

Fish Farming Business Plan for Beginners | [Agrolearner.com](https://agrolearner.com)

Fish Farming Business Plan for Beginners: Example with Figures

1. Executive Summary

Business Name: AquaHarvest Fish Farm

Location: Lagos, Nigeria

Mission: To supply high-quality, affordable, and sustainably farmed catfish to the local market.

Goals:

- Produce 10,000 kg of catfish annually.
 - Achieve a monthly revenue of ₦1,500,000 within the first year.
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2. Business Description

Type of Fish Farming: Freshwater fish farming specializing in catfish.

Ownership Structure: Sole proprietorship.

3. Market Analysis

- **Target Market:** Local fish traders, restaurants, and direct consumers.
 - **Market Demand:** Local demand for catfish exceeds 30,000 kg monthly in Lagos alone.
 - **Competition:** 5 major competitors supply 60% of the market, leaving a significant gap for new entrants.
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4. Production Plan

- **Setup:**
 - Land Purchase: 1 acre at ₦3,000,000.
 - Construction of Ponds: ₦2,000,000 for 6 earthen ponds (each 20m x 20m).
 - Water Source: Borehole installation at ₦500,000.
 - **Stocking Plan:**
 - Stock 10,000 fingerlings at ₦50 each = ₦500,000.
 - Expected harvest after 6 months: 9,000 kg (10% mortality).
 - **Feeding:**
 - Initial feed: 4 tons of floating pellets at ₦350,000/ton = ₦1,400,000.
 - Supplementary feed: ₦500,000.
 - **Water Management:** Weekly pond cleaning and oxygen monitoring at ₦5,000/month.
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5. Marketing Plan

- **Pricing:** ₦800 per kg of catfish.
 - **Channels:**
 - Local market vendors (70%).
 - Restaurants and hotels (20%).
 - Direct consumers via social media (10%).
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6. Financial Plan

- **Startup Costs:**

Item	Cost (₦)
Land Purchase	3,000,000

Item	Cost (₦)
Pond Construction	2,000,000
Borehole Installation	500,000
Fingerlings	500,000
Feed (6 months)	1,900,000
Miscellaneous (permits, etc.)	100,000
Total	₦8,000,000

- Revenue Projections (6 months):
 - 9,000 kg x ₦800/kg = ₦7,200,000.

- Profit Margins:

Description	Amount (₦)
Revenue	7,200,000
Operating Expenses (6 months)	2,500,000
Profit	₦4,700,000

- Break-even Point: $\text{₦8,000,000} \div \text{₦800/kg} \approx 10,000$ kg of fish.

7. Risk Analysis

- **Fish Diseases:** Implement regular water quality testing and vaccinations.
- **Market Fluctuations:** Diversify customer base and offer competitive pricing.
- **Mortality Risk:** Reduce with proper feed and pond management.

8. Management and Staffing

- Staff Requirements:
 - 1 Farm Manager at ₦50,000/month.
 - 2 Farm Assistants at ₦30,000/month each.

Monthly Labor Cost: ₦110,000.

9. Growth Plan

- Year 1: Expand to 12 ponds, doubling capacity to 18,000 kg annually.
- Year 2: Begin processing fish for higher-value products (e.g., smoked fish).

10. Appendices

- Pond construction designs.
- Supplier agreements for fingerlings and feed.
- Draft contracts with local vendors.