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Cover letter

Managing partners Carla Silva, Meivy, Maria, Salvador

Natural Farm West Bromwich

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Dear Sirs, We are pleased to present you our letter of introduction regarding our products and services from our farm with more than 100 food products and the variety of animals available. Our farm provides various activities for all ages and a service of stay for those who want to make a visit of several days. We are located in the West Bromwich area with an area of 2 kilometres and a small hotel with 15 rooms. We are a company founded in January 2021 with 4 partner-managers and some employees under our responsibility having developed our work in order to bring people of all ages closer, following the tradition of the rural world and healthy behaviours in respect of food and the environment . In addition to public work, there is work by our employees that the public does not see but fundamental for the excellent performance of the activities developed. Our mission is to contribute with excellence, innovation and education. We are always attentive to all the requirements of the company, so that we can show our qualifications and develop new strategies in the sector. We present the entire availability to clarify any doubts. In anticipation of your news, we subscribe with high esteem and consideration.

Farm West Bromwich

Summary

We are a company founded in January 2021 with 4 partner-managers and some employees under our responsibility having developed our work in order to bring people of all ages closer, following the tradition of the rural world and healthy behaviors in respect of food and the environment .

The manufacture of bread in the wood oven is an activity that will enrich the recreation of the bread cycle, being one of the attractions of the localized venture created with the aim of serving visitors and the local community with a new space for knowledge and leisure and Point the confluence of schools and researchers, covering and through a dynamic and pedagogical program, will help to understand curiosities of the animal world, agriculture, fruits and aromatic and medicinal plants.

When choosing the location of the company, landscapes, green spaces, parking were considered, the factor of competition for the creation of the company was considered, which may mean the success or failure of the project.

With more than 100 food products such as chicken, eggs, turkey, quail, horses, cows, goats, sheep, pigs, goats, vegetables, fruits, cereals, vegetables.

We sell the birds to the visitors of our farm where they can participate in the activities and share our project with those who come to us through guided tours where animals and plants are shown, we have healthy food rooms where traditional lunches are served where they can eat the finished bread out of the oven is a biological soup that is a healthy and balanced diet, workshops, training courses, volunteering, thematic events and educational camps.

We work on the basis of being part of the school life by offering a program of various activities accompanied by a guide and the respective teacher of the class we also work with the senior class to maintain an active lifestyle of functional and physical capacity which helps in the ability to concentration, balance and motor coordination having the benefit of fighting isolation and depression giving a sense of well-being and self-esteem.

The main customers that are targeted are those who are active in the food industry and this is because we are responsible to grow the chickens and sacrifice them in order to sell the meat and obtain short and long term contracts in order to assure a minimum of sales monthly and yearly because the company is focusing on short term but also long term goals as it wants to develop and be aware of the fact that this is the start of something very little that will become a very successful business.

(Avendra, McIntyre, 2018) Moreover, fast food eateries are such big industries that are in trend and their success is to provide good products for low prices and this is how we can attract them by making the best offers and be sure that they will want a contract for a long time with us.

Our representative will start to go from door to door in the city and bring an offer in order to convince the customers to buy our products and also to make long or short-term contracts with them and also give the chance of having personalized prices if they decide to sign a contract with Natural farm.

Taking advantage of the government also means that we will get strong relationships in order to be able to export our products which will lead to major sales and further incomes but also the chance to get more contracts in different parts of the world and this means expanding our business and our vision.

Birmingham is the second-largest city in England with 1.1 million of people living there in the city area, 2.9 million people living in the urban area and 3.7 million people living within the metropolitan area.

Duck meat and eggs has an amazing taste and is very good for people's body health, it contains a lot of proteins and vitamins which are beneficial for the following: It is helping physical and mental health to remain stable and strong because of minerals such as copper and is playing an important role in normal growth.

We will guarantee that we employ individuals that are qualified, dedicated, and inventive, result driven, client driven and are prepared to attempt to help us fabricate a prosperous business that will profit all the partners (the proprietors, labour force, and clients).

Agri Farming <https://agrifarmingtips.com/quail-farming> 6 Best Agribusiness Marketing Strategies for a 2021 Comeback (farmmarketid.com) Successful Poultry Business Tips - Marketing Strategy for Poultry (china-chickencage.com) Poultry Farming SWOT Analysis [Sample Template] - Profitable Venture Quail Farming: Business Starting Plan For Beginners

(roysfarm.com) Turkey Meat 101: Nutrition Facts, Health Benefits an Maria Financial Plan for a quail farm All we need for making our quail farming business highly profitable is to make a viable Business plan/ Financial plan and work according to the plan.

The cost of acquiring 1000 quails, 100 chickens, 50 ducks, 50 turkeys and the necessary tools and work equipment / machines / hatchery, employee salaries, bill payments, business cards, signs, advertisements and promotions.

Company Overview

The West Bromwich estate is an English country estate founded in January 2021 by four managing partners with the challenge of managing it as a common good. Financed with the help of the government, which gave us land with an area of 2 km and part of the monetary investment through the investment program for entrepreneurs.

having invested £ 250,000, this program has a network of professional consultants in the UK and in more than 96 international markets, UK Trade & Investment (UKTI) is the UK government department that helps companies based in the country to have success in the global economy and helps foreign companies to bring high quality investments to the UK.

