

M.A. AGRICULTURE AND FISHERIES BUSINESS PLAN

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DESCRIBE YOUR BUSINESS:

Name of your business, how many customers you have every day; the Main aim is to sell dry fish and fresh fish as part of your favorite relish to many households of better quality and affordable. This initiative is to help households cut transport costs going far up to the Limbe market to get dry fish. I have almost 25 regular customers every day.

If given a grant, I want to buy a big freezer for fresh fish which costs \$400, Trays at \$180, plastic wrapper at \$30, and fish at \$390, making a total of \$1000. The business seeks to ensure the product is excessively available for different species and this will help the business to grow fast as more income shall be generated because the availability of different species shall meet the wider choice of many customers or I will be able to meet consumer's preferences. Thirdly, I want to increase the supply of the product due to high demand.

EXPLAIN THE PROBLEM:

The product comes from the different lakes into a major market in Limbe, so this market is very far from my area about 8km. Most customers cannot manage transportation, so I started this business to rescue them from transportation.

EXPLAIN YOUR SOLUTION:

My solution is to provide different species of fish to customers and make it available and affordable without them losing their transport energy or even time to go to buy fish.

BUSINESS MISSION STATEMENT

My mission is to provide dry fish and fresh fish to customers of better quality at an affordable price.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business since April last year selling the product, it has now clocked for seven months making it increasing of potential customers because of its existence.

YOUR NET INCOME

Total sales \$405 - Total expenses \$156 = Total net Income **\$249**

SERVICE OR PRODUCT DELIVERABLE:

The business shall be involved in selling already processed products. Dry fish selling is a product that has already been tuned and is ready for sell. The product is ferrying from different lakes in Malawi to major markets such as Lthe imbe market of about 8.0 km to a business selling site.

DESCRIBE YOUR BEST CUSTOMER:

The business chosen is open to the community and the main customer of this business is any household surrounding the selling point that time and again uses the market where the premises of the business is situated whosoever buys the product in huge amounts at once and often times for example Susan Nthyoka is the best and regular customer because she has a Restaurant called Susan's Restaurant. She sells food for example Nsima and the best relish is fish.

WHY CUSTOMERS DO BUSINESS WITH ME RATHER WITH MY COMPETITORS [WHY IS MY BUSINESS BETTER

Additionally, the business selling point has upper advantages unlike other competitors because of the following;

1. Availability of good quality fish that are affordable to customers.
- 2 Availability of different types of fish.
- 3 Good quality service for example welcoming remarks.
- 4 The selling point is situated openly to every customer.
- 5 Stock level is always maintained to avoid running out of stock [availability of enough stock to meet the demand of my customers.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. Product Name

- A. Chambo
 - i) Price
\$1.70 (each)
- B. Mlamba
 - i) Price
\$1.60 (each)
- C. Mtcheni
 - i) Price
\$0.50 (each)
- D. Makakana
 - i) Price

- \$0.40 (each)
- E. Matemba
 - i) Price \$1 (heap)
- F. Usipa
 - i) Price \$1 (heap)

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

The place where my business is situated adds the value of self-advertisement in which outlines of old customers are also coming in time and again. Through social media, posters, and the business is looking to engage in other potential means of advertising through newspapers in which viewers can be also interested.

WHY DID YOU CHOOSE THIS BUSINESS?

Less labor is needed, and the business shall be involved in selling already preserved products. Dry fish selling is a product that has already been fined-tuned and is ready for sell. The product is ferrying from different lakes in Malawi to major markets such as the Limbe market of about [8.0 km] to a business site selling point. It is not seasonal I sell throughout the year. It is the favorite relish of many households and potentially, a day cannot pass without being used.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Through social media, friends, and posters.

Insert pictures of your business activities here and give a brief explanation of



Fresh Chambo: Chambo fish is favorite fish to 3/4of Malawians. It tastes so good.
Is from our big lake, Lake Malawi.



Fresh Usipa: People also like this small fresh fish. It also comes from Lake Malawi.



Dried Chambo: This



Dried Utaka, Usipa, and Matenba: These small fish mostly come from small lakes in Malawi. We dry them.

HOW WILL YOU USE THE MONEY? (Include pictures of the product/



I will use the money to buy a big freezer amount \$400



Disposable Plates 6 x \$30 Per Unit = \$180



2 Plastic Wrapping Roll \$15 per roll x 2= \$30

Total = \$400 + \$180 + \$30 = \$610

I will also buy the above fish as follows: Fresh Chambo at \$120, fresh Usipa at \$80, dried Chambo at \$80, dried Utaka at \$37, dried Matemba at \$36, dried Usipa at \$37 makes a total of \$390.

The cost of all purchases = \$610 + \$390 = \$1000

Income Statement:

Month	9 Months Ago	8 Months Ago	January	February	March	April	May	June	July	August Forecast	September Forecast	October Forecast	Total
Sales revenue	378	386	400	405	420	455	494	510	564	850	1,200	1,600	7,662
Total transactions or units sold	36	44	50	52	54	55	57	55	62	77	82	94	718
Revenue per transaction or unit	11	9	8	8	8	8	9	9	9	11	15	17	11
Expenses													
Self salary	20	20	20	20	20	20	20	20	20	30	30	30	270
Employee salaries	0	0	0	0	0	0	0	0	0	18	20	25	63
Raw materials	55	58	62	66	72	84	83	98	100	250	300	350	1,578
Store Rent	5	5	5	5	5	5	5	5	5	20	20	20	105
Technology	10	10	5	12	8	18	5	25	30	26	45	50	244
Advertising	2	0	2	0	0	0	2	0	1	5	5	5	22
Transportation	30	30	30	26	35	16	4	10	24	30	30	35	300
Loan repayment	0	0	0	0	0	0	0	0	0	42	42	42	126
Taxes/Fees	5	5	5	5	5	5	5	5	5	5	5	5	60
Other	16	23	16	22	34	44	1	43	45	55	40	40	379
Total Expenses	143	151	145	156	179	192	125	206	230	481	537	602	3,147
Expense per transaction or unit	4	3	3	3	3	3	2	4	4	6	7	6	4
Net Income to reinvest	235	235	255	249	241	263	369	304	334	369	663	998	4,515
Net Profit Margin	62%	61%	64%	61%	57%	58%	75%	60%	59%	43%	55%	62%	59%

Cash Flow Statement

	April	May	June	July	Forecast August	Forecast September	Forecast October
Income	455	494	510	564	850	1200	1600
- Fixed expenses	-35	-35	-30	-60	-300	-300	-300
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-50	-125	-160	-182	-200	-250	-300
= Profit (or loss)	370	334	320	322	308	608	958
Starting cash	86	456	790	1110	1432	1740	2348
Available cash	456	790	1110	1432	1740	2348	3306

About my family and picture:



Above is a picture of me and my husband, am married to him with four children and six grandchildren. The first and the second born are married, the third born went on a mission to Ghana and the last born is at school.

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