Obtain security clearance • Submit 'Application form for Micro trade registration' with copy of citizen identification card (CID) • Micro trade registration certificate issued • Register with tax authorities 	<ul style="list-style-type: none"> • Obtain security clearance • Submit registration form to Companies Register • Uniqueness of business name is checked (by Companies Registrar and IPD) • Register with tax authorities 	Registration and licensing procedures are combined (see below).
Fee	Nil	Depends on share capital. Most companies pay the maximum of Nu. 2000. ²	
Validity	3 years, renewal is subject to a clean record ³	Ongoing (registration is required once only)	
Conditions	Must commence business activity and register for tax within three months of	Company is defined as a company limited by shares, incorporated and	

	<p>obtaining registration.</p> <p>No import of goods from any third country</p>	<p>registered under the Companies Act.</p> <p>A Company requires a license to commence business operations.</p> <p>Does not apply to trading businesses.</p> <p>Copies of annual return, balance sheet and director's report are legally required to be submitted annually⁴</p>	

In Bhutan, enterprises are legally required to register with tax authorities within three months⁵ of registering their business. In reality registration with tax authorities usually occurs at the time of filing initial Business Income Tax (BIT) or Corporate Income Tax (CIT). Currently, businesses do not have access to information contained in the business registers held by RTIOs which may increase uncertainty when dealing with other businesses.

Licensing process in Bhutan

In Bhutan some enterprises may require multiple clearances from various Ministries or agencies before they can obtain a license to commence business activities. The licensing regime in Bhutan applies to the trade – retail and wholesale (where turnover is more than Nu.

1 million), industry - manufacturing, services and contract sectors. License fees are levied based on the scale and class of licenses as shown in tables 1.3, 1.4, 1.5 below.

Table 1.3 Trade Classifications and License Fee Structure:

Category	Turnover (Nu)	License fee (Nu)
Large	More than 10 Million	10,000
Medium	5 Million – 10 Million	5,000
Small	1 Million – 5 Million	3,000
Micro	Less than 1 Million	Free

Table 1.4 Industry (Manufacturing, Services) Classifications and License Fee Structure:

Scale	Investment (Nu.)*	Registration Fee [^]	License Fee [#]	License Booklet [^]	TOTAL
Large	More than 100 Million	8,000	4,000	100	12,100
Medium	10 Million - 100 Million	4,000	2,000	100	6,100
Small	1 Million – 10 Million	2,000	1,000	100	3,100
Cottage	Less than 1	1,000	500	100	1,600

	Million				
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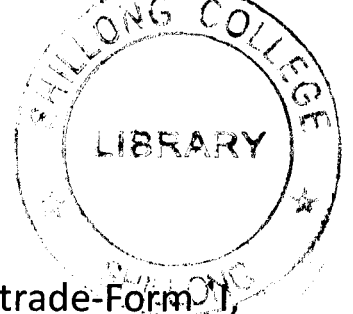
Notes: * Investment does not include working capital. ^Registration fee and the cost of license booklet are paid only once at the time of obtaining license. #License fees to be paid at the time of obtaining license and annually upon license renewal.

Table 1.5 Construction Contractor License Fees:

Contract Classification	Charged by CDB*		Charged by MOEA		TOTAL
	New registration/ Up gradation	Re- registration/ Re validation	Annual license fee	License booklet	
Class A	6,000	3,000	4,000	100	4,100
Class B	4,000	2,000	2,000	100	2,100
Class C	1,200	600	500	100	600
Class D (Petty)	200	100	300	100	400

Notes: *CDB stands for Construction Development Board

Some activities require environmental, location or other sectoral clearances from government agencies. All licenses require annual renewal, some clearances also require periodic renewal and others require renewal when business circumstances change. The following procedures are typically involved in obtaining a license:



Trade license:

Requirements for trade licenses are:

- License Application form (Retail & whole sale trade-Form I, Import license-Form IV)
- Two recent passport photos
- Other sectoral clearances
- Valid Security clearance from RBP and copy of CID
- License fee (refer to Table 1.3 above)

The RTIO issues the license; in some cases approval of the Department of Trade is required.

Industrial license:

Requirements for industrial licenses are:

- Project proposal (for small and cottage scale industrial activities) and detailed project report (for medium and large scale industrial activities)
- Industrial license application from-Form III (available on the Ministry's website)
- Two recent passport photos
- Valid Security clearance from RBP and copy of CID
- Location clearance (if the proposal is not on the exempted list for location clearances)
- Environmental clearance (for industrial activities listed in Annexure C, environmental clearance can be obtained from RTIOs. For others, environmental clearance shall be obtained from NEC).
- Sectoral clearance from the concerned sector
- License fee based on scale of investment (refer to Table 1.4 above)

The relevant RTIO issues the license. However, for medium and large scale industrial proposals and in certain small and cottage scale proposals, the approval of the Department of Industry is required.

