

MAIZE TRADING ENTERPRISE BUSINESS PLAN

Innocent Banda



DESCRIBE MY BUSINESS:

Innoh Maize Trading Enterprise is a locally owned agribusiness based in my town/village in Malawi. The business purchases maize directly from smallholder farmers throughout all seasons and supplies it to local households, small retailers, and maize flour processors. Currently serving around 50 regular customers, I focus on providing high-quality maize at fair prices year-round. My goal is to expand operations by acquiring essential equipment and storage facilities, enabling me to buy maize in bulk during harvest season, reduce losses, and increase supply capacity. This growth will help create job opportunities, improve service delivery, and allow me to offer my products to larger companies and institutions.

If given the grant, the loan will help me buy maize in bulk at lower prices and sell it throughout the year at higher prices, increasing my profit. I will also use the funds to buy a weighing scale, packaging materials (like pallets and insecticides), and tarpaulins for better storage and handling.

THE PROBLEM.

In Malawi, many households and small businesses face inconsistent access to maize, especially during the lean season when prices rise significantly. At the same time,

smallholder farmers often sell their maize at very low prices during harvest due to a lack of storage and access to markets. This mismatch creates losses for both farmers and consumers

SOLUTION.

Innoh Trading Enterprise bridges this gap by purchasing maize in bulk during the harvest season at affordable prices, storing it properly, and reselling it throughout the year. This helps stabilize supply, ensures quality maize is available year-round, and creates income opportunities for farmers and transporters.

BUSINESS MISSION STATEMENT:

To provide affordable, high-quality maize while supporting local farmers, improving food security, creating job opportunities in my community, and promoting efficient trading practices

BUSINESS PERIOD

I have been operating this business for over a year since January 2024.

NET INCOME

My revenue has been growing each month. In the previous month, I generated \$340 in revenue, with total expenses (including salaries) amounting to \$270. This resulted in a profit of \$70, which was reinvested into the business to support its growth and long-term sustainability

SERVICE OR PRODUCT DELIVERABLE:

My business delivers clean, well-dried maize in 50kg bags to local markets, small-scale millers, and retail shops. The process involves. Purchasing maize from farmers, cleaning and sun-drying the maize, storing it in a dry, ventilated storage facility, and selling to customers in bags or bulk orders.

BEST CUSTOMER

My best customers are local millers and grocery shop owners who buy maize in bulk to process into flour or sell directly to consumers. They value consistency, quality, and timely delivery.

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

I offer clean, properly dried maize with accurate weighing. I am reliable with consistent supply, even during shortages, I provide fair prices, and I build relationships based on trust.

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

Poor storage, leading to spoilage or pest infestation, Lack of capital, preventing bulk purchases during harvest, and Inconsistent supply due to relying on only one source

HOW CAN I AVOID THIS PROBLEM?

Invest in proper storage facilities and pest control, build strong relationships with multiple suppliers, use loans or profits to buy in bulk during peak season, and keep accurate financial records to manage cash flow

LIST OF SERVICES OR PRODUCTS AND THEIR PRICES:

Product	Unit	Price (MWK)
Dried Maize	50kg bag	\$70
Dried Maize	25kg bag	\$35
Maize by the bucket (retail)	Per bucket	\$7

HOW DO CUSTOMERS KNOW MY EXISTENCE:

I use Word of mouth from satisfied customers, Market stall visibility and signage, Phone referrals and WhatsApp promotions, Community meetings, and church announcements.

REASON FOR CHOOSING THE SALE OF THE MAIZE BUSINESS:

I chose this business because maize is the staple food in Malawi, with consistent demand year-round. I grew up in a farming family and saw the challenges farmers face during harvest, and I wanted to build a business that supports both consumers and producers.

