

Theophilus Mogyabiyedom--Business Sponsorship Application



Theophilus Mogyabiyedom is a member of Sunyani District

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What is the name and email address of your self reliance course facilitator?

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I am into Catfish farming. This farm is done in tarpaulin and Concrete ponds of size: 15ft. X 15ft. X 4ft. in the house where close monitoring is very necessary. This is in partnership with an organization called; Heaven Is Our Goal Group of Companies. They have a branch in Sunyani. They supply the fingerlings and the feed at no cost; but the agreement is that, after 6 months when the fishes are mature, they buy them from me. This contract of supplying me with fingerlings and feeds is for five years. So there is a ready market for my business. In my own part, I am to provide ponds and a good environment, and take care of the fishes till six months when they reach maturity.

Each and every creation cycle, I will get \$ 2219.50 for each 1000 mature fish in the pond. This organization uses fish to extract Omega 3 oil for food supplements. After the oil is extracted, the fish are sold to their customers. Heaven Is Our Goal Group of Companies supply us with fingerlings and feeds at no cost. This project is sponsored by an individual who works with a Pharmaceutical company to produce food supplements. This individual has contracted , 'Heaven Is Our Goal Group of company' to execute this project. At another location in Techiman, Bono East Region, hatching of the fingerlings is almost done and ready to distribute to registered farmers. I hope to begin by April 2023. Some registered farmers in Sunyani who have the funds have already built their ponds at their homes. I am sure we will be the pioneers in championing this course.

Theophilus will generate an impressive 92% return on this investment!

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Revenue	0	0	0	0	0	2219.5	0	0	0	0	0	2219.5	4439
Expenses													
Self salary	70	70	70	70	70	70	70	70	70	70	70	70	840
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	16	16	16	16	16	16	16	16	16	16	16	16	192
Fencing	221.92	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	0	0	0	0	0	0	0	0	0	140	0	0	0
Transportation	60	60	60	60	60	60	60	60	60	60	60	60	720
Taxes/Fees	0	21	21	21	21	21	21	21	21	21	21	21	0
Other	5	5	5	5	5	5	5	5	5	5	5	5	60

If given a grant, how would you spend the funds? Please list each item/service you will purchase and what the cost is for each. Please convert the price into US dollars for sponsors.*

If given a grant, I will use it to construct the fish pond, water supply, and feed transportation costs.

A 15ft. X 15ft. X 4ft tarpaulin tank costs \$610.36 This is tarpaulin specially designed for fish production different from normal tarpaulin we know. This amount of \$610.36 covers the cost of the tarpaulin itself, the round pipes to hold the tarpaulin in place, and workmanship for fixing it in position.



18 x 18 feet of fencing around the pond. =\$221.95



The fencing materials are teak wood, metal mesh and round metal pipe. The target is that, each year, an additional pond will be added and so for the five(5) years, 4 ponds shall be constructed.

The cost of changing the water 18 times in six months is \$99.88

Feed transport costs \$30.00, with a total cost of \$962.19.

What is the problem your product or service solves for your customer?*

The Omega-3 oil that are obtained and are consumed as a food supplement and contribute to typical brain and eye development; fight inflammation and may help prevent heart diseases. My involvement in this business is a way of helping make this products available and easily accessed.

Since they offer to the farmers free fingerlings and feed for production; they buy all at the end of the sixth month. When they give me 1000 fingerlings and feed for a cycle, they pay \$ 2219.50(GHS. 20,000.00) to me. The 15ft x 15ft. X 4ft. Tarpaulin pond could take 2000 fingerlings at a goal; meaning at the end of the production, I will be paid \$4439.00(GHS.40,000.00). Where I can buy for myself, the fingerlings and feed, then I have total control over the production; then I may consider selling some to Restaurants.

Describe each of the main products or services you sell.*

Catfishes- They can be found on all continents except Antarctica. The fish can survive from eight to 20 years in the wild, depending on the species.

In Ghana here, almost everyone likes eating catfish. The only challenge is the high cost of the fish; especially when dried or smoked. One dried or smoked catfish could be sold at \$4.00 to \$6.00 on the market.

What price does the customer pay for each of these products? Please convert the price into US dollars for sponsors.*

A mature Catfish goes for \$4-6.

How much does it cost you to provide each of these products? List the cost-of-goods (expense) for each. Please convert the price into US dollars for sponsors.*

It cost me almost about \$2.00 to produce a mature Catfish.

How do your customers pay you (cash, credit card, mobile money, credit, check)?*

Cash.

Why did you choose this business?*

I have always dreamt of becoming a fish farmer but my worries has always been sources of finance; so when I joined the Self-Reliance class and after, Entrapov was introduced to us; I told myself my dream has come through. After we completed the program, a friend also introduced 'Heaven I Our Goal Group of Companies' to us. I was happy.

Name your top 3 ways to find new customers*

1. Attend gatherings and seek opportunities to address the gathering on the importance of consuming Catfish or using Omega-3 oil from Catfish.
2. Talk to some market women to buy the excesses from me after Heaven Is Our Goal Group of Companies' have taken their delivery.
3. Open a small cold room to sell the excesses.

My business is brand new and has not been started yet

My business is a part time job right now, but if I receive a grant I will quit my other job and focus on this full time.