

TEE'S CHICKEN SALES BUSINESS PLAN

Thenjiwe Moyo



DESCRIBE YOUR BUSINESS:

What is the name of your business, and how many customers do you have? If given the loan, what would you do with it? How would this help your business? How will this help your business generate more income?

My business is called Tee's Chickens. It is a poultry business. I have a fowl run that accommodates 200 chickens. I grow and sell broiler chickens for meat. I have many different customers who mainly buy in bulk. Some want live chickens, and others want them dressed. If given this loan, I will extend my fowl run to accommodate 300 chickens and buy enough stock for these chickens, and hopefully grow my business.

EXPLAIN THE PROBLEM.

Right now, my chicken house can only hold 200 chickens. This means I can only grow and sell a small number of chickens at a time. Many people want to buy chickens from me, but I cannot keep up because I don't have enough space or chickens. Some

customers even go to other sellers because I don't have enough stock. If I get this loan, I can make my chicken house bigger to hold 300 chickens and buy more chicks. This will help me sell more chickens and make my business grow.

EXPLAIN YOUR SOLUTION.

To solve this problem, I will make my chicken house bigger so it can hold 300 chickens instead of 200. This means I can grow more chickens at the same time. I will also buy enough chicks and feed for the larger number of chickens. I will grow the chickens in batches, starting with 25 chickens each week. This way, the chickens will not all be ready at the same time. I will have chickens ready for sale every week, every day, and every month. This will give me a steady supply of chickens and a consistent cash flow. By doing this, I will meet the demand from my customers and grow my business.

BUSINESS MISSION STATEMENT:

A Mission Statement is a short sentence that tells you what a company does, who it helps, and how it plans to do its work. It explains what the company wants to achieve and the steps it will take to reach its goals.

My business mission is to provide high-quality chicken products to my customers while prioritizing animal welfare, sustainable and community engagement.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business for 6 months, and my revenue for 50 chickens is \$350.

YOUR NET INCOME

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

Income - expenses = Net profit

\$350 - \$283 = \$67.

SERVICE OR PRODUCT DELIVERABLE:

A Service or Product Deliverable is a specific outcome or item that a company promises to provide to a client as part of a contract or agreement. (Or describe your service/product from the production process to the end user?)

Tee's Chickens sells fresh broiler chickens for meat. We buy day-old chicks and raise them for six weeks. During this time:

- For the first 2 weeks, the chicks eat **Broiler Starter** feed.
- For the next 2 weeks, they eat **Broiler Grower** feed.
- For the last 2 weeks, they have been eating **Broiler Finisher** feed.

After 6 weeks, the chickens are ready for sale. Customers can choose:

- **Live chickens** for those who want to dress them themselves.
- **Dressed chickens** for those who want them cleaned and ready to cook. We slaughter, clean, and refrigerate these chickens for freshness.

We also plan to grow chickens in weekly batches (25 chickens per week) so that we have chickens ready for sale every week. This gives us a consistent supply and cash flow for daily, weekly, and monthly sales.

DESCRIBE YOUR BEST CUSTOMER:

My best customer is my Bishop. He orders a large number at a time as he has a grocery store close to where I stay.

Who is your customer?

My customers are people and businesses who need chicken for meat. This includes:

- Families who buy chickens to cook at home.
 - Restaurants and food outlets that need chicken for their meals.
 - Shops and market sellers who buy in bulk to resell.
- Some customers want live chickens, and others want dressed chickens that are

cleaned and ready to cook. Most of my customers buy in bulk because chicken is a popular food every day.

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

They do business with me because I have quality products, competitive prices, excellent customer service, consistent delivery, and most of all, my chickens are delicious and all-natural. (organic)

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

1. Poor Cash Flow Management

If you don't plan for feed, medicine, and other costs, you can run out of money before the chickens are ready to sell. This is the biggest reason small poultry businesses fail.

2. High Mortality Rate

If many chicks die because of poor care, bad feed, or disease, you lose money. Healthy chickens are key to success.

3. Not Meeting Market Demand

If you cannot supply chickens when customers need them, they will go to other sellers. This is why consistent production is important.

4. Poor Record Keeping

Not tracking expenses, sales, and profits can lead to losses without you noticing.

5. Disease Outbreaks

If chickens get sick and you don't act fast, you can lose the whole flock.

6. Poor Planning for Feed Costs

Feed is the biggest expense. If you don't budget for it, you can't grow the chickens properly.

HOW CAN YOU AVOID THIS PROBLEM?

Make a clear budget for chicks, feed, medicine, and other costs before starting each batch.