The Sirius Program is part of the UK Trade & Investment commitment to support the talent of people from all over the world with a college degree, helping young people to make their business ideas a reality in the UK. Agroecology was chosen as a management ethics, returning to the medieval Agroecosystem, as a way of approaching the present and building the future. It was founded with a starting capital of £ 500,000 and a team of 10 employees and a 2 km rural area in a natural environment where dozens of animal species such as birds, mammals and fish and plants live. Aromatic and medicinal products added to fruit trees and the vegetable garden. The space has a bridge over the lake where the ducks live. It has a multipurpose room for workshops and birthday parties. It also has a small hotel for people who want to stay for more than 1 day to stay. The hotel has a swimming pool so that on hot days customers can enjoy and refresh themselves and at the same time consume the products in our bar which consist of natural fruit juices and some cakes and sandwiches prepared with bread made by us and customers . The manufacture of bread in the wood oven is an activity that will enrich the recreation of the bread cycle, being one of the attractions of the localized venture Created with the aim of serving visitors and the local community with a new space for knowledge and leisure and Ponto the confluence of schools and researchers, covering and through a dynamic and pedagogical program, will help to understand curiosities of the animal world, agriculture, fruits and aromatic and medicinal plants.

When choosing the location of the company, landscapes, green spaces, parking were considered, the factor of competition for the creation of the company was considered, which may mean the success or failure of the project. The choice of location was considered the condition of potential growth, with the base being the environment and the type of customer.

Company structure

The company is structured by several departments starting with the direction that is managed by the four partners, which are Carla, Maria, Meivy and Salvador.

Marketing includes advertising, selling, and delivering products to consumers or other businesses.

Optional and outsourcing That the interaction with the various entities involved in the operation such as suppliers, freight agents, transporters, customs brokers, government

agencies is dynamic, requires knowledge and a large flow of information and communication that guarantees the productivity expected by the business.

Cleaning of all clean and disinfected spaces.

Maintenance of green spaces and animals, maintenance of the small hotel in all aspects such as electricity, plumbing, painting, maintenance of furniture and all other minor repairs

Products and services

With more than 100 food products such as chicken, eggs, turkey, quail, horses, cows, goats, sheep, pigs, goats, vegetables, fruits, cereals, vegetables.

We sell the birds to the visitors of our farm where they can participate in the activities and share our project with those who come to us through guided tours where animals and plants are shown, we have healthy food rooms where traditional lunches are served where they can eat the finished bread out of the oven is a biological soup that is a healthy and balanced diet, workshops, training courses, volunteering, thematic events and educational camps.

We work on the basis of also being part of school life by offering a program of various activities accompanied by a guide and the respective teacher of the class we also work with the senior class to maintain an active lifestyle of functional and physical capacity which helps in the capacity of concentration, balance and motor coordination, with the benefit of fighting isolation and depression, giving a sense of well-being and self-esteem.

Oblivious to the hegemony of the market and the maximization of immediate results, our Social Economy project seeks economic sustainability combined with the effective practice of adequate socio-environmental policies. Our foods are free of pesticides (fertilizers and other factors of production of synthetic chemicals), biocides (natural or synthetic), antibiotics and chemically synthesized and transgenic, providing incomparable responsibility and food security, as the production and processing methods used give special emphasis on the protection of the environment, which can be considered a space for getting closer to the countryside, the experience and values of the rural world, which are so important for the growth of an urban population increasingly distant from this reality.

Our future objective is to be able to increase the area of our farm, where we may have more animal species, and to build a greenhouse so that we can have exotic plants and trees from other countries. We also aim to be able to employ more people in the future.

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Maivy id 1922114

Market Audit

Target Customers

Natural Farm is a company that aims to deliver the best products for their customers and so they take care of all the processes in order to make good profit and be able to attract more and more customers. The main customers that are targeted are those who are active in the food industry and this is because we are responsible to grow the chickens and sacrifice them in order to sell the meat and obtain short and long term contracts in order to assure a minimum of sales monthly and yearly because the company is focusing on short term but also long term goals as it wants to develop and be aware of the fact that this is the start of something very little that will become a very successful business.

It is important to know that restaurants are always looking for good and high-quality meat when it comes to serving their customers the best and delicious dishes. This is why Natural Farm is encouraging restaurants to contract with us and so be able to have very good and fresh meat from our animals. (Chef Store, 2020)

People from households are also our target customers because there are many families in the United Kingdom that use to buy meat from farms so they will be sure that this is fresh and their other family members and children are eating quality food. (Zhang et. al, 2018)

Hotels are also seeking to delight their guests with the best food because this is one of the most important parts of running a hotel, to keep your guests satisfied. This is why Natural Farm will send offers for hotel managers too in order to attract them as clients. (Avendra, McIntyre, 2018)

Moreover, fast food eateries are such big industries that are in trend and their success is to provide good products for low prices and this is how we can attract them by making the best offers and be sure that they will want a contract for a long time with us. (SBDCNet, 2020).

The last category are agricultural merchants that sell meat and fruits and vegetables so they are willing to buy big amounts and this is a huge benefit for Natural Farm.