Table 1.6. The total number of licensed and registered business in Bhutan as of December 2008;

License(small, medium, large – Trade and industry)	Registration(micro-trade)	total
13608	10424	24032

Porter's Five Forces:

Threat of substitutes:By examining the market, the threat of substitutes is high in poultry in many indirect competitors from farmers markets. Existing indicators in the local market , the indirect competitors are potential substitutes to poultry and create threats in the future. Farmers markets have seen a significant expansion in farm and providing a fresh food with convenience choice. With increasing the health consciousness towards health alternatives, the farmers markets sell fresh products and natural produce and this also cause a threat potential in the future.

Degree of Rivalry: Due to of developed countries the poultry business is highly competitive. Because the small number of main players in the market and lack of differentiation due to nature of products, a high degree of rivalry is exists in the market. Hence, the competition is based on price and other factors like sell location and choice of product. There is an increase in future rivalry due to the entry of new local company (because their business will focus on the west area, which have a large number of the population) and also new competitors from east south which will make the industry further competitive and risky threat in future.

Bargaining power of suppliers: Bargaining power of suppliers is extremely very low. Karma feed controlling market share for poultry products of over 25 per cent and numbers of local suppliers have a very limited choice of intermediaries to select from. Thus, karma feed is the main customer and purchaser of raw material in the industry. On the other hand, this set to change with the entry of new companies with Government policy increase the competition in the industry. Therefore, the bargaining power of the suppliers is a middle in the future because expect a bigger selection to deliver to.

Bargaining power of buyers:

the buying power of customers is in an increase. The government raise the level of food security by supporting and

encourage the small-scale producers and reduce the competition barriers by allow farmers markets to come in the market which lead to increase customers selections. As a result, the customers bargaining power is increase and thus, the increase of customers bargaining power will enable customer to compare prices and select the cheaper alternative and this aspects take customers barging to a further medium level.

7 P'S OF MARKETING MIX

In marketing, the seven Ps refer to the product, price, place, promotion, process, physical evidence and people that make up the marketing mix. They are an extension of promotion.

1. PRODUCT:

Product mix consists of all product lines and items that you are selling or the product that you are providing to the customers. Chicken is the widely consumed meat in the world. People eat many different chicken products such as chicken chop, chicken burger, drum stick, chicken roast, etc. Chicken production mainly focuses customers for its meat for which there is high demand in Thimphu. This business is set up to fulfilled customer's demand.

2. PRICE:

Price is the value which buyer passes on to the seller in lieu of the product. It is worth of a monitory term. Thimphu people consume about 600 chickens daily and face 30% deficit in supply. This business is set up to meet customer's demand. The pricing strategy that I am going to apply is given bellow:

Product	Price[Nu] per kg
Import chicken	250
Local chicken	300
Delivery charge	100

And for the loyal customers there will be discount and also for those who buy more than 10 kg there will be discount. Not only will that during special occasion 5% discount be there.



3. PLACE:

Place refers to the method of getting your product to the consumers. The place where the farm will be located is at Babesa, which is near water source and only 4 to 5km away from the city that means less time consuming and less use of fuel for delivery purpose.

4. PROMOTION:

It is the activities that communicate the merit of the product and persuade target customer to buy it. Therefore it is very important for company to promote such product and can satisfy customer behaviour. The product should reach and cover all the entire market not only in Thimphu or west Bhutan but also all over the country and these can be done through advertising, sales promotion or public relation, etc.

Advertising:-

I will advertise through print media like, news papers and magazines. And also through broadcast media, which includes Radio FM, TV news channel (BBS) and through internet like face book and Google (by creating my own website).

Sales promotion:-

Sales promotion includes a wide variety of promotion tools designed to stimulate earlier or stronger market response. The promotion of such products it may be through sample, so I will offer small amount of product to customer for a trail.

Public relation:-

In any business, public relation is very important and for that I will use strategy and my strategy will be giving discount to customer, always try to satisfy customers want by delivering good quality of product within given time.

5. PEOPLE:

People are crucial in service delivery. The best food may not seem equally palatable if the delivery boy is in a sour mood. A smile always helps. Intensive training for your human resources on how to handle customers and how to deal with contingencies is crucial for my business success.

6. PROCESS:

Processes are important to deliver a quality service. Services being intangible, processes become all the more crucial to ensure standards are met with. Process mapping ensures that your service is perceived as being dependable by your target segment.

7. PHYSICAL EVIDENCE:

A chicken production business evidences is the product which is very tangible and satisfaction to the customers. So this is the business were a farm has the evidences of suppliers plus the product.



