

## **Business Plan: Commercialization of Grape Value Chain in Barkum, Bunkure LGA, Kano State**

**Business Name:** Kano Grapes Value Chain Initiative

**Lead Institution:** Federal College of Agricultural Produce Technology, Kano

**Project Lead:** Dr. Bashir Barau

**Assistant Lead:** Dr. Aliyu Uba Ahmed

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### **Executive Summary**

This business plan outlines the establishment of a 2-hectare grape farm integrated with processing, packaging, and marketing facilities in Barkum, Kano State. With a total investment requirement of ₦200,000,000, the project aims to reduce Nigeria's reliance on imported grape products, create jobs, enhance food security, and stimulate agribusiness growth in Northern Nigeria. The initiative will produce fresh grapes, juice, raisins, jam, and vinegar for local and regional markets.

### **Vision & Mission**

**Vision:** To become a leading producer and processor of grapes in West Africa.

**Mission:** To establish a sustainable grape value chain that promotes local production, processing, and marketing while creating economic opportunities and improving nutrition.

### **Products & Services**

- i. Fresh table grapes
- ii. Seedlings
- iii. Grape juice
- iv. Raisins (solar-dried)
- v. Grape jam
- vi. Vinegar (from fermentation)

- vii. Training and capacity building for farmers

## **Market Analysis**

**Target Market:** Supermarkets, hotels, export channels (ECOWAS), local consumers.

**Opportunity:** Nigeria imports over 90% of grape products. High demand exists for fresh and processed grape goods.

**Competitive Advantage:** Local production, “Kano Grapes” branding, NAFDAC/SON certification, and integration of research and training.

## **Marketing and Sales Strategy**

- i. Brand development: “Kano Grapes”
- ii. Certification and quality assurance
- iii. Partnerships with supermarkets and hotels
- iv. Export to neighboring countries
- v. Farmer training and cooperative development

## **Operational Plan**

**Year 1 (2026):** Land preparation, planting, initial processing setup, cold storage, and training.

**Year 2 (2027):** Expansion of processing, market launch, follow-up training.

**Location:** Barkum Campus, Federal College of Agricultural Produce Technology, Kano.

**Compliance:** NAFDAC and SON.

## **Management Team**

- i. Dr. Bashir Barau – Project Lead Postharvest Physiology
- ii. Dr. Aliyu Uba Ahmed – Assistant Project Lead (Agronomy)
- iii. Umar Muhammad Jibreel – Analytical Chemistry
- iv. Hatim Miftah Garba – Processing and Storage Engineering

- v. Adamu Muhammad Bello – Soil Science
- vi. Muhammad Bello Ibrahim- Economics
- vii. Ibrahim Usman – Admin Officer
- viii. Zakari Qula Ibrahim- Environmental Officer
- ix. Bala Dahiru – Laboratory Analyst

## **Financial Plan**

**Total Project Cost:** ₦200,000,000 (₦140,000,000 in Year 1, ₦60,000,000 in Year 2)

### **Funding Use:**

- i. Land prep & irrigation: ₦25,000,000
- ii. Seedlings: ₦10,000,000
- iii. Processing facility: ₦60,000,000
- iv. Cold storage: ₦30,000,000
- v. Training: ₦15,000,000
- vi. Contingency (10%): ₦20,000,000

**Revenue Streams:** Sales of fresh grapes, seedlings, juice, raisins, jam, vinegar, training fees.

**Break-even:** Expected within 3–4 years post-establishment.

## **Sustainability and Growth**

Establishment of a grape growers' cooperative

Public-Private Partnership (PPP) model

Continuous research and variety adaptation

Expansion to 5+ hectares by Year 4