Our representative will start to go from door to door in the city and bring an offer in order to convince the customers to buy our products and also to make long or short-term contracts with them and also give the chance of having personalized prices if they decide to sign a contract with Natural farm.

Potential Customers

There is no age limit for people who will need meat and this is a huge advantage for our business. Natural Farm will be equipped with all kinds of meat as it was mentioned above and all ages and races will be welcomed to shop from our farm. In the early stage, Natural Farm will focus on monthly targets and this is attracting more customers by making great offers and gaining the customers' trust. Natural Farm's target is to get 2000 loyal customers in the first year and then in the first 5 years to target the number of 20.000 loyal customers. In the long term we want to maintain our quality in meat and adapt to the market demands and also, we want to be equipped with the latest technologies. Exports are also included in our business plan and this is

another opportunity that Natural Farm wants to take and do something great. Natural Farm's board of management will try to make contacts not just in the United Kingdom but also in Europe in order to find companies interested in buying fresh and high-quality meat from our farm.

Customer Features

Integrity, reliability, ethics and professionalism will be the main key concepts at Natural Farm where every employee and farmer will act as it needs to do in order to feed and take care of the animals at highest standards and so their meat will have all the qualities in order to be the best. In the food industry, the regulations are very important and this is why Natural Farm will be aware to respect all the laws and regulations before thinking on profits. We will always put the animal's safety and customer satisfaction above all.

Pricing Strategy

In the pricing strategy there is included the competition law which is delegated to conduct the competition authorities worldwide and infringement findings can damage the credibility of a company and expose it to damages lawsuits by those who have been affected by the infringement. (Worrall, 2020) We will have a standard price which can be modified depending on the quantity of the meat bought from Natural Farm. This is because we seek and offer respect from our customers and we also want to be fair while giving prices to the customers. For example, if a hotel will order 50 kilograms of meat every week then they will have a smaller price per kilogram than other customers that order for example 10 kilograms. Moreover, if we will have the chance to export our products then we will have another advantage because we can set a competitive price and receive more orders which will be helping Natural Farm to grow and develop in a very short period of time. Prices for people who come directly to our farm will be the standard prices if they buy less than 30 kilograms of meat.

Target Market

Market Segmentation

- **Demographic:** In the farming industry, there is not any importance to demography. People of all races on the grounds will require meat and the company doesn't have any problem to deal with them. Therefore, they will not have any different policies according to demographic conditions. Natural Farm will take into account each buyer and will treat it with high respect and to offer to it the best quality meat.
- **Behavioral:** Natural Farm will be aware of the consumption patterns such as usage, buying style, business awareness so on and so forth. The behavioral segmentation is one of the reasons that our company will treat everyone the same and it will be prepared to deal with different behaviors in terms of buying. (Amura, 2020)
- **Psychographic:** The psychographic segmentation is focusing on the intern thoughts of the customers such as values, beliefs, mentality, so on and so forth. (Mialki, 2020) Health First will be focused in making a change in the customers life and so they feel valued and respected when choosing our meat.
- **Geographic:** This segmentation type is focusing on grouping the customers on different groups such as the places they work or live in and in this sense. (Thomas, 2020)

Competitors

- Market research from statistics of other companies in this sector
- Survey of ordinary people will be taken to get their views
- Discussion with other pharmacy managers to get an idea of pricing strategy
- Personal experiences of ordinary people

Chickens of Brum is a Farm that activates on the market for more than 35 years and it is a business led by 3 generations so it has a long story behind and also a big palette of customers. The Farm is a very big competitor and this is because being on the market for so long they had enough time to create a brand and trust among customers. Moreover, they have all the needed technologies now while we still plan to buy further assets in order to make our farm complete. Any company that has a history behind is a major threat for Natural Farm but our advantage is the fact that we will come very strong on the online platforms and social media platforms also in order to make our brand recognized. The high prices of Chickens of Brum are a weak point for them because we are planning to offer discounts at first when entering the market in order to be able to stand out among other farms.

Keys Hill Poultry Farm is relatively new on the market but the company had built trust among customers very fast because of their management and marketing department which is not something usual in a farm. They have the same pricing strategy as Natural Farm and this is what makes them very strong on the market because customers want personalized offers in order to sign a contract with a farm. Although the company is strong and has a very good position on the market a weak point may be the scandal they were involved in last year by delivering old meat instead of fresh and many clients of the hotel had health issues and intoxication because of this. At that time, Keys Hill Poultry Farm lost their trust among customers and things were hard to put back on the line.

Marketing Plan

When we started to think about the idea of opening a farm close to Birmingham, United Kingdom we studied and observed closely the market and it's challenges. The fact that there are many farms as the ones mentioned above, that have big successes over time, we need to take into consideration their mistakes and take advantage of them and also learn from them by studying and researching about the whole plan in fixing them. The main issue of the farms in the United Kingdom is the fact that they are not actually able to sell their product on the large market and this is the key point Natural Farm will focus on. In order to be able to get into this point there is important to take action step by step such as promoting our business aggressively on Social Media Platforms such as Instagram, Twitter and Facebook. Moreover, we will create a strong customer base among households and businesses in the proximity of our location. This is a huge step because still in these days of technology clients would rather choose to buy fresh meat from a farm that was recommended by their friends or relatives than by choosing it from an advertisement on the internet. While creating those connections, Natural Farm will give full access to their clients to see live parts of our farm and how we are doing our work and also to see what products we have available. The affiliate marketing will take care about our visibility on the internet by paying a fixed amount of money every month for advertisement. Natural Farm has the advantage to be sustained by the government also because it encourages people to start farming business and this is another huge thing that contributes to our marketing plan because we will be promoted on the government websites also. Taking advantage of the government also means that we will get strong relationships in order to be able to export our products which will lead to major sales and further incomes but also the chance to get more contracts in different parts of the world and this means expanding our business and our vision. (Startupback, 2021)

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Salvator id 2007925

Quail Farm.

