

Happy Faces Chicken

Masiliso M Asere



DESCRIBE YOUR BUSINESS:

Business Name: Happy Faces Chicken

Customer Base: 98 regular customers

Happy Faces Chicken is a growing poultry business dedicated to providing high-quality chicken to our expanding customer base. With the loan money, I will be able to drill a borehole and install a 2,000-liter water tank and a solar water pump to ensure a steady water supply.

EXPLAIN THE PROBLEM.

Happy Faces Chicken serves 98 regular customers, but limited access to water is hindering production and growth. We rely on fetching water from distant sources, which not only reduces productivity by taking time away from poultry care and business operations but also limits our production capacity, preventing us from meeting growing demand.

EXPLAIN YOUR SOLUTION.

To overcome the water shortage challenge, Happy Faces Chicken plans to invest in a permanent water supply system by drilling a borehole at the business location. This will be complemented by installing a 2,000-liter water storage tank and a solar-powered water pump to ensure a continuous and reliable water supply. This investment will help address current water shortages and support the long-term growth of the business.

BUSINESS MISSION STATEMENT:

At Happy Faces Chicken, our mission is to provide high-quality, affordable poultry products while ensuring sustainable and efficient farming practices. We strive to meet the growing demand for fresh chicken, support local food security, and create economic opportunities in our community. 3 to five years from now, we hope to have a bigger chicken run and double the capacity of chickens that we currently have.

HOW LONG HAVE YOU BEEN IN BUSINESS?

Happy Faces Chicken has been in business for 4 years.

YOUR NET INCOME

Happy Faces Chicken generates a monthly revenue of \$500.

SERVICE OR PRODUCT DELIVERABLE:

At Happy Faces Chicken, we promise to deliver high-quality, fresh poultry products to our customers. Here's an overview of our process from production to end-user:

1. Poultry Care and Production
2. Processing and Packaging (dressed chickens):
3. Distribution to Customers:
4. After-Sales Service:

DESCRIBE YOUR BEST CUSTOMER:

Our best customers are local families, restaurants, and small food businesses in the community who value high-quality, fresh poultry products. They prioritize affordability, consistency, and health-conscious sourcing, and they rely on Happy Faces Chicken for their regular supply of chicken.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Customers choose Happy Faces Chicken for our uncompromising quality, reliable service, and affordable pricing. We offer fresh, safe, and high-quality poultry. Our strong customer relationships are built on timely deliveries, personalized service, and convenient pickup options. We also keep prices affordable with regular promotions while supporting the local community and reinvesting in the economy. By being transparent about our practices, we build trust and ensure customers always know they're getting the best value and quality.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Common causes of failure in this business are mainly lack of proper treatment when the chickens are still young and lack of enough feed when they are about 4-5 weeks old. Without a reliable water supply or proper feed, production can suffer, leading to lower product quality and customer dissatisfaction. Additionally, overlooking competitors or market trends can lead to losing customers.

HOW CAN YOU AVOID THIS PROBLEM?

A great solution would involve implementing a comprehensive management system that ensures consistent and proper treatment of young chickens, particularly during their early stages, and securing a reliable, steady feed supply, especially when they reach 4-5 weeks old. Additionally, investing in a permanent water supply system, like a borehole with a solar pump, would ensure a continuous and safe water source for the poultry. Monitoring market trends and adapting to customer preferences is key.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. **Whole Fresh Chicken**
 - o Price: \$5 per chicken (average 1.5 - 2kg)
2. **Chicken dressed**

- o Price: \$6 per kg
3. **Chicken manure**
- o Price: \$1 per 50kg bag

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

1. Through Social media
2. Local Marketing and Word of Mouth
3. A small signpost along the main street
4. Collaborations with Local Businesses

WHY DID YOU CHOOSE THIS BUSINESS?

My passion for quality, fresh food led me to start Happy Faces Chicken, aiming to provide affordable, high-quality poultry to my community, which was struggling to find healthy options. With a growing local demand, I saw an opportunity to support local farmers and suppliers, contributing to the local economy and creating job opportunities. As the business grew, I recognized the potential to expand and offer even more services while focusing on sustainability and self-sufficiency. I also hope to build a lasting legacy, creating a business that can be passed down through generations and continue to positively impact the community.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Social Media Marketing
2. Partner with Local Businesses
3. Local Advertising (Flyers and Posters)
4. Discount Promotions for First-Time Customers
5. Collaborations with Food Delivery Services
6. Referrals

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



newly hatched chicks feeding



chickens that are around 3 to 4 weeks old.



Chickens cleaned and ready for sale

HOW WILL YOU USE THE MONEY?

