

GETHA CHICKEN FARM BUSINESS PLAN

THANDIWE MITENGO



BUSINESS DESCRIPTION:

Getha Chicken Farm is concerned with the rearing of chickens for meat consumption, egg hatching, and selling chicks altogether. I am just a startup business with a future looking to boost our business and help Malawians by providing services related to poultry production. Currently, I have one hundred loyal customers, and I expect more customers as demand increases each day.

If given the grant, I will purchase an incubator and rent a place that can be used to do incubation services as is required since as of now, I have not started incubation, just rearing and selling chickens only.

THE PROBLEM:

Our greatest challenge is the lack of incubators and the proper location to be at, so that I can be able to be fully operational since I am not able to serve the customers as is required. I am only able to deal with business only a few local customers that I have since I am limited to grow and meet more customers with better quality services since I am not fully equipped with the resources needed to do so.

SOLUTION:

To be fully operational I need the incubator and a place to rent so that I am easily accessible to the general public, hence better services rendered to the customers and in return more revenue.

Once this is done it means I am going to serve more customers since now customers are complaining that I am not handling them as required, which leads to losing business to our competitors currently.

BUSINESS MISSION STATEMENT:

Getha Chicken Farm is concerned with improving poultry production and providing the best poultry services demanded by the public.

BUSINESS PERIOD:

I have been in the business for a year now.

NET INCOME:

My revenue has been growing each month; last month, I managed to make \$320, with a total expenses, including salaries totaling \$114. This shows that a profit of \$206 was made and reinvested into the business. If I manage to purchase the incubator. I would be cutting my costs by \$60, which is the cost of hiring equipment that would increase my business profit.

SERVICE OR PRODUCT DELIVERABLE:

My poultry services are offered in the door-house currently where I am based. For far customers, I deliver to them that are within the Mzuzu location since I can afford them. Those outside Mzuzu can afford they pay us to send them via courier services like chicks and eggs, while if it's concerning advice on poultry and training it is done via online platforms.

BEST CUSTOMER:

Our best customers are the ones who understand business and are easy to deal with, period.

WHY CUSTOMERS DO BUSINESS WITH ME RATHER THAN WITH MY COMPETITORS:

People do business with me because I understand their needs and deliver to them what they expect from me. I am able to handle customer requests and problems that are faced by them well and professionally.

LIST OF SERVICES AND THEIR COSTS:

Selling eggs for \$5/ tray

Selling cday-old hicks for \$2

Selling chicks that are a week old is \$5

Selling chicks per month: \$15

Selling mature chickens for \$7

Monthly Training on poultr:y \$30

HOW DO CUSTOMERS MY EXISTENCE:

- ✓ I use signposts and social media platforms, eg, Facebook and WhatsApp
- ✓ Others visit my place

REASON FOR CHOOSING THE POULTRY BUSINESS:

Poultry as a business is very underdeveloped and highly underrated as a very solid viable alternative business by Malawians; hence, it is not that well-received and invested in by large masses. Hence my interest in it. Plus, I want to change the mindset of people who think eating meat is just beef or fish, and yet poultry provides highly nutritious sources of proteins via eggs and chicken, etc.

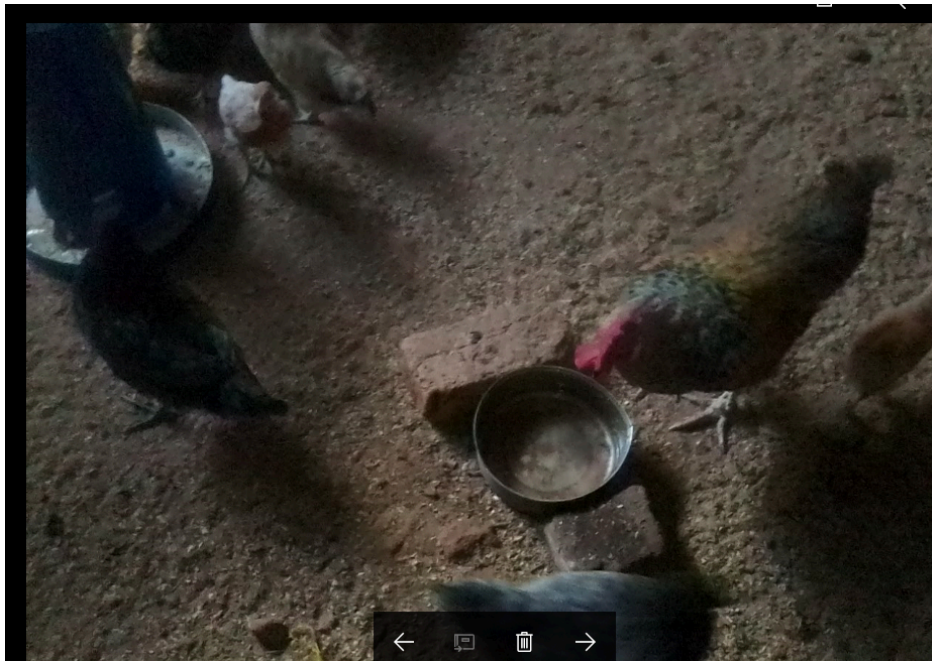
WAYS TO FIND NEW CUSTOMERS:

- Offering discounts on photography and videography packages for events.
- Word of mouth: Share posters with relatives, customers, and friends to reach out to others.