Marketing Plan.

The quail farm is a very productive business with a minimum investment and great profit.

As a location we have chosen Birmingham as it is a big city with a lot of potential buyers. Birmingham is the second largest city in England with 1.1 million of people living there in the city area, 2.9 million people living in the urban area and 3.7 million people living within the metropolitan area.

It is in the West Midlands county and region in England, and it is not very far from Central London. It is the social, cultural, financial, and commercial centre of the Midlands.

Our farm will be selling the products to local people and the benefits of quail and mixed birds such as chicken, turkey and duck is that they do not need too much space and the labour requirement is low. The funding is low as well the feed consumption, it is very easy to sell the meat and eggs and they require low maintenance.

The quail's meat and eggs are known for amazing and healthy taste, it is easy to grow them as they adapt very easily to different climates and they can be reared with other poultry birds such as chicken, turkey, duck. They are very high in nutrition and vitamins and easy to sell them in the market. They do not require a huge space for raising them.

The food is available at an affordable price.

The meat is very low fat.

You can sell your products local and international.

There is a very high demand on the market.

One of the most important roles for the quail meat and eggs we can find in the health sector.

We can find a lot of vitamins in the quail eggs such as: Vitamin A, Vitamin B 1, Vitamin B 6, Vitamin C, Vitamin D and E, Omega 3, Magnesium, Folic acid, Potassium, Iron and Zinc.

The list with benefits for quail eggs and meat is as following:

It is helping to improve coughs and Asthma condition.

It is beneficial for those who are suffering from low blood sugar.

It is an increasing immunity system and brain function.

It is decreasing the chance of having heart problems and cancer.

It is full of vitamins.

It is beneficial in pregnancy.

It can be used in hair treatments.

It is beneficial for skin and face health.

Chicken meat and eggs are also a very important source of proteins and nutrition. The benefits of chicken meat and eggs is that they are healthy and cheap and

affordable for everyone. A lot of people are using chicken meat for their diet as it is very low fat and easy to cook.

Duck meat and eggs.

Duck meat and eggs has an amazing taste and is very good for people body health, it contains a lot of proteins and vitamins which are beneficial for the following:

It is helping physical and mental health to remain stable and strong because of minerals such as copper and is playing an important role in normal growth.

Calm Down muscle function and performance contains sodium which will reduce the risk of nervous tension.

It is improving the immune system.

It is keeping the blood pressure stable.

Helps the body metabolism system.

Turkey meat and eggs are also very popular, healthy, and tasty. It has also a lot of benefits such as:

Turkey meat is a very rich source of proteins.

Low in fat content

Can prevent cancer.

Rich in iron.

Can increase metabolism.

Healthy skin and hair.

Marketing promotions

As a quail, chicken, duck, and turkey farm the first thing to promote your products is to open a website where you need to explain the benefits of your products and to find your targeting market.

Promote your products on the local market as it is a big demand specially for the quail meat and eggs.

Market yourself by handing business cards to family, friends, local shops, and future customers.

Promote your business using leaflets.

Using all the social platforms such as Facebook, Instagram, Twitter, and all the other platforms as in this day is very important to be active online and is easier to promote your business using ads and choosing your target market.

Publish an advert in the local newspaper to talk about your business.

Create offers for your loyal customers.

Create deals for large purchasing.

Check your competition.

Become a supplier to restaurants and hotels.

Swots analyse.

Strengths

Organic, high quality food

Good customer service

Positive employee environment

Ecological food

Strong cash flow

Healthy products

Weaknesses

Competition

Higher priced products

Marketing

Opportunities:

Expand business.

Increasing demand for organic produce

Joint venture

Partnership

Threats:

Increased competition

Changes in economic conditions

Risk of disease outbreak

Brexit.

Promoting your business is a very important step to increase your sales and bring new customers. A quail and mixed birds farm is very easy to sell your products as they are already known as very healthy products and require a low investment with a huge profit.

In our day's internet plays a very important role in promoting your products as everyone is using the internet every day and online services to buy their products.

It is a very high need for this product because they have a very important medical value, with a proper business plan it is very easy to grow as a business on the market. Also is very important to follow the rules when it comes to care and management for quality products.

Management and care.

Quail's meat and eggs are in very high demand these days because they contain a lot of proteins and offer a lot of health benefits.

The investment and maintenance are very low comparative with other livestock farming. To start a quail farm, you will need a licence from the government as

quails are protected species. The department of Animal Husbandry, Dairy and Fishery will issue the licence.

