

THANZI BROILER CHICKEN FARM BUSINESS PLAN



1.0 EXECUTIVE SUMMARY

Nthanzi Broiler Chicken Farm is a personally owned farm that intends to provide society with quality broiler chickens raised with proper management. The farm is located in mzuzu at Katoto Area.

The firm intends to enter and position itself on the market as providing the market with quality and well-raised chickens to the surrounding population. While all people are welcome to purchase the quality chickens, Thanzi broiler farm always prioritizes the provision of its chickens to all different kinds of customers, the youths, Married and single people. In this regard, the Thanzi Farm offers its customers good quality broiler chickens.

If I will access the grant, this grant will help my broiler chickens business, to have a deep freezer fridge hence helping me in adding the value of my chicken in terms of selling both dressed and undressed chickens to my customers, which means I will buy a deep Freezer Fridge that will help me to be able to keep the killed chickens for my customers who want dressed chickens for at

least long time. I want to use the remaining money to enlarge the Khola (chickens house) to start raising 300 birds because currently only 100 birds are raised to meet the high demands of customers in the Katoto Area.

In addition, this will help my business to grow financially and to be able to meet customer's demands and in terms of generating more income is that the chance of financial increase is there because the dressed (killed) chickens goes with higher price than undressed chickens and I will have more customers because the other customers are buying to my competitor's because they are selling dressed chickens.

PROBLEM

The problem I'm facing in my business is a lack of equipment like a Freezer fridge, which is limiting me from having more customers according to customer demands. Another problem is that I'm raising the chickens in small quantity, which is preventing me from meeting people's demand in terms of providing my services to just a few customers and hence reducing financial income.

POSSIBLE SOLUTION

According to the nature of my business, this problem can only be solved by having a deep freezer fridge and enlarging the chicken khola (house) to meet the customer's demand.

Mission Statement

To be a reliable broiler chicken farm that will meet the customer's demands at all times and sell both dressed and undressed chickens, hence generating more revenue.

Core values

Integrity

Serving my customers with honesty, fairness and transparency.

Respect

For a business to grow, it needs to give respect to customers in order to have more customers.

Inclusiveness

We are committed to engaging the values of all members of the society. We do not discriminate against anyone based on race, color, religion, gender, social economic status, health, etc.

Excellence

We set the standard in service delivery through a commitment to excellence, innovation, ongoing learning, and continuous improvement.

Customer delight

We shall strive to always exceed customer expectations.

Customer focused

We recognize that the client is a king that serves a business well in reciprocity to good customer care.

Corporate social responsibility

We are part of the community in which we operate; as such, we aim at making positive contributions in the environment we are.

3.0 OBJECTIVES

The following are the objectives of Thanzi broilers farm:

- I. To provide the general community with quality broiler chickens.
- II. To meet the community demands by raising more chickens and providing both dressed and undressed chickens.

PERIOD IN BUSINESS AND NET INCOME

Furthermore, I have been in this business for one year now. In addition, in 2018, I engaged in 5-day poultry training conducted by Proto Feeds. It is in February 2024 that I will start raising my own broiler chickens.

Currently, my net income is \$174.76

BEST CUSTOMER AND CUSTOMER CHOICE (COMPETITORS)

Having a lot of customers in my business as my business serves at large, I have my best customers who but most of the times I have matured chickens, these are:

- i. People found in Mzuzu market
- ii. Katoto surrounding customers
- iii. Mzuzu self boarding school students

Although I have a lot of customers, but in my business I have 3 competitors who stays also close to me, but I have more customers than all of them because I do offer the quality and heavy chickens in terms of scale, another thing why the customers always buy to me is because I give them free carrier bags and I sell matured chickens.

BUSINESS FAILS AND SOLUTIONS

- i. Leg The** broiler chickens develop leg problems because they grow fast, and as a result, they fail to walk because of their heavy weight. The solution to this problem is by giving the chickens calcium by putting it in the glower and finisher feed.
- ii. Diseases-** diseases is like bird flu, salmonellosis, and Newcastle diseases and the remedy for this diseases is by administering antibiotics and mouth vaccines when the chickens is one to two weeks old.
- iii. Weather change-** Chickens are mostly affected by weather change. It needs the weather not low and not high, and the solution of this is to put the heat in the Khola if the weather is low and remove or open the windows if the weather is too high.

PRODUCTS AND PRICES

These are some of my products and their prices which currently I'm selling:

PRODUCTS	PRICES
Dressed Chickens	\$8.66
Undressed chickens	\$7.51
Manure	\$2.31 per bag

EXISTENCE AND BUSINESS CHOICE

In my business, I was known fast because of advertising through social media and also because I usually go personally to the market to sell my chickens.

I chose this kind of business because of the profit margin and because it's a field where I have a lot of knowledge and it is easy to manage, and in addition, this business once known a person have fixed customers.

TOP WAYS TO FIND NEW CUSTOMERS

There are some ways to add new customers to my business of broiler chickens. These are:

- i. Through social media advert.
- ii. Through phone call advert
- iii. Through car volume advert

PICTURES OF ACTIVITIES AND EXPLANATION



The picture above shows the 2-week-old chickens in a small room drinking vitamins and eating starter feed to keep them healthy.



The picture above shows 3-week-old chickens drinking antibiotics to prevent diseases such as bird flu Newcastle and eating glower feed mixed with calcium to make the legs strong to be able to carry the heavy weight body.



