

CHIBEKA CHICKEN RUN BUSINESS PLAN

OLIVIA KANTA



DESCRIBE YOUR BUSINESS:

CHIBEKA CHICKEN RUN is a small poultry farming business that raises chickens we currently have 40 regular customers, we plan to expand our poultry farming by purchase more chicks (\$200), buy more feed (\$250), drinkers (\$150) and vaccines (\$350) and \$50 will be used for logistical arrangements. This investment will help us increase production capacity, improve chicken health, and generate more consistent and higher-quality products. This funding will help our business increase output and sales, and attract more customers.

EXPLAIN THE PROBLEM.

In our area, when people have functions like weddings, etc., they have no nearby place to buy broiler chickens

EXPLAIN YOUR SOLUTION.

We promise to provide these services to them at high quality and affordable prices.

BUSINESS MISSION STATEMENT:

To provide healthy, affordable, and locally raised poultry products to our community while empowering sustainable farming practices and supporting local food security.

HOW LONG HAVE YOU BEEN IN BUSINESS?

3 years.

YOUR NET INCOME

Income: \$358-expences: \$240 =net income \$118

SERVICE OR PRODUCT DELIVERABLE:



for our customers.

These are the chickens we produce



These are chickens at 5 weeks, just a week before we take them to the market.

DESCRIBE YOUR BEST CUSTOMER:

Our best customers are local families and restaurant owners who value fresh, hormone-free chicken raised locally.

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

- We offer consistent quality and cleanliness
- Our chickens are raised with care using safe, natural methods
- We provide flexible delivery options
- We are reliable and have earned trust in the community

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

Lack of proper chicken management, disease outbreak, and inconsistent feed supply

HOW CAN YOU AVOID THIS PROBLEM?

- Keep a vaccination and feeding schedule
- Maintain hygiene and monitor chicken health regularly
- Keep financial records and reinvest profits wisely

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- Live Chicken (Broiler): \$6–\$8 each (depending on weight)

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Word of mouth
- Local market visits
- Posters and flyers
- WhatsApp and community groups

WHY DID YOU CHOOSE THIS BUSINESS?

I chose poultry farming because it is a profitable, fast-growing, and essential business that provides food and income. It also allows me to support my family and empower my community through local food production.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Community events and market days
- Door-to-door marketing

- Social media (WhatsApp status, Facebook groups)
- Restaurant partnerships

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



These are chicken at 5week just a week before we take them on the market.



our customers.

These are the chickens we produce for

HOW WILL YOU USE THE MONEY



These are chicks \$200



These are chicken vaccines, \$350



This is the chicken feed:

\$250



These are drinkers and feeders, \$150 and the remainder \$50, will be used for transportation.

Insert pictures of the income statement here:

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	224	230	235	240	245	250	258	284	310	400	500	540	3,716
Total transactions or units sold	21	21	21	21	21	21	21	21	21	35	35	35	294
Revenue per transaction or unit	11	11	11	11	12	12	12	14	15	11	14	15	13
Expenses													
Self salary	30	30	30	30	30	30	30	50	50	50	50	50	460
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	70	70	70	70	73	73	73	73	73	80	80	80	885
Store Rent	0	0	0	0	0	0	0	0	0	20	10	10	40
Technology	2	2	2	2	2	2	5	6	6	8	9	11	57
Advertising	0	0	0	0	0	0	0	0	0	5	5	5	15
Transportation	5	5	5	5	5	5	5	5	5	5	5	5	60
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	1	1	1	1	1	1	1	1	1	1	1	1	12
Total Expenses	108	108	108	108	111	111	114	135	135	174	165	209	1,586
Expense per transaction or unit	5	5	5	5	5	5	5	6	6	5	5	6	
Net Income to reinvest	116	122	127	132	134	139	144	149	175	226	335	331	2,130
Net Profit Margin	52%	53%	54%	55%	55%	56%	56%	52%	56%	57%	67%	61%	

Insert pictures of the cash flow statement here:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	284	310	358	400	540	565	601
- Fixed expenses	-50	-75	-75	-75	-75	-75	-75
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expense	-149	-179.8	164.72	-456.29	-313.5	-326.4	-349
= Profit (or loss)	85	55.2	447.72	-131.29	109.5	121.6	135
Starting cash	40	99	154.2	527.92	382.63	484.13	597.73
Available cash	125	154.2	601.92	396.63	492.13	605.73	732.73

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH?

Two months ago, we reinvested profits into purchasing more feed and improving the chicken house roof. Last month, we used part of the profit to buy a water tank to ensure a clean water supply for the chickens.

Share about your family and picture here:

My name is Olivia Kanta, a parent of four children. Me and my family run Chibeka chicken run not just for income but to provide a better life and future for my family. we believe in honest work, resilience, and raising my children with strong values. My family is the backbone of Chibeka Enterprise. They have supported me through every step of this journey and have played a pivotal role in the success of the business. Together, we share a strong commitment to our community, and our values of hard work, integrity, and care are deeply embedded in everything we do.





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