For the quail and mixed birds farm the first requirement is the land. We have decided to start our business in Birmingham by renting the land. You can raise up to 8 quails in a 0.91 square meter area, which is very good as it does not require a lot of space but because we would also like to grow chicken, ducks, and turkeys we will need to procure more land.

Also, you need a proper house management for this type of business. You can find two types of housing systems which are litter and cage systems. We have decided to go for the cage system, which is easy to control, and the risk of spread of pests and diseases are very low. The house needs to have a lot of light and a very good ventilation system. In one cage with a size dimension of 12cm x 60cm x 25 you can raise up to 60 quails varying on the size of the cage, and the material should be plastic. For a cage construction you need to use a wire net with dimensions of 5mm x 5mm.

The food cost is not expensive as the quails eat around 35gr of food per day. They eat broken wheat, broken oyster shell rice bran, and other similar products. One of the advantages of a quail farm is that they are very resistant birds, and with good food and proper management the health problems are very low. To make sure that your quail farm is safe you need to check their health regularly and to make all the vaccines at the right time.

For quail and mixed birds, it is very important to have a proper team with good knowledge to be able to have a successful business.

As employees you should have a team of minimum 10 people for a medium size business like ours.

We will guarantee that we employ individuals that are qualified, dedicated, and inventive, result driven, client driven and are prepared to attempt to help us fabricate a prosperous business that will profit all the partners (the proprietors, labour force, and clients). Considering the above mentioned, we have chosen to enlist qualified and equipped hands to possess the accompanying positions.

Head Operating Officer: Expands the executives' viability by enlisting, choosing, arranging, preparing, instructing, directing, and training directors; conveying esteems, systems, and goals; doling out accountabilities; arranging, observing, and evaluating position results; creating motivators; building up an environment for offering data and sentiments; giving instructive freedoms.

Liable for giving guidance for the business.

Makes, imparts, and carries out the association's vision, mission, and by and large heading – for example driving the turn of events and execution of the general association's procedure.

Liable for marking checks and archives for the benefit of the organization.

Assesses the accomplishment of the association.

Poultry Farm Manager: Answerable for the arranging, the executives and planning all ranch exercises across the different segments for the benefit of the association.

Oversee other area directors.

Guarantees consistency during project executions.

Giving exhortation on the administration of turkey cultivating exercises across all part

Liable for completing danger evaluation.

Utilizations IT frameworks and programming to monitor individuals and progress of the development of quails and chickens in our poultry ranch.

Answerable for directing the bookkeeping, costing and offer of poultry ranch produce.

Addresses the association's advantage at different partners gatherings.

HR and Admin Manager:

Liable for managing the smooth running of HR and managerial errands for the association.

Updates work information by partaking in instructive freedoms; perusing proficient distributions; keeping up close to home organizations; taking an interest in proficient associations.

Improves office and association notoriety by tolerating proprietorship for achieving new and various solicitations; investigating freedoms to enhance work achievements.

Characterizing position positions for enrolment and overseeing talking with measure

Accountant /Cashier:

Responsible for getting ready monetary reports, spending plans, and fiscal summaries for the association.

Provides administrations with monetary examinations, advancement spending plans, and bookkeeping reports; dissects monetary possibility for the most unpredictable proposed projects; conducts statistical surveying to conjecture patterns and business conditions.

Answerable for monetary anticipating and dangers investigation.

Performs money the board, general record bookkeeping, and monetary announcing for at least one property.

Answerable for creating and overseeing monetary frameworks and arrangements.

Responsible for regulating payrolls.

Guaranteeing consistency with tax assessment enactment.

Sales and Marketing Executive:

Oversees outside examination and arranges every one of the inner wellsprings of data to hold the associations' best clients and draw in new ones.

Models segment data and investigate the volumes of value-based information produced by clients.

Recognizes advancement openings; circles back to improvement leads and contacts; takes part in the organizing and financing of activities; guarantees the culmination of improvement projects.

Composes winning proposition reports, arrange expenses and rates in accordance with associations' strategy.

Answerable for dealing with business research, market overviews and achievability reads for customers.

Answerable for managing execution, advocating for the client's requirements, and speaking with customers.

Creates, executes, and assesses new designs for extending increment deals.

Makes new business sectors cum organizations for the association.

Field workers:

Responsible for a day-to-day assortment of eggs.

Liable for taking care of quails and chickens as taught by the chief.

Answerable for cleaning the poultry and the whole climate.

Change the water for the quails and chickens as trained by the manager consistently.

Handles poultry ranch carries out machines (incubator) as taught by the part chief/boss.

Helps with taking care of the quails and chickens.

Does task in accordance with the expressed expected set of responsibilities.

Aids transport working apparatuses and gear from the poultry ranch and back to the assigned storeroom.

Handles some other obligations as appointed by the line chief.

Our Mission and Vision Statement

Our vision is to start as a small- medium poultry farm, selling to local people, restaurants, and hotels our products (meat and eggs) but in the future to expand in all England markets and global markets.

