

# BLK ONE POULTRY BUSINESS PLAN

BRENDA LIBWESHA



## DESCRIBE YOUR BUSINESS:

BLK ONE POULTRY FARM specializes in raising broiler chickens and producing organic manure. We supply fresh, healthy poultry to local restaurants, households, and small retailers. Our farm also sells nutrient-rich manure to nearby crop farmers. With three years of consistent operations, we have built a reputation for quality, reliability, and ethical farming practices. When given the entrapov loan, we will expand our business by ordering more chicks \$400, vaccines \$150, and feed \$250. This will boost our business and help us generate more income to help us become self-reliant and support our community by providing employment for the local people

**EXPLAIN THE PROBLEM.**

People in our community lack a place to buy fresh, healthy poultry.

**EXPLAIN YOUR SOLUTION.**

We are committed to providing fresh and healthy poultry to our customers.

**BUSINESS MISSION STATEMENT:**

To provide wholesome, affordable poultry products with integrity and care, while promoting sustainable farming and supporting local food systems.

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

3 years.

**YOUR NET INCOME**

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

$\$381 - \$260 = \$121$

**SERVICE OR PRODUCT DELIVERABLE:**

- Broiler Chickens
- Organic Manure

## **DESCRIBE YOUR BEST CUSTOMER:**

Our top customer is “Riverbend Grill,” a local restaurant that purchases 100 broilers monthly. They value our timely delivery, consistent quality, and ethical farming practices. Their loyalty has helped us grow through referrals and repeat business.

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

- High-quality, antibiotic-free poultry
- Reliable delivery schedules
- Transparent pricing and communication
- Strong community reputation

Because we provide fresh and healthy, affordable poultry.

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

Failure to provide fresh, healthy, and affordable poultry

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

By being consistent in providing fresh, healthy, and affordable poultry.

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

- Broiler chickens \$6
- Organic manure \$4

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

- Word-of-mouth referrals
- Facebook and Instagram marketing
- WhatsApp business updates
- Local farmers' markets and community events

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

Because I have a deep passion for agriculture and food security. Poultry farming offers a sustainable income and allows us to contribute fresh and healthy poultry to the community.

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

- Partnering with local restaurants
- Running promotions on social media
- Attending agricultural expos and fairs.

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



These are chicks 7 days old.



5-week-old chickens.



Chicken manure.

**HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))**



Order more chicks \$400



Chichen feed \$250



Vaccines \$150

Total Amount: \$900



<b>= Profit (or loss)</b>	121	76	60	68	64	37	82
<b>Starting cash</b>	55	176	252	312	380	444	481
<b>Available cash</b>	176	252	312	380	444	481	563

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

Altogether, we made \$176 as profits, 2 months ago, and last month, we used the profit by buying more feed and chicks.

**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?**

I learnt that I need to register my company and the need to pay my taxes. And it was held on 22/10/2025.

**Share about your family and picture here:**

This is the picture of me with my grandchildren, I love them so much, and I teach them to be self-reliant, so I work with them in my business.



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