

# Bountiful Farm

Foster Sande



## **MY BUSINESS:**

Bountiful Farm produces broiler chickens and sells manure to local farmers, supplying established restaurants. Grant funding will enable me to expand production, doubling my monthly output and increasing sales and profits to meet growing demand.

## **PROBLEM:**

Consumer demand for meat faces dual challenges: Cyclone Freddy and inflation. Despite record-high prices, demand remains robust, with beef consumption rising 1.7% (2022-2023). However, long distances to local markets hinder accessibility and increase costs for some community members.

## **SOLUTION:**

I'll increase production, innovate products, and promote locally to cut transportation costs and maximize sales.

## **MISSION STATEMENT:**

Producing wholesome, affordable chicken with care, integrity, and environmental stewardship.

## **HOW LONG HAVE YOU BEEN IN BUSINESS?**

I have been raising chickens for less than three months.

## **NET INCOME**

In July 2024, I achieved:

- Sales Revenue: \$ 302.28
- Cost of Goods Sold: \$ 171.23
- Gross Profit: \$ 131.05
- Total Expenses: \$ 58.66
- Net Income: \$ 72.39 (24% profit margin)

This shows effective expense management and a healthy financial performance.

## **SERVICE OR PRODUCT DELIVERABLE:**

1. Live Chicken Products- Broilers (meat birds, 4-6 weeks old)
2. Manure - Organic fertilizer

## **MY BEST CUSTOMER:**

My ideal customer is someone like Mr. Chigozi, the owner of Chigozi Restaurant, a well-established eatery in the city. Mr. Chigozi has been purchasing live chickens from me regularly for the past three months in large quantities. He values quality, freshness, and reliability, which aligns perfectly with the farm's standards.

## **Why Customers Choose Us:**

Customers prefer doing business with me due to my commitment to quality, reliability, and consistency in supplying healthy and superior-tasting boilers.

**LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**



1. Live Chicken Products- Broilers (meat birds, 4-6 weeks old) \$5.47



4. Manure - Organic fertilizer: -\$3.75

## **HOW DO CUSTOMERS KNOW THAT YOU EXIST?**

My customers discover me through word-of-mouth referrals, online presence on social media, and direct communication via WhatsApp.

## **WHY DID YOU CHOOSE THIS BUSINESS:**

I chose boiler farming due to my passion for agriculture, high market demand, and the opportunity to provide locally sourced, fresh poultry products.

## **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

I am known through word-of-mouth, networking with restaurants, and online marketing via social media (WhatsApp).

## **business activities here and give a brief explanation**



### **HOW WILL YOU USE THE MONEY?**

If given the grant I will improve chicken infrastructure, inventory restocking, and working capital management to enhance production efficiency, expand customer base, improve animal welfare, and stimulate local growth.



**Chicks 250-@ \$0.83 Total: \$207.50**



**Chicken feeds:**

4 Starter feed per 50kg - \$40.19 Total: \$ 160.76  
 7 Grower feed per 50kg \$ 39.61 Total: \$277.27  
 7 Finisher Feed per 50kg \$33.54 Total: \$ 237.78  
**Gross Total \$ 675.81**



**Chicken supplements 1 @ \$13.54 Total \$13.54**



**Chicken Heat Lamps and Bulbs:2 @ \$ 8.98 Total \$17.96**



**Heavy -Duty tarpaulin: 2 @ \$ 13.33Total \$26.66**

\$58.53 (5.85% %) will be allocated to enhance infrastructure, working capital management, and production efficiency, enabling:

- Expanded customer base
- Improved animal welfare
- Stimulated local growth

## Income statement

| Month                                   | Jul-24    | Aug-24    | Oct-24    | Nov-24    | Dec-24    | Jan-25    | Feb-25    | Mar-25    | Apr-25    | May-25    | Jun-25    | Jul-25    | Total       |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| <b>Sales revenue</b>                    | \$ 302.28 | \$ 490.12 | \$ 566.64 | \$ 594.97 | \$ 670.90 | \$ 704.45 | \$ 739.67 | \$ 776.65 | \$ 815.48 | \$ 856.26 | \$ 899.07 | \$ 944.02 | \$ 8,360.51 |
| <b>Total transactions or units sold</b> | 79        | 104       | 132       | 135       | 138       | 140       | 141       | 144       | 147       | 132       | 132       | 132       | 1,556       |
| <b>Revenue per transaction or unit</b>  | \$ 3.83   | \$ 4.71   | \$ 4.29   | \$ 4.41   | \$ 4.86   | \$ 5.03   | \$ 5.25   | \$ 5.39   | \$ 5.55   | \$ 6.49   | \$ 6.81   | \$ 7.15   | \$ 5.37     |
| <b>Expenses</b>                         |           |           |           |           |           |           |           |           |           |           |           |           |             |
| <b>Self salary</b>                      | 0         | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 45.60     | 501.60      |
| <b>Employee salaries</b>                | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0           |
| <b>Raw materials</b>                    | \$ 171.23 | \$ 241.47 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 200.11 | \$ 2,413.80 |
| <b>Store Rent</b>                       | \$ 25.65  | \$ 25.60  | \$ 25.60  | \$ 25.60  | \$ 25.60  | \$ 25.65  | \$ 25.65  | \$ 25.65  | \$ 25.65  | \$ 25.65  | \$ 25.65  | \$ 25.65  | \$ 307.60   |
| <b>Technology</b>                       | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0           |
| <b>Advertising</b>                      | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0           |
| <b>Transportation</b>                   | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 17.10  | \$ 205.20   |
| <b>Loan repayment</b>                   | 0.0       | 0.0       | 0.0       | 0.0       | 42.0      | 42.0      | 42.0      | 42.0      | 42.0      | 42.0      | 42.0      | 42.0      | \$ 336.00   |
| <b>Taxes/Fees</b>                       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0           |
| <b>Other</b>                            | \$ 15.96  | \$ 14.25  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 31.40  | \$ 344.21   |
| <b>Total Expenses</b>                   | \$ 229.94 | \$ 344.02 | \$ 319.81 | \$ 319.81 | \$ 361.81 | \$ 361.86 | \$ 361.86 | \$ 361.86 | \$ 361.86 | \$ 361.86 | \$ 361.86 | \$ 361.86 | \$ 4,108.41 |
| <b>Expense per transaction or unit</b>  | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 3         | 4         | 4         | 4         | 4         | 41          |
| <b>Net Income to reinvest</b>           | \$ 72.34  | \$ 146.10 | 246.83    | 275.16    | \$ 309.09 | \$ 342.59 | \$ 377.81 | \$ 414.79 | \$ 453.62 | \$ 494.40 | \$ 537.21 | \$ 582.16 | \$ 4,252.10 |
| <b>Net Profit Margin</b>                | 24%       | 30%       | 44%       | 46%       | 46%       | 49%       | 51%       | 53%       | 56%       | 58%       | 60%       | 62%       |             |

## Cash flow statement:

|                            | Jul-24      | Aug-24      | Oct-24      | Nov-24      | Dec-24      | Jan-25      | Feb-25      |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Income</b>              | \$ 302.28   | \$ 490.12   | \$ 566.64   | \$ 594.97   | \$ 670.90   | \$ 683.26   | \$ 704.45   |
| <b>- Fixed expenses</b>    | \$ (25.65)  | \$ (71.20)  | \$ (71.20)  | \$ (71.20)  | \$ (71.20)  | \$ (71.20)  | \$ (71.20)  |
| <b>- Loan payment</b>      | -           | -           | -           | -           | \$ (42.00)  | \$ (42.00)  | \$ (42.00)  |
| <b>- Variable expenses</b> | \$ (204.29) | \$ (272.82) | \$ (248.56) | \$ (248.56) | \$ (248.56) | \$ (248.56) | \$ (248.56) |
| <b>= Profit (or loss)</b>  | \$ 72.34    | \$ 146.10   | \$ 246.88   | \$ 275.21   | \$ 309.14   | \$ 321.50   | \$ 342.69   |
| <b>Starting cash</b>       | \$ 235.41   | \$ 328.91   | \$ 669.94   | \$ 916.82   | \$ 1,192.03 | \$ 1,501.17 | \$ 1,822.67 |
| <b>Available cash</b>      | \$ 328.91   | \$ 475.01   | \$ 916.82   | \$ 1,192.03 | \$ 1,501.17 | \$ 1,822.67 | \$ 2,165.36 |





## **My family**

### **CONTACT DETAILS:**

Phone number: +265 886 199 324

Email: fostersande1@gmail.com

### **Course Facilitator Details**

Phone: +265 980 206 482

Email: chrissyget.07@gmail.com