References: A Sample Quail Farming Business Plan Template (profitableventure.com)
Quail Farming Business Plan - A Beginners Guide | Agri Farming
<https://agrifarmingtips.com/quail-farming> 6 Best Agribusiness Marketing Strategies for a 2021 Comeback (farmmarketid.com) Successful Poultry Business Tips - Marketing Strategy for Poultry (china-chickencage.com) Poultry Farming SWOT Analysis [Sample Template] - ProfitableVenture Quail Farming: Business Starting Plan For Beginners (roysfarm.com) Turkey Meat 101: Nutrition Facts, Health Benefits an

Maria id 2011079

Background of the business Financial plan for the startup business:

Financial plan is much more essential for the business. This business is about to grow up a farm outside London where business will raise quail, chicken, ducks and sale meat and eggs to small restaurants. As a business partner is important to give solid grasp on finances of the business. There are different period does the financial plan is having. So, partners are making 3 years financial plan at the beginning where monthly and yearly assumption data need to use. The time period is enough to make the business mature and having reputation in the surrounding area. It is not easy to set the plan for 3 years because there are different uncertainties can raise and it will make impact to the plan. So, it is better to make the plan for recent months while business should have objectives for the longer period. Long time planning helps to define the business objectives and also having enough chance to include the variance according to the situation. It is also important to test the plan too. Reliability check, validation need to run to the financial planning to ensure about the reality of the financial plan and its accuracy. There are different financial reports also need to generate for the business to make more control over the financial term of this business. Cash flow statement, profit & loss forecast, balance sheet forecast are the different financial report that needs to determine by the business (Bhaduri, 2005). also, there are some quick information that need to generate like general assumption, running costs, startup costs, salaries, contracts, funding requirements etc. all these 3 financial reports helps to define the financial position of the business and make decision for the further progress.

Structuring the plan:

At the starting time there are some costs, income, assets and funding need to analyse for the business. These analysis starts with startup costs. There is certain market research need to do by the owner or partners for the business. For this business different partners are studying the market first. It will help to analyse the market situation and the scope of the market. Different survey, market communication helps to define the market position and understand the business scope to the surrounding area. So, there is a certain costs involves for this market research.

To startup the business there is different documentation need to have. Certificates, deposits for the certificates, different license need to take. So, it is important for this business to define all the certificates and license that the business need to start and the registration fee and yearly renewal fee need to select to set the capital requirement fro the business. This is the costs that the business needs to have in the starting time and renewal time only (Lee, 2009). These are also concern about the one off payment issues. There are different assets need to purchase for the startup business. There are different decorations that need to purchase by this business on the starting up. Also, they can have their own vehicle for the delivery while it is in their mind but not currently they are doing this because of the shortage of fund. But, in recent they have to do that to reduce the cost of distribution. There are different office decorator need to purchase for this business to decorate the office and starting up the business (Bessler, 2011)

There are different running costs also need to identify by this poultry business. Different bills, electricity, legal & finance costs, insurance costs, permits, transports, website, marketing are the costs that called as running costs. There are different bills does this business need to run as electricity bills, mobile or telephone bills that need to concern band these are the running costs for this business. So, they need to have the working capital to face these costs and make further progress. There are different legal costs does the business is having. Certificate from health and care, different legal requirement of employees are the running costs for this business. According to the UK law, this business needs to have the insurance of their business. This is the costs that show the premium amount as the running premium amount that the business needs to pay to the insurance company. So, this is the running costs for this business (Wild, 2013).

This business need to have their own website. To operate the website and generate it there are certain costs do this business is having. There are certain subscription fee also need to pay by this business. In the present time, digital marketing is the best strategy for the business. It helps to generate more customer view of the products and services of the business and reach the higher growth. This business need to concern about the digital marketing concept and they need to utilize the promotional issues over digital marketing platform to reach the higher growth of the business. This business also needs to concern over the cost of digital marketing and ensure better marketing process. there are certain Facebook boosting also can be use by this business that will help more connection with target customers while there are certain costs does this business is having for their page boosting campaign (Battacharya, 1979).

There are certain salaries and contract does the business need to concern. This business is having 9-10 employees. 5 out of them are permanent. So, there is certain salary need to provide

to this employee. Also, there are 5 other employee consider as casual labour. They are working for distributional channel. So, there is certain wages need to provide by this business that will help to connect all activities efficiently. Also, in the starting up business, there are different decoration and construction work need to done. So, there are certain contract and costs involves for this construction work and reach the higher success of the business (Sonal, 2021).

There are certain selling costs does involve in this business. There are different product does the business is having. Also, they need to have strong distributional channel to send their product right time to the right buyer. Also, their sales person needs to check the best suitable buyer option for this business. They are offering their products to the local restaurant so it is important to find more local and best restaurants to increase the sales option for this business and reach the higher potentials. There are certain costs does involves and these need to concern by this business to make solid progress and reach the higher growth of the business

Business also need to concern over the funding sources. Owners capital, borrowing, bank loan are the funding source of the business. Wrens capital helps to reduce the cost of finance for the business because it does not need any interest to pay. But, there are more risk factors involves with the own capital funding. It increases more challenge for the business. On the other hand, borrowing the capital is also need to pay the interest but it is not the safe issue for the business. Person can ask to pay back the borrowing loan any time so there are different risks factors involves with this (Lee, 2009). Financial loan from bank or financial institution are the base funding option that most business are using that, it is important for this business to search for the best funding option. There are different bank and financial institution are providing different loan. So, this business needs to check the low interest and higher maturity period bank or financial institution offer to select. It helps to ensure more safety to the financial funding for the business and reach the further growth of the business.

