

BUSINESS PLAN

Family nest rescue & livery

Family nest rescue & livery, North Tamerton, ex226sf

30 December 2020

Executive Summary

The Ownership

The company will be structured as a limited company.

The Management

The management structure is as follows:

Jayne Ryan- Jayne works directly with all of our customers via telephone or email. Any questions or queries that they may have are answered by Jayne's expertise and knowledge.

James Baker- James is always on hand for anything animal related, from delivering calf's to tagging and branding James deals with all animal matters.

Sarah Baker- Sarah is on hand at the farm every day to ensure smooth running of the farm, everything from fence checks to egg counts. Sarah reports any issues directly to jim and Jayne.

The Goals and Objectives

To provide fresh farm produce to the local businesses and community at competitive prices.

To raise organic and fair trade meat by working with local breeders to ensure all meat is locally sourced.

To provide a wealth of knowledge for the customer to ensure the food on their plate can be sourced right back to the breeder.

To ensure a safe, comfortable and happy environment is created for the animals so they can live a happy life free from illness or disease.

The Product

The primary products sold are:

Sausage

Bacon

Gammon

Lamb

Chicken

Eggs

Pork

Beef.

The Target Market

The target group for the company is to provide quality meat products for the community as a whole young or old.

Pricing Strategy

The company aims to provide meat at a competitive price making only a small but reasonable profit margin to ensure quality products delivered at the best possible price.

The Competitors

Competitors are going to be all around us. However what we have developed is a younique way of farming, a way that provides opportunities for customers to see how their animals are kept before slaughter, a chance to have a full health inspection and to ensure they have the best quality meat provided.

Business Plan - Family nest rescue & livery

The Company

Business Sector

The owners would like to start a business in the farming and agriculture sector.

Company Goals and Objectives

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Company Ownership Structure

The company will be structured as a corporation.

Ownership Background

Jayne Ryan (shareholder):

Jayne spent her mid years working with Fowey town council on the planning department. She has a wealth of knowledge about locations for farming and has fantastic people skills for communicating how we serve our customers and the community.

James Baker (shareholder):

James was born on an English military hospital in Germany due to his father working in the Royal Artillery. Growing up in Germany James saw a versatile way of farming and how he could use some techniques over here with our cattle. He saw a way of farming which has helped produce some of the finest cattle we have today.

Sarah baker (shareholder):

Sarah attended the Royal Duchy College rose Warner as soon as she left school. She has a wide

range of knowledge which she uses on the farm on a day to day basis covering all animal husbandry. Sarah has a level 3 in horsemanship and uses horses on the land to check fences and round the cattle up.

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Organisational Timeline

Within 3 years we aim to work with a minimum of 85% of local businesses providing fresh farm produce.

We are currently raising all our animals organically and free from captivity.

We already provide a good wealth of knowledge to our customers and prospective customers about how we raise our animals and their conditions.

We have agricultural land already which spans over 38 acres to ensure our animals have plenty of space.

Company Assets

The land valued at £220,000 is owned by Elite security SW in which Jim and Jayne are both directors. 30 acres of the land is rented to family nest rescue & livery to farm and the other 8 acres is used to run the security company from. There is a temporary stable block building which is rented by family nest rescue and livery via an outsourced company. There are as yet no other barn buildings to store any produce or provide shelter for the animals.

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Marketing Plan

The Target Market

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Location Analysis

We are at an independent location, away from the main road and invite customers to look at the farm to see how the animals are kept, how they are fed and to meet the animals.

Pricing

The company aims to provide meat at a competitive price making only a small but reasonable profit margin to ensure quality products delivered at the best possible price.

Advertising

Family nest rescue & livery have their own website www.familynestrescuelivery.co.uk

We are very well known in the local community for rescuing and compassion for animals who have been mis treated and abused. These animals have a life long home with us.

Competitor Analysis

The Competitors

Competitors are going to be all around us. However what we have developed is a younique way of farming, a way that provides opportunities for customers to see how their animals are kept before slaughter, a chance to have a full health inspection and to ensure they have the best quality meat provided.

Operations

Staffing

We require 4 members of staff, our staff range from general farm hands who carry feed into storage, to managers who converse with customers and a farm labourer to ensure all the animals needs are met.

Suppliers

We have all our animal feed supplied by Mole Valley Farmers in Holsworthy, we are a shareholder and this enables us to trace all feed back directly to source to ensure that we follow strict guidelines and know Exactly what is going into our animals.