Below are pictures of my business activities:



Day-old chicks



Matured cock




HOW I WILL USE THE MONEY: (Included are the pictures of the product to be purchased)



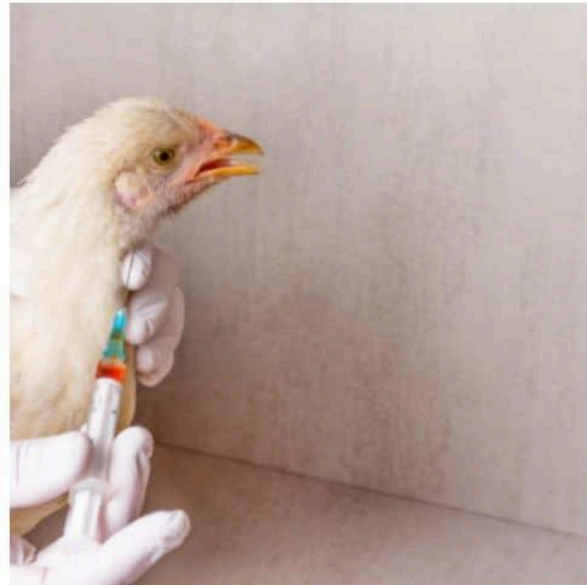
Health is Wealth

Be sure to get your feed from a reliable source



High Quality
CP
Poultry Feed

Southern region: +265 99 137 7997 / +265 99 545 0612
Northern region: +265 999 082 868 / +265 993 942 627
Central region: +265 884 815 059 / +265 999 823 059



incubator \$500

chicken feed \$200

Chicken cage \$150

vaccines \$100

Torch \$50

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	\$113	\$109	\$150	\$152	\$235	\$245	\$270	\$300	\$310	\$320	400	500	3,104
Total transactions or units sold	22	21	30	30	47	49	54	60	62	64	80	100	619
Revenue per transaction or unit	5	5	5	5	5	5	5	5	5	5	5	5	5
Expenses													
Self salary-Allowance	\$0	\$0	\$0	\$12	\$14	\$14	\$14	\$20	\$20	\$20	\$20	\$20	154
Employee salaries & wages	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	0
feed	\$14	\$14	\$14	\$14	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	256
Store Rent	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	10	10	20
vaccines	\$8	\$8	\$8	\$8	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	144
Advertising	\$0	\$0	\$0	\$0	\$0	\$4	\$0	\$0	\$0	\$0	\$0	\$0	4
Chicken Vaccines	\$8	\$8	\$8	\$8	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	128
Transportation	\$3	\$0	\$2	\$0	\$10	\$12	\$15	\$12	\$12	\$12	\$12	\$12	102
Loan repayment	\$0	\$0	\$0	\$0	\$0	\$0	0	\$0	\$0	\$0	\$0	\$0	42
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9	\$9	\$9	\$9	36
Total Expenses	33	30	32	42	75	81	80	83	92	92	102	144	886
Expense per transaction or unit	2	1	1	1	2	2	1	1	1	1	1	1	0
Net Income to reinvest	80	79	118	110	160	164	190	217	218	228	298	356	2,218
Net Profit Margin	71%	72%	79%	72%	68%	67%	70%	72%	70%	71%	75%	71%	

CASH FLOW STATEMENT

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$300	\$310	\$320	400	500	\$550	\$600
- Fixed expenses	-55	-34	-15	-39	-83	\$(50)	\$(51)
- Loan payment	\$ -	\$ -	\$ -	\$ -	\$ 42	\$ 42	\$(42)
- Variable expenses	\$(28)	\$(58)	\$(77)	\$(63)	\$(61)	\$(53)	\$(52)
= Profit (or loss)	\$ 217	\$ 218	\$ 228	\$ 298	\$ 398	\$ 489	\$ 455
Starting cash	\$ 30	\$ 37	\$ 50	\$ 278	\$ 180	\$ 200	\$ 689
Available cash	\$ 247	\$ 255	\$ 278	\$ 576	\$ 578	\$ 689	\$ 1,144

About my family:



I am a married woman, and my husband and I have been married for 3 years, and we have been blessed with one child, he is 2 years old now. I am a business person and my husband is schooling and working part-time teaching computer training and has been my biggest supporter to help me grow our business.

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