

# **Business plan**

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**Scientific----GEOLOGY**

**Borough “Tianeti”**

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## **Introductory**

The animal husbandry was developed in the old time in Tianeti region, the horned stock live was among them; also the pig-breeding and sheep-breeding were developed at that time;

Nowadays, the sheep-breeding and pig-breeding are not practically taken place and also, the cattle-breeding is almost in the same situation; As the Winter lasts for 6 months, the population have mainly the cattle with low-productivity. During the winter, the farmer has to feed them by thy low-quality, low-calorie rough fodder from the feeding racks. That's why it is unprofitable to keep the horned cattle; the cattle give very little milk. The average yielding of the milk of one cow is 1200-1500 liters in year; and it is not enough even for feeding one calf;

The calves are born mainly in February-March; At that time, the yielding of the milk of the cows are very less: 1, 5-2 liters per day; Generally, as the nutrition of the calf, the calf needs 3,5-4 liter milk for the period of three months at least, which the population cannot afford;

According to the above-mentioned, the population are obliged to sell the calves when they are at the age of one month which are bought mainly by the population of Azerbaijan; That's why, the production of the beef in Tianeti is very reduced;

According to the situation of nowadays, the horned cattle are needed 3-4 years to be raised; During that period of time, the weight of the cattle reaches 280-300 kilograms; The productivity of the beef is 55-60%; In case of the practice having been proposed by us, the weight of one-year calf will be 400-420 kilograms, but the productivity of the beef will be 70% and more;

As for the quality of the beef, the meat of the calf will be soft and less fatty; The special capital constructions are not demanded for keeping the cattle by such technology; Practically, the calf spends winter in the condition of the external temperature; In Tianeti, the average temperature is 12-15 grades; The mentioned project is approved in the freezing weather (frost) with 30 grades in both the USA and also in Europe;

## **Marketing survey**

According to the situation of nowadays the beef is sold in the supermarkets, in the markets and on the roads in Georgia; there are cases when the seller offer the clients the meat of various domestic animals instead of beef;

The above-mentioned project ensures the production of ecologically clean beef which is very problematic nowadays; Also, the goal of project is to produce the high quality leather of cattle; We will purchase the raw materials of the leather from the population which has no value in Tianeti nowadays;

Also, we will offer the population the service of producing the rough fodder; In Tianeti region, the green land of agriculture is totally 13, 450 hectares; From here, the arable area is 9, 648 hectares; The hayloft is 4, 000 hectares; According to the data of the last three years, 1, 580 hectares are ploughed in the region; The rest 11, 870 hectares are totally the new (virgin) land which are used as the hayloft by the population; 80 % of the population and more are very poor who own the land in the property and have no means of tilling them;

Every year, the great attention is paid to the selection of the thoroughbred cow-calves which will be used for reproduction and for producing the milk products; Also, we think to make the pasteurization of the milk having been purchased from both the population and also from the own production and accordingly, to supply the population of the city, Tbilisi with the milk products; Nowadays, it is very problematic and difficult to produce ecologically clean and natural production in Georgia;

In case of starting the implementation of the above-said project, it will be increasingly very useful, which will be found on the Georgian market as one of the competitive and really natural meat and milk production;

There are all main means for implementing it;

The mentioned cycle will be systematic and regular;

## **Project goal**

The goal of the project:

1. Realizing-producing the ecologically clean, high quality meat and milk products;
2. Improving the conditions of life
3. Creating the new working vacancies in the village;
4. Stopping the migration
5. Assisting the population who are in the poverty;
6. Making the butcher service for the population;
7. Opening the stalls (unit) for delivering the cattle leather
8. Developing the cattle-breeding by the new technology in the mountainous regions which is very primitive nowadays;

All above-said is very interesting by that, that the new farmer does not need the much sum of money and the implementation of the capital constructions; The factors of nutrition and the cold weather are the main factors in making the results;

The calf is outside in the condition of external temperature by which result the calf retains the internal temperature when it is fed intensively, when it moves very rarely and only eats fodder; The cow-house must be near the forest by all means; We use the hay as the nutrition and in addition, we use 4 kilograms combined fodder unit-privately, the hay for one cattle; The feed-through racks are both in the cow-house and also outside on the enclosed territory; The practice showed us that cattle chooses the feed-through racks being near the cow-house; The cow-house does not need cleaning and the remainder, the rough fodder is laid on that territory where the cattle moves; The laid, dried up dung has its own warmth;

In these conditions the cattle is for 6 months until April; For that period of time, the daily weigh of the cattle will be more, 1 000-1100 grams; Totally, the weigh of one cattle will be on average, 400-420 kilograms; The productivity of the meat will be 70% from one cattle which is 280 kilograms or more; The implementation of the

mentioned project and accordingly the raising of the calves by the approved methods will foster the development of producing the meat in the mountainous regions;

For implementing the above-mentioned project, we will give the jobs to 22 persons; 5 shepherds and 4 watchmen; we will hire 7 workers by contract for making the fodder for the cattle. Also, we will need 1 driver and one tractor operator by the contract. We will hire the vet and the accountant-economist; 2 butchers will be given the jobs for the periods of 2 months;

### Estimate

The project is calculated for the long-term loan;

Indicator	Measuring Unit	Service cost in GeL	
		Loan	Co-financing
Searching for the calves			500
Purchasing the calves	80 p.	24, 000	
Transporting the calves			1000
Veterinary treatment Of the calves		500	
Rehabilitation of the Summer cow-house			500
Purchasing the combined	60 tons	24, 000	

Fodder (hay)			
Purchasing the rough fodder	10, 000 p pressing	16, 300	13, 700
Rehabilitation of The winter cow-house		3, 000	
Rehabilitation of the Water-pipe		1,000	
Restoring the sewage Network		1, 000	
Making the slaughter		3, 000	
Fuel for producing the the fodder		8, 000	
Wage fund			16, 300
Totally	22	80, 800	32, 000
Expenditures totally			112, 800
Others			400

Totally: 80, 800 GeL

The sums of money from the realization

Meat- 50 c. X 280 kg X for 8 GeL=112, 000

Leather- 50 c. X 40 kg X for 1 GeL=2, 000 GeL

Entrails- 50 c. X 40 kg X for 3 GeL=6, 000 GeL

Boiled offal- 50 c. X 40 kg X for 1 GeL=2, 000 GeL

**Totally: 120,000 GeL**

Profit: 120, 000-112, 800=7, 200 GeL and 30 one-year old cow-calf

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### **Summary of the Project**

- **The Project ensures the production of ecologically clean beef which is very problematic nowadays;**
- **One of the goals of project is to produce the high quality leather of the cattle;**
- **In a near future the Project will offer the Population various milk production.**
- **We will offer the population the service of producing the rough fodder;**
- **We will give the jobs to 22 persons with appropriate salary.**