TOP WAYS TO FIND NEW CUSTOMERS:

1. Referrals from current customers
2. Local market advertising (signboards)
3. WhatsApp business group promotions
4. Participating in local trade fairs and cooperative events
5. Partnering with local shop owners and millers

Below are my business activities pictures, and give a brief explanation of each:



Drying maize in the sun on tarpaulin sheets



Buying maize from farmers in the village



Weighing and packaging maize into 50kg bags

Selling at the market stall or delivering to customers

HOW WILL I USE THE MONEY? (Below are the pictures of the product/service (s))

If granted the loan, I will use the funds as follows:

- ❖ Purchase of maize stock: \$600
- ❖ Weighing scale and packaging materials: \$120
- ❖ Storage facility upgrade (pallets, insecticides): \$100
- ❖ Tarpaulin \$80

Total Amount Requested: \$900

(Below are pictures of bags, bags of maize 50kgs, weighing scale, etc.)

Maize stock



Weighing Scale



Pallets

Tarpaulin

Insecticides

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	300	300	300	300	300	300	300	340	370	400	430	470	4,110
Total transactions or units sold	25	25	40	40	50	50	50	50	50	50	50	50	530
Revenue per transaction or unit	12	12	8	8	6	6	6	7	7	7	8	8	8
Expenses													
Self salary	30	50	50	50	50	50	50	30	50	50	50	50	560
Employee salaries	20	0	0	0	0	0	0	0	20	0	15	15	70
Raw materials	30	30	30	30	30	30	30	30	40	40	40	40	400
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	0	0	0	5	5	5	5	20
Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0
Transportation	50	0	0	0	0	0	0	50	0	0	0	0	100
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	38	38
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	15	15	15	15	15	15	15	20	20	20	20	20	205
Total Expenses	145	95	95	95	95	95	95	150	115	115	130	20	1,225
Expense per transaction or unit	6	4	2	2	2	2	2	3	2	2	3	0	-
Net Income to reinvest	155	205	205	205	205	205	205	190	255	285	300	470	2,885
Net Profit Margin	52%	68%	68%	68%	68%	68%	68%	56%	69%	71%	70%	100%	-

Cash flow statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	340	370	400	430	470	500	540
- Fixed expenses	-120	-150	-210	-90	-90	-80	-80
- Loan payment	0	0	0	0	37.5	37.5	37.5
- Variable expenses	-50	-60	-70	-70	-70	-70	-70
= Profit (or loss)	170	160	120	270	347.5	387.5	427.5
Starting cash	100	270	430	550	820	1167.5	1555
Available cash	270	430	550	820	1167.5	1555	1982.5

WHAT HAVE I DONE WITH THE PROFITS I MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT

Two Months Ago: From the profit made two months ago, I reinvested \$70 into the business by purchasing:

- 1 (50kg) bag of Maize for resale - \$40
- Basic packaging materials (sacks, strings) - \$30

Last Month: Last month's profit of \$100 was used to strengthen operations in my business:

- 2 (50kg) bags of maize for resale - \$80
- Plastic tarpaulin for drying \$20

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

The pitch took place on **31 July 2025**

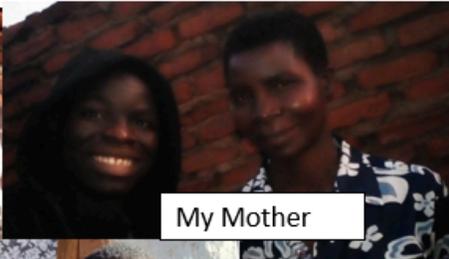
I learned the importance of:

- ❖ Knowing my numbers (costs, profit, growth potential)
- ❖ Telling my story clearly and confidently
- ❖ Highlighting how my business helps the community
- ❖ Explaining exactly how I will use the loan

About My Family



My Father



My Mother



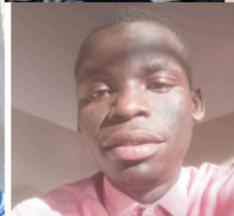
Mavuto Banda (First Born)



McDonald Banda (Second Born)



Joseph Banda (Third Born)



Innocent Banda (Fourth Born)



Stafford Banda (Last Born)

My name is Innocent Banda from Malawi. I am single. We are 5 boys in our family, and I am the second last born. I served a full-time mission in Harare. I am a businessman, and my parents and brothers have been my biggest supporters in growing my business.

CONTACT DETAILS:

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