

# **MARKET SURVEY FOR PEDI'S CORN SHELLER MACHINE**

## **Introduction**

PEDI Ilesa has proposed to develop a new Corn Sheller machine with a processing capacity of approximately 200 kg/hr. This machine is designed to be energy efficient, Faster and more durable, Compact and portable, making it suitable for smallholder farmers and cooperatives. This survey evaluates the marketability of this product across Nigeria's six geopolitical zones, analyzing potential users, competing products, price points, drawbacks, market opportunities, and estimated profitability for PEDI

## **Survey Scope and Methodology**

The market survey covered all six geopolitical zones in Nigeria: North Central, North East, North West, South East, South South and South West. Information was gathered through real and projected market data, interviews with vendors, and user preferences across urban and rural communities. Where real data was unavailable or insufficient, assumed values were used for estimation purposes.

## **Expected Categories of Users and Estimated Numbers**

The expected categories of users for the PEDI Corn Sheller 200kg/hr and their estimated numbers across Nigeria are:

1. Medium scale farmers; 200,000-300,000 farmers
2. Farmer cooperatives / group-owned processing centres; 150,000-200,000.
3. Small agro-processors / maize mills; 50,000-100,000.
4. Feed / poultry operations; 100,000-250,000 .

5. Entrepreneurs / contract shellers / rental operators ; 50,000-100,000

6. NGOs / Government / Community shared equipment 70,000-100,000

This shows that the potential market spans over 700,000- 1,100,000 units nationwide, though realistic penetration will be a fraction of this.

#### **4. Typical Market Price of Similar Products**

The market survey indicates that the price of similar Corn Sheller ranges from 2500,000 to ₦400,000, depending on the brand, quality, and origin. Imported brands are quite expensive. PEDI's proposed price of ₦400,000 per unit positions the product within a competitive and affordable range.

#### **5. Estimated Market Demand by Geopolitical Zones**

Based on agricultural activity, the estimated sales potential for Corn Sheller machine per year in each geopolitical zone is as follows:

- North Central: 1500 units
- North East: 1,200 units
- North West: 1,000 units
- South East: 1,000 units
- South-South: 500 units
- South West: 500 units

This gives a total estimated annual sales potential of 5,700 units nationwide.

#### **6. Drawbacks Identified**

Despite the potential demand, certain drawbacks may affect adoption:

- After-Sale Support & User Knowledge

- Limited awareness of PEDI brand compared to foreign brands.
- Maintenance Problems & Spare Parts
- Energy / Power / Fuel Constraints. Throughput & Efficiency Limitation

## **7. Competitive Advantage of PEDI Corn Sheller Machine**

The PEDI Corn Sheller Machine provides clear advantages over existing products in the market:

- Customizability & Design Flexibility.
- Adaptation to Local Conditions
- Support for Local Employment & Skill Development
- Government Incentives & Policy Support

These advantages make the product attractive to cost-conscious users.

## **8. Profitability Estimation for PEDI**

PEDI plans to sell the product at ₦400,000 per unit, while the estimated production cost is ₦320,000 per unit. This gives a profit margin of ₦80,000 per machine

Using the estimated annual sales potential of 5,700 units across Nigeria:

Profit per unit = ₦80,000

Total annual profit =  $5,700 \times ₦80,000 = ₦2.94 \text{ billion}$

This indicates that if PEDI Ilesa captures the projected market share, it stands to make substantial gains.

## **9. Marketability Assessment**

The survey results suggest strong potential for PEDI's Corn Sheller Machine in all geopolitical zones of Nigeria. Adoption is expected to be highest in urban areas with

higher disposable income and greater reliance on agriculture. The North present the largest immediate markets. Rural areas also represent opportunities, particularly for subsistence farmers

## **10. Conclusion and Recommendations**

The PEDI Corn Sheller Machine has strong market potential at a competitive price of ₦400,000 per unit. To achieve maximum penetration, PEDI Ilesa should:

- . Establish strong after-sales support across Nigeria.
- . Provide promotional campaigns to increase brand awareness.
- . Consider installment payment options to ease affordability..
- Explore political sales, such as constituency projects, refugee/internally displaced peoples' camps, women empowerment schemes, Youth Corps etc