The Loan money will be used to:

1. Drill a borehole \$467
2. Install a 2,000-liter water tank \$400
3. Get a solar water pump to ensure a steady water supply \$136



Water tank



borehole drilling process



Solar pump

SANIKA WATER SOLUTION
 Plot M113D, Near Apex University, Kasama Road - Lusaka, Zambia
 Phone: 0978224405/0702645707/097617783
 Email: sanikawater@gmail.com

Quotation 22888221 **D38**

Client Name: Masilo Asere
 Contact: 0978223889
 Name of drilling partner: Location: Lusaka Water Solution

Description	Qty	Total
Geophysical water survey with 30% to 50% Pump testing for 2hrs/1hr/1day		
1. 200mm drilling pipe casing 200 pipe		
2. Drilling and casing beyond 50m per casing per meter K 4000		
3. Metal casing per meter in case of collapse K 1000	1	K 10000.00
Electrical/Solar/Hybrid Submersible pump only/full set - 0.75hp		
1. Supply of 1/2" pump Inlet manifold with UPVC/GI pipe 30mm		
2. Extra 1/2" pipes and connectors		
Pump installation/renoval cost		
Supply Tank litres		
Supply Tank stand litres		
Tank stand mounting cost		
Cement bags		
Quarry wheelbarrows		
Rafter boards		
Transportation cost		
Total cost		K 10000.00

BANK ACCOUNT:
 Name: ATLAS BANK
 Account name: SANIKA WATER SOLUTION
 Account number: 0445994093015
 Branch: Arcades
 Swift code: FNBZMLZ
 Swift Code: 200046

Name: FIRST NATION BANK
 Account name: SANIKA WATER SOLUTION
 Account number: 43036469080
 Branch: Cairo
 Swift code: FNBZMLZ
 Swift code: 260212

Prepared by: *Sinabaze Moyo*

QUOTATION IS ONLY VALID FOR 15 DAYS AND INSTALLMENT PAYMENTS ARE ONLY ALLOWED FOR 3 MONTHS AND FINAL INSTALLMENT COST SUBJECT TO CHANGE ACCORDING TO MARKET PRICES.

Mandhannah General Dealers
 Mandhannah
 Mpasa Road
 0972235605
 Tpin No.1004902036
 0973051039 zgraciousm@gmail.com

Quotation

To, Masilo Asere
 Quotation# Quote-344
 Date: 14-03-2025

Dear Sir/Mam,

Thank you for your valuable inquiry. We are pleased to quote as below:

#	DESCRIPTION	QTY	PRICE	TOTAL
1	0.75hp Complete Set 0.75hp Complete Set with a 3,000 liters tank	1	K 15,995.00	K 15,995.00
GRAND TOTAL				K 15,995.00

We hope you find our offer to be in line with your requirement.

Payment Instructions
 Bank: Natsave
 Name: Mandhannah General dealers
 Account no.2071100793801
 Branch :Natsave Chileje
 Sort Code - 5800019
 Swift code - INZAZMO

For, MANDHANNAH GENERAL DEALERS

AUTHORIZED SIGNATURE

Income Statement:

Month	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	500	756	1,233	388	535	1,200	1,500	1,700	7,812
Total transactions or units sold	50	144	200	70	100	120	140	160	984
Revenue per transaction or unit	10	1	6	6	5	10	11	11	8
Expenses									
Self salary	50	120	150	100	120	120	150	150	960
Employee salaries	0	0	0	0	0	20	20	20	60
Raw materials	387	381	654	0	0	60	50	50	1,582
Store Rent	0	0	0	0	0	10	10	10	30
Technology	3	3	3	3	3	3	3	3	24
Advertising	0	5	5	5	5	5	5	5	35
Transportation	15	25	105	20	10	10	10	10	205
Loan repayment	0	0	0	0	0	42	42	42	126
Taxes/Fees	0	0	0	0	0	0	0	0	0
Other	2	2	2	2	2	2	2	2	16
Total Expenses	457	536	919	130	140	272	292	292	3,038
Expense per transaction or unit	9	4	5	2	1	2	2	2	~
Net Income to reinvest	43	220	314	258	395	928	1,208	1,408	4,774
Net Profit Margin	9%	29%	25%	66%	74%	77%	81%	83%	

Cash Flow Statement

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	500	450	535	1200	1500	1700	1900
- Fixed expenses	120	120	120	150	150	150	150
- Loan payment	0	0	0	42	42	42	42
- Variable expenses	328	263	263	300	300	450	480
= Profit (or loss)	948	833	918	1692	1992	2342	2572
Starting cash	0	948	1781	2699	4391	6383	8725
Available cash	948	1781	2699	4391	6383	8725	11297

Share about your family and picture here:



Moses and I got married in 2014. together we have 2 children Shantell (10years) and Michael (7 years), we are also expecting a baby on the way and we also look after Daniel who is 7 years old. He is my late brother's son. We live in a small community in Lusaka West called Malcom. We moved here 4 years ago after both of us lost our jobs. We came to establish our chicken business since it's the only source of our family income. Professionally, Moses studied business management, and we both worked hard and stayed focused on raising our children and growing our business.

CONTACT DETAILS:

Phone number: +260 762373339

Email: masilisoasere@gmail.com

Course Facilitator Details

Name: Katoba Chishala

Phone: 0973838304

Email: muka2002@gmail.com