The picture above shows a 6-week-old chicken ready to be sold, and the word pasted on it is one way of advertising to my customers to let them know that the chickens are ready to be sold.



Lastly, the above diagram shows another activity done in the Thanzi broiler chicken farm, which is the bags of manure ready to be sold after cleaning the khola (chicken house).

These are some of the activities happening in the Thanzi chicken farm.

LOAN MONEY USAGE

1. I will buy a deep freezer fridge, fridge guard, and extension cords for **\$694**. This will help me to keep dressed chicken waiting for customers to collect. Please refer to the diagram below for a fridge:



2. I will extend the chicken house with **\$129** that will accommodate 300 targeted chickens, this amount will cover both labor and materials used to build the chicken house.
3. I will buy 200 chicks, feeds, and medication at **\$100**.
4. I will use the remaining **\$77** to put electricity in the chicken house, which will cover both labor and electrical appliances.

The table below illustrates more on how the loan money will be used:

LOAN MONEY USAGE	BREAKDOWN(AMOUNT)
1. Buying a fridge, fridge guard, and extension cords	\$694
2. Building chicken house/ Extending chicken house	\$129
3. Buying 200 chicks, feeds, and medication	\$100
4. Electricity connection	\$77

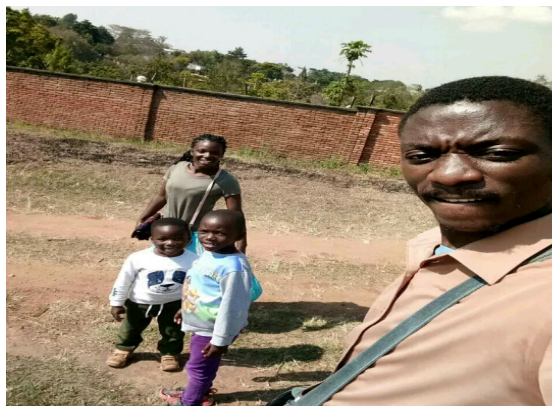
INCOME STATEMENT

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	\$115.21	\$138.25	\$172.81	\$180.82	\$185.42	\$187.45	\$200.08	\$205.69	\$210.81	\$332.00	\$450.00	\$550.00	\$2,928.54
Total transactions or units sold	12	16	20	32	35	35	32	40	20	50	55	80	427
Revenue per transaction or unit	\$34.56	\$46.08	\$57.60	\$92.17	\$100.81	\$100.81	\$92.17	\$115.21	\$57.60	\$144.01	\$158.41	\$230.41	\$1,036.86
Expenses													
Self salary	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$46.08	\$46.08	\$46.08	\$397.44
Employee salaries	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$11.52	\$14.40	\$14.40	\$144.00
Raw materials	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$28.80	\$46.08	\$46.08	\$46.08	\$397.44
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	\$1.73	\$1.73	\$1.73	\$1.73	\$1.73	\$1.73	\$2.30	\$2.30	\$2.30	\$2.88	\$2.88	\$5.18	\$28.22
Advertising	\$4.03	\$4.03	\$4.03	\$4.03	\$4.03	\$4.03	\$4.03	\$4.03	\$4.03	\$5.18	\$5.18	\$6.91	\$53.54
Transportation	\$8.64	\$8.64	\$8.64	\$8.64	\$8.64	\$8.64	\$8.64	\$8.64	\$10.37	\$11.52	\$11.52	\$14.40	\$116.93
Loan repayment	0	0	\$0.00	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Taxes/Fees	0	0	0	0	0	0	0	0	\$0.00	\$2.30	\$2.30	\$2.30	\$6.90
Other	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$2.88	\$34.56
Total Expenses	\$86.40	\$86.40	\$86.40	\$86.40	\$86.40	\$86.40	\$86.97	\$86.97	\$88.70	\$128.44	\$131.32	\$138.23	\$1,179.03
Expense per transaction or unit	\$7.20	\$5.40	\$4.32	\$2.70	\$2.47	\$2.47	\$2.72	\$2.17	\$4.44	\$2.57	\$2.39	\$1.73	-
Net Income to reinvest	\$28.81	\$51.85	\$86.41	\$94.42	\$99.02	\$101.05	\$113.11	\$118.72	\$122.11	\$203.56	\$318.68	\$411.77	\$1,749.51
Net Profit Margin	25%	38%	50%	52%	53%	54%	57%	58%	58%	61%	71%	75%	-

CASH FLOW STATEMENT:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$205.69	\$210.81	\$332.00	\$450.00	\$550.00	\$630.00	\$740.00
- Fixed expenses	-\$115.38	-\$115.38	-\$115.38	-\$115.38	-\$115.38	-\$115.38	-\$115.38
- Loan payment	0	0					\$ 42.00
- Variable expenses	-\$17.31	-\$23.08	-\$28.85	-\$34.61	-\$40.38	-\$46.15	-\$51.92
= Profit (or loss)	\$73.00	\$72.35	\$187.77	\$300.01	\$394.24	\$468.47	\$614.70
Starting cash	\$0.00	\$98.07	\$190.37	\$276.00	\$362.54	\$444.32	\$520.33
Available cash	\$73.00	\$170.42	\$378.14	\$576.01	\$756.78	\$912.79	\$1,135.03

ABOUT MY FAMILY:



I'm married with two kids, Steve and Phil, my wife is Omega kumwenda.

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