HUMAN RESOURCE MANAGEMENT

- MAN POWER PLANING

Man power planning which is also called as human recourse planning consists of putting right number of people, right kind of people at the right place, right time, doing the right for which they are suited for the achievement of goals of the organisation.

- ✓ At first when my poultry farm is set up, I will mainly focus on the finance of the company, so the farm should also focus on the right people for right job.
- ✓ The poultry of my farm should have enough members to fulfil the requirement of the consumer according to its delivery (e.g. economic uses like bikes for delivery services).

- RECRUITMENT

Recruitment refers to overall process of attracting, selecting and appointing suitable candidates for jobs within an organisation, either permanent or temporary. Recruitment can also refer to processes involved in choosing individuals for unpaid positions, such as voluntary roles or training programmes.

- ✓ For my farm, skill and qualified member should be appointed for a particular job for e.g. manager should have

good knowledge to manage the organisation like assigning them the job and motivating them.

- ✓ For my farm delivery service should be in such a way that it should create a good impression to the consumer and faster service rather than other farm and delivery employee should have good communication skills with the consumer.

- **SELECTION**

Selection is a process of picking up an individual out of the pool of the job applicant with requisite qualification to fill jobs in the organisation. Selection depends on the conditions in which the individual of a species find themselves.

- ✓ For my farm particular jobs should be assigned such as feeding for bird (broiler) there should be a person who can take care of birds.
- ✓ Manager should also keep all the records of the delivery service and should also focus on the business status like profit and loss of the business.

- **JOB DESCRIPTIONS**

Job description is the list that a person might use for general tasks, or functions and responsibilities of positions. It may often include to whom the position reports, specifications such as the qualifications or skills needed by the person in the job or salary range.

- ✓ In my farm good and skill qualified person are needed as good communication will help to deal with the day to day services with the consumers.
- ✓ The manager should have good relationship with the employees; he should take active participation with the employee and also motivate the employees.

- TRAINING

Training is the acquisition knowledge, skill and competencies as a result of the teaching of vocational or practical skills and knowledge that relate to specific useful competencies.

- ✓ In my farm should focus on those who have good knowledge about the particular job and he should take active participation in whatever the job is given.

- ✓ I will make sure new employee should be well trained in his specific work given by the manager.



- EMPLOYEE COMPENSATION AND PERFORMANCE APPRAISAL

Employee compensation refers to the total gross wages paid by the employers to employees for work done in an accounting period, such as quarter or a year. Performance appraisal is the part of career development and consists of regular reviews of employee's performance within the organisation.

- ✓ The company should also focus on giving fair and equal remuneration to the employees.
- ✓ The performance of the firm should also be good in such a ways that it can fulfil all the necessary for the farm.

FINANCIAL MANAGEMENT

The main finance which I need for starting and operating my new service business includes the following:-

a) Rent for the Building	Nu. 80,000(per month)
b) Machine for cleaning farm	Nu. 80,000
c) Refrigerators/meat freezer (2nos)	Nu. 140,000
d) Light	Nu. 10,000(per month)
e) Water	Nu. 2000(per month)
f) Bike(4nos)	Nu. 128,000
g) Petrol	Nu. 10000(per month)
h) Computer (3nos)	Nu. 60,000
i) Telephone	Nu. 5000
j) Feeding for chickens	Nu. 7000

As it is a new business, now it is very important that customer like it and then only my business will earn the profit.

Means of Finance:

- i. Total Investment- Nu.522000
- ii. Government support-Nu.250000
- iii. Loans from various bank-Nu.250000
- iv. Loans from family-Nu.22000

SEGMENTATION, TARGETING, POSITIONING



SEGMENTATION

1) GEOGRAPHIC SEGMENTATION

Country- Bhutan (Thimphu)

Destiny- Urban

Climate- Western

2) DEMOGRAPHIC

Age- above 3 years to old age

Gender- Male, Female

Family size- 1-2, 3-4, 5+

Family lifecycle- Young, Single, Married, Serve to
any person

Income- Above Rs.350 & the according to
Customers demand

3) PSYCHOGRAPHIC

Social class- Lower to upper class

Lifestyle- Achievers, strivers, survivors

4) Behavioural-

Occasion- Regulars occasion, special occasion,
holiday

Benefits- Quality, service, convenience

TARGETING

I will target that person who cannot leave without consuming chicken and after scanning Thimphu I have notice that there are many customers who like consuming chicken very much.

POSITIONING

I will position my farming in a such a way that people no longer have to personally come & Order but just one call and we will deliver with packaging.

VISION, MISSION, OBJECTIVES AND AIMS

VISION

- ❖ The customer is “King” that is my priority point for the company.
- ❖ I have high respect toward community & society.
- ❖ Concerning on production and concerning toward people must be considered equally.

