

# Kyokyo Enterprises Business Plan

Antonette Kabunga Phiri



## **DESCRIBE YOUR BUSINESS**

Kyokyo Enterprises is a poultry farming business based in Kitwe and owned by Antonette Kabunga Phiri. The business currently manages 150 chickens per cycle every 6 weeks, with the capacity to expand to two 150-chicken cycles every month. With the proposed loan of \$1000, Kyokyo Enterprises will expand its poultry house from 21 square meters to 32 square meters and increase monthly chicken production to 300 birds. This move will boost revenue, improve cash flow, and allow the business to meet growing customer demand.

## **EXPLAIN THE PROBLEM**

Limited space and working capital currently restrict the number of chickens Kyokyo Enterprises can raise per month. As a result, customer demand sometimes exceeds supply, and production cycles are longer than ideal, limiting revenue generation.

## **EXPLAIN YOUR SOLUTION**

With financial support, the poultry house will be expanded, and overlapping production cycles of 150 chickens each will be implemented. This means Kyokyo Enterprises can process and sell 300 chickens monthly, improving supply consistency and profit margins.

### **BUSINESS MISSION STATEMENT**

Kyokyo Enterprises is committed to providing high-quality, healthy poultry to households and businesses in Kitwe through sustainable farming practices and consistent supply.

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

Kyokyo Enterprises has been in business for over 2 years, building a loyal customer base and improving its production systems.

### **YOUR NET INCOME**

Monthly Revenue: \$515

Total Expenses (feed, chicks, vaccines, labor, transport, etc.): \$156

Net Profit: \$359 A MONTH. These funds were reinvested in the current running cycle.

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### **SERVICE OR PRODUCT DELIVERABLE**

Kyokyo Enterprises provides healthy, well-fed broiler chickens. The process includes sourcing chicks, feeding and medicating them through a 6-week cycle, and selling them directly to households, market vendors, and restaurants.

### **DESCRIBE YOUR BEST CUSTOMER**

Our ideal customers are market vendors, small butcheries, and households looking for fresh, affordable, and healthy chicken meat.

### **WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS**

We provide consistently healthy birds at affordable prices, maintain hygiene, and offer reliable delivery. Our customer care and willingness to adjust to client needs set us apart.

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

Inadequate planning for feed, diseases, or fluctuations in the price of chicks and inputs can cause losses or collapse.

### **HOW CAN YOU AVOID THIS PROBLEM?**

Proper planning, maintaining a contingency fund, and building strong supplier relationships help to maintain consistency and manage emergencies.

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

Live Broiler Chickens (each): \$5

Delivery Service: \$0.50 (optional)

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

We use word-of-mouth, community networks, WhatsApp marketing, and referrals from current customers.

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

Antonette has a passion for farming and saw a market opportunity in her community for a consistent, affordable chicken supply. Poultry is also a manageable and profitable venture with high demand.

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

1. Door-to-door marketing in local communities
2. Partnering with local restaurants and market vendors
3. Social media and WhatsApp group promotion

INSERT PICTURES OF YOUR BUSINESS ACTIVITIES HERE



*1-week-old chicks of the current cycle*



*3-week-old chicks of the current cycle*



*The current cycle is ready for sale.*

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

Kyokyo Enterprises will use the \$1,000 loan as follows:

1. Poultry House Expansion (from 21m<sup>2</sup> to 32m<sup>2</sup>): \$260
2. Feed (Starter, Grower, Finisher for 2 cycles/month): \$500
3. Vaccines and Supplements: \$23
4. Transport: \$24
5. Chick Purchase (300 @ \$0.64): \$193

## INCOME STATEMENT

Income Statement		Instructions: Type your information into the white cells											
Your name is:		ANTONETTE NGANDWE											
Business name:		KYOKYO POULTRIES											
Current Date:		22/09/2024											
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 (POULTRY)	534	550	538	418	534	534	436	510	515	721	901	1,082	7,273
<b>Total sales revenues</b>	534	550	538	418	534	534	436	510	515	721	901	1,082	7,273
Total transactions or units sold	99.00	94.00	100.00	77.00	99.00	99.00	81.00	94.00	95.00	133.52	166.90	200.28	1,339
Revenue per transaction or unit	5	6	5	5	5	5	5	5	5	5	5	5	65
<b>Expenses</b>													
Self salary	30	30	30	30	30	30	30	30	30	50	50	50	420
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	64	64	64	64	64	64	64	64	64	80	96	115	867
Utility	10	10	10	10	10	10	10	10	10	10	10	10	120
Technology	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	3	3	3	3	3	3	3	3	3	5	5	5	42
Transportation	28	28	28	28	28	28	28	28	28	28	28	28	336
Loan repayment	0	0	0	0	0	0	0	0	0	40	40	40	120
Taxes/Fees	21	22	22	17	21	21	17	20	21	25	36	43	287
Bank Charges	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Expenses</b>	156	157	157	152	156	156	152	155	156	238	265	291	2,192
Expense per transaction or unit	2	2	2	2	2	2	2	2	2	2	2	1	20
<b>Net Income to reinvest</b>	378	393	381	266	378	378	284	355	359	483	636	790	5,080
<b>Net Profit Margin</b>	71%	71%	71%	64%	71%	71%	65%	70%	70%	67%	71%	73%	

## CASH FLOW STATEMENT:

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with you							
	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	510	515	721	901	1082	1298	1557
- Fixed expenses	-104	-104	-140	-140	-140	-240	-240
- Loan payment	0	0	0	-40	-40	-40	-40
- Variable expens	-51	-52	-98	-85	-112	-156.8	-219.52
<b>= Profit (or loss)</b>	355	359	483	636	790	861	1058
Starting cash	0	355	328	811	636	1426	2287
Available cash	355	714	811	636	1426	2287	345
1ST RENOVATION		386					
		2ND HOME REN	811		3RD RENOVATION		3000

### What have you done with the profits?

The profit we make is reinvested back into the business and sometimes helps us to pay urgent needs of the family. I am confident that my salary will increase to help meet my needs as the

business expands. We also intend to raise over \$4200 in profit to expand a small house on our yard that can be rented out for more streams of income.

**SHARE ABOUT YOUR FAMILY AND PICTURE HERE**



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