Keep some emergency money for unexpected expenses.

Reduce Chick Mortality

Buy healthy day-old chicks from trusted suppliers.

Grow chickens in batches (e.g., 25 per week) so I always have chickens ready for sale.

Talk to customers early and know how many chickens they need.

Write down all expenses and sales.

Vaccinate chicks on time.

Keep the chicken house clean and disinfect regularly.

Separate sick chickens immediately.

Buy feed in bulk to save money.

Store food properly so it doesn't spoil.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- Chickens \$7 each.
- Chicken Cuts from \$1

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Through communication and advertising, and telling friends to tell friends.

WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business because I am passionate about raising chickens and enjoy seeing them grow.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

I can find new customers by expanding my advertising to different places and companies. I can offer discounts for bulk buying for people who own restaurants, etc. I can use media to advertise.

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



day-old chicks



4-week-old chickens



Ready to sell chickens

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



NEW

IRVINE'S
Trust earned.

BROILER 50_{KG}
STARTER CRUMBS

BROILER 50_{KG}
GROWER PELLETS

BROILER 50_{KG}
FINISHER PELLETS

**Trust us to deliver
the best feed**

Better value. Better growth. Better yields.

Visit or phone us to start growing better TODAY:
New Chitungwiza Road after Mbudzi Roundabout, Harare
086 7700 6080 • www.irvineschicken.co.zw

IRVINE'S
Trust earned.

I will use the money to buy feed



We grow together

For over 60 years we've made your dreams our business.



- ✓ Irvine's Day Old Chicks guarantee excellent growth rate & high meat yield.
- ✓ Irvine's Day Old Chicks require less feed to reach optimum weight.

www.irvineschicken.co.zw
f Irvine's Poultry Farming

will use the money to buy chicks

For broiler chickens and their feed, a total \$550

For extending the fowl run, we would need a total of \$250



We also want to invest in free-range chickens known as sasso, which produce eggs as well. On a daily basis, we could sell the eggs.

For the Sasso chickens and their food \$150

Total Amount: \$950

Income Statement:

Income Statement														n
Instructions: Type your information into the white cells														
Your name is: Thenjive Moyo														
Business name: Tees Chickens														
Current Date: 15-04-2025														
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	350	420	420	350	350	350	350	420	420	700	1,400	2,100	7,630	
Total transactions or units sold	50	60	60	50	50	50	50	60	60	100	200	300	1,060	
Revenue per transaction or unit	7	7	7	7	7	7	7	7	7	7	7	7	7	
Expenses														
Self salary	50	60	60	50	50	50	50	60	60	80	100	150	820	
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	50	50	
Raw materials	200	220	220	200	200	200	200	220	220	380	700	1,000	3,960	
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0	
Technology	5	5	5	5	5	5	5	5	5	5	5	5	60	
Advertising	5	5	5	5	5	5	5	5	5	5	5	5	60	
Transportation	10	10	10	10	10	10	10	10	10	10	10	10	120	
Loan repayment	0	0	0	0	0	0	0	0	0	38	38	38	114	
Taxes/Fees	2	2	2	2	2	2	2	2	2	2	2	2	24	
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total Expenses	272	302	302	272	272	272	272	302	302	520	860	1,260	5,208	
Expense per transaction or unit	5	5	5	5	5	5	5	5	5	5	4	4	-	
Net Income to reinvest	78	118	118	78	78	78	78	118	118	180	540	840	2,422	
Net Profit Margin	22%	28%	28%	22%	22%	22%	22%	28%	28%	26%	39%	40%		

Cash flow statement here:

	2 months ago	last month	this month	month 1 foreca	month 2 foreca	month 3 foreca	month 4 forecast
Income	420	420	420	700	1400	2100	2100
- Fixed expenses	-82	-82	-82	-102	-122	-172	-172
- Loan payment	0	0	0			-38	-38
- Variable expenses	-220	-220	-220	-380	-700	-1000	-1000
= Profit (or loss)	118	118	118	218	578	890	890
Starting cash	0	118	236	354	572	1150	2040
Available cash	118	236	354	572	1150	2040	2930

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.

We increased the number of feeders that we have and also drinkers, as we are planning to increase the number of chickens

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 learned that I need to have ready chickens all the time, and batch my chickens into weekly sales instead of monthly sales. I also learned that I could buy chickens that lay eggs, so I could make extra income from egg production.

Share about your family and picture here:



My husband is Enos Moyo, we have 3boys and 2girls, we like working together. We do care for each other, and we love doing scripture study and praying as a family.

CONTACT DETAILS:

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