MISSION

- ❖ Try to availability of Poultry farm in market by localized brand.
- ❖ Try to keep high brand image (high reputation of the brand as it is supported by its four strong principles that are quality, service, cleanliness & value.

OBJECTIVE AND AIMS

- ❖ To maintain and develop brand image and loyalty amongst the customer.
- ❖ To provide clean and hygienic chicken to the public consumers.
- ❖ To create self employment for the youth.
- ❖ To make the region an infrastructure for quality and clean chicken production at reasonable price.

OBJECTIVES:-

Objectives of the Sonam Poultry farm can be divided in to three:-

I. SHORT TERM OBJECTIVES:-

The short term objectives of Sonam Poultry farm encompass the following:-

- The source funding for the formulization and expansion of the business.
- To set up efficient and effective system.
- To engage and establish a skilled, competent and knowledgeable workforce

II. MIDDLE TERM OBJECTIVES:-

The middle term objectives of Sonam Poultry farm encompass the following:-

- To enhance the sustainability and going concern status of Sonam Poultry farm.



III. LONG TERM OBJECTIVES:-

The long term objectives of Sonam Poultry farm encompass the following:-

- To further expand the business entity.
- To diversify the production base of the business.
- To transform the business.

STRATEGIES:

Strategies of Sonam Poultry farm are classified into three terms:-

1) SHORT TERM STRETEGY:-

The short term strategies of Sonam Poultry farm are put into following categories:-

a) FINANCIAL STRATEGIES:-

In terms of financial strategies, the following is envisaged:-

- The sales mix will be planned in such a way that the contribution margin in the business will be maximized on monthly basis.
- The business risk will be maximized by diversifying the customer base and ensuring that the business does not depend on a few big customers.
- Operating expenses will be monitored against the budget on a weekly and monthly basis with a view of identifying expenses that are not in line with the budget.
- Debtor shall minimize through the employment of a strict debtors policy.

b) OPERATION STRATEGIES:-

In terms of operation strategies, the following is envisaged:-

- The internal operating system in Sonam Poultry Farm will aim at ensuring customer's satisfaction, satisfying the stakeholders and complying with government legislation. The operational systems will be aimed at ensuring fast and efficient service in the front office as well as accuracy in the back office operations.
- Healthy and safety audits shall be conducted on a regular basis and enhance the health and safety of customers and employees at all times.

c) HUMAN RESOURCES STRATEGIES:-

In terms of human resources strategies, the following is envisaged:-

- The business will recruit motivated employees that have a passion for farming.
- A series of internal workshop on Sonam Poultry farm values and principles will be held on a regular basis to ensure that both staff and management teams subscribe to the same core ideologies.
- A performance management system will be employed to evaluate the performance of each and every business unit as well as each employee. Employees shall be assigned key performance activities to be used as part of their

reward and remuneration system. Self appraisals will be conducted so as to assess the strength and weakness of each employee and come with intervention as to how to capitalize on the strengths and instigate the weakness.

d) MARKETING STRATEGIES:-

Understanding the needs and preference of the customers will be taken as a prime consideration in crafting the marketing strategy and plan for the business. This will also form part of the competitive edge for our company. Along with the above mention developing the brand equity and degree of customer loyalty will form part of a key marketing strategy for our business.

2) MEDIUM TERM STRATEGIES:-

The medium term strategies will be directed on focusing on the selected target market and serving the market according to the identified needs and preferences. Meeting the expectations of the customers will be instrumental to the attainment of a desired 100% customer satisfaction and retention rate. The competitiveness and sustainability of the concern will be strengthened by also improving the internal efficiency of the business living up to the stipulated values of the business and striving to employ Industry's best practice systems as much as possible.

3) LONG TERM STRATEGIES:-

The long term strategies of Sonam Poultry farm focus on the expansion and diversification of strategic relationship as well as building values laden relationship with strategic alliances. This will be aimed at establishing at least two or more farms within Thimphu. Diversification will focus at moving into other value added activities such as the processing of bird meat and sale of other animals such as goat, sheep and cattle.

CONCLUSION



The main purpose of my project is to promote poultry farm (with delivery and packaging farm) in Thimphu and to promote sufficient meat in the city of Thimphu "Sonam Poultry Farm" tries to fulfil the demand of customers. This project is made including information from internet, personal views and ideas.

Hence, after all the difficulties and problems this project has been completed, "Sonam Poultry farm" assures of bring fres and good quality of product and try to fulfil customers demands.

THANK YOU

REFERENCES

I refer from the book like business magazine, human resources management and management books from library. With these books I could get more knowledge and concept for my poultry farm. Also refer from the internet portion like Google like www.Farm.com.