Building the financial plan:

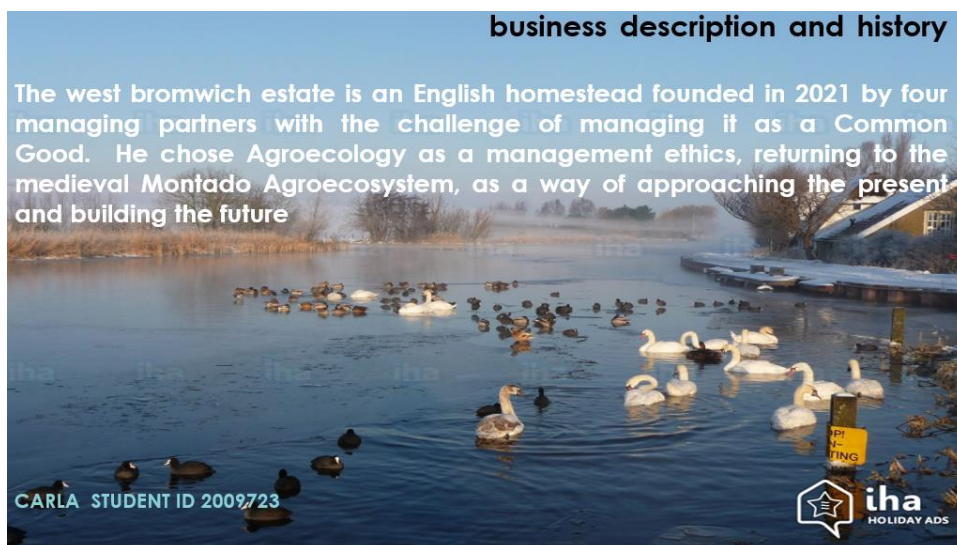
It is important to use different software in the business that will help to make strong engagement with all the activities of the business and make solid control of these. There are different costs, income, assets, loans need to generate that will help to make effective financial plan. There is certain financial dashboard need to run where cash flow statement, profit, loss forecast and make proper control of the financial term of the business.

It is also important to break down the sales margin. There are certain things need to define as level of details that important for the business and the level of details of that can understand. There are different way that products and services can be divided as different seasonal trends, different prices, different material and delivery costs, location etc. on the different occasion price varies that also need to concern to set the pricing and market progress (Sarria, 2010)

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- Lee, C. (2009). Financial Analysis, Planning & Forecasting: Theory and Application, 2nd ed. Singapore
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Business structure



- Direction (Carla, Maria, Melvy, salvador)
- Marketing (advertising, selling, delivering products)
- Optional and outsourcing (operation, freight agents, transporters, customs brokers, government agencies)
- Products and services (100 food products, sell the birds, activities, food rooms, workshops, training courses, volunteering, thematic events, educational camps)

Product and services

With more than 100 food products such as chicken, eggs, turkey, quail, vegetables, fruits, cereals, vegetables.

We sell the birds to lidl, sainsbury, tesco supermarkets in addition to selling hands to visitors to our farm where they can participate in activities and we share our project with those who come to us through visits, traditional lunches, workshops, training courses, volunteering, events thematic, and pedagogical camps.



Carla student id 2009723

Services



We work on the basis of also being part of school life by offering a program of various activities accompanied by a guide and the respective teacher of the class we also work with the senior class to maintain an active lifestyle of functional and physical capacity which helps in the capacity of concentration, balance and motor coordination, with the benefit of fighting isolation and depression, giving a sense of well-being and self-esteem.

Carla student id 2009723

REFERENCES

- ▶ www.gov.co.uk
- ▶ www.monster.com/career-advice/article/cover-letters
- ▶ https://en.wikipedia.org/wiki/Ecological_farming

▶ Carla student id 2009723

Managing Enterprise in the 21st Century BMSW4006

Maivy id 1922114

Market Audit

Target Customers

Pricing Strategy

Potential
Customers

Customer Features

Maivy id 1922114

Target Customers

Natural Farm is a company that aims to deliver the best products for customers and so they take care of all the processes in order to make good profit and be able to attract more and more customers.

Maivy id 1922114



Potential Customers

There is no age limit for people who will need meat and this is a huge advantage for our business.

Maivy id 1922114



Pricing Strategy

In the pricing strategy there is included the competition law which is delegated to conduct the competition authorities worldwide and infringement findings can damage the credibility of a company and expose it to damages lawsuits by those

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Customer Features

Integrity, reliability, ethics and professionalism will be the main key concepts at Natural Farm where every employee and farmer will act as it needs to do in order to feed and take care of the animals at highest standards

and so their meat will have all the qualities in order to be the best. In the food industry, the regulations are very important and this is why Natural Farm will be aware to respect all the laws and regulations before thinking on profits. We will always put the animal's safety and customer satisfaction above all.

Maivy id 1922114

Technology plan

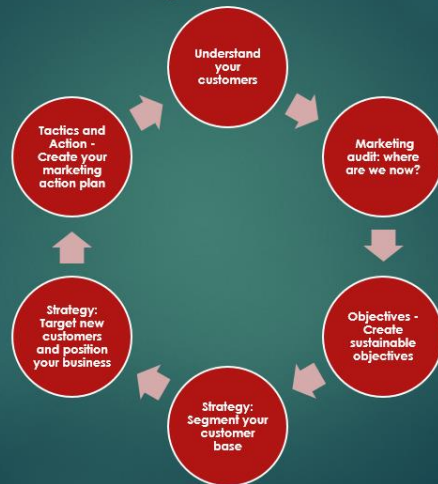
- ▶ The main areas where we are spending our capital for our quail farm:
- ▶ General fee for registering a business / Legal fees for obtaining licenses and permits.
- ▶ Advertising Fee as well as the printing of leaflets.
- ▶ The total cost of the insurance policy.
- ▶ The cost of acquiring 1000 quails, 100 chickens, 50 ducks, 50 turkeys and the necessary tools and work equipment / machines / hatchery, employee salaries, bill payments, business cards, signs, advertisements and promotions.
- ▶ The Financial plan for our business is engaged in quails farming and egg production with the aim of maximizing profits, so we have decided to explore all opportunities in the industry to achieve our goals and objectives of company.

▶ Maivy id 1922114

Managing Enterprise in the 21st Century BMSW4006

Salvator
id 2007925

Marketing Plan



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Marketing Plan Swot analyse.

Strengths

- ▶ Organic, high quality food
- ▶ Competition
- ▶ Higher priced products
- ▶ Marketing
- ▶ International shippement

Weaknesses

- ▶ Good customer service
- ▶ Positive employee environment
- ▶ Ecological food
- ▶ Strong cash flow
- ▶ Healthy products

Opportunities

- ☐ Expand business.
- ☐ Increasing demand for organic produce
- ☐ Joint venture
- ☐ Partnership

Threats

- ☐ Increased competition
- ☐ Changes in economic conditions
- ☐ Risk of disease outbreak
- ☐ Brexit.

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Marketing plan

Marketing promotions

- ▶ As a quail, chicken, duck and turkey farm the first thing to promote your products is to open a website where you need to explain the benefits of your products and to find your targeting market.
- ▶ Promote your products local and international market as it is a big demand specially for the quail meat and eggs.
- ▶ Market yourself by handing business cards to family, friends, local shops, and future customers.
- ▶ Promote your business using leaflets.
- ▶ Use all the social platforms such as Facebook, Instagram, Twitter, and all the other platforms as in this days is very important to be active online and is more easy to promote your business using ads and choosing your target market.
- ▶ Publish an advert in the local newspaper to talk about your business.
- ▶ Speak with big shops for a collaboration such as Morrison, Sainsbury, Tesco, Lidl and local shops.
- ▶ Create a joint venture to promote international your products.
- ▶ Create offers for your loyal customers.
- ▶ Create deals for large purchasing.
- ▶ Check your competition.
- ▶ Become a supplier to restaurants and hotels.

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Management team



- ▶ 1. Clear purpose, goals and expectations for the team
- ▶ 2. Build trust among team members
- ▶ 3. Hold regular planning and review meetings
- ▶ 4. Track how team members spend their time
- ▶ 5. Be a good coach to your team

Salvator id 2007925

Management team Great leaders

- ▶ Regularly coach their teammates.
- ▶ Empower their team and don't micromanage.
- ▶ Express interest in the team members' professional and personal well-being.
- ▶ Are productive and result oriented.
- ▶ Are extremely good communicators, meaning they listen and share information.
- ▶ Help their teammates with career development.
- ▶ Have a clear vision and strategy for the team.
- ▶ Possess enough technical skills to advise the team.

Salvator
id 2007925

REFERENCES

- ▶ [Successful Poultry Business Tips - Marketing Strategy for Poultry \(china-chickencage.com\)](http://china-chickencage.com)
- ▶ [Poultry Farming SWOT Analysis \[Sample Template\] - ProfitableVenture](#)

Managing Enterprise in the 21st Century

BMSW4006

MARIA ANDREEA DINCULESCU

ID: 2011079



FINANCIAL PLAN

- To start up a business, it is need to confirm the source of fund.
- Small firm
- Not a large margin of investment need to have.
- Partnership business.
- Owners capital to begin the business
- There different other sources also checking with the project reliability and success margin

MARIA ANDREEA DINCULESCU

Financial plan

- ▶ It is also important to check the interest rate of each banking source before make the final selection.
- ▶ It helps to select the low interest and higher maturity period offer from bank to select the bank or financial institution as the best fund raising option for this business.
- ▶ It is important to have proper distribution channel to post the poultry products right time to ensure waste management.
- ▶ Also final reporting system need to increase and stable to face any difficulties.

MARIA ANDREEA DINCULESCU

ID: 2011079

[illegible]

Profit & Loss statement

Balance sheet

- MARIA ANDREEA DINULESCU
- ID: 2011079

Asset Type	Previous Year	Current Year
Current Assets	0	8,900
Fixed Assets	(100)	5,200
Other Assets	0	0
Current Liabilities	500	1,500
Long-term Liabilities	0	0
Owner Equity	0	6,000
Total Assets	(100)	24,715
Total Liabilities & Stockholder Equity	500	24,715
Balance	(600)	0

References:

- ▶ Sodal, M (2021). How to write financial section for your startup business plan. *Up metrics*.
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