

MEMAVU CHICKEN RUN BUSINESS PLAN

Memory Chama



DESCRIBE YOUR BUSINESS

MEMAVU is a small-scale poultry farming business that specializes in raising broiler chickens for meat. We currently serve approximately 85 regular customers, including local households, restaurants, and market vendors.

If awarded a loan, we will use the funds to:

1. Buy 100 chicks — —\$410
2. Buy bags of feed for 3 months — \$280
3. Vaccines and veterinary supplies — \$150
4. Buy more feeders and drinkers \$50

This expansion will increase my income by allowing me to consistently supply more chickens to meet the growing market demand in my community, thereby improving both profitability and sustainability.

EXPLAIN THE PROBLEM

Many people in our community struggle to find a reliable source of affordable, healthy chicken. Imported and frozen products are often expensive or unavailable, and local farmers cannot meet demand due to a lack of resources and equipment.

EXPLAIN YOUR SOLUTION

MEMAVU provides fresh, locally raised chickens at affordable prices. With improved facilities and feed quality, we ensure a steady supply to homes and restaurants, helping meet local demand while supporting food security.

BUSINESS MISSION STATEMENT

To provide fresh, healthy, and affordable poultry products to the community while promoting sustainable farming practices and empowering local youth through job creation.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in business for 1 years, starting operations in 2024.

YOUR NET INCOME

Monthly Revenue \$430

Monthly Expenses (feed, chicks, medicines, labor, utilities): \$180.6

Net Profit: \$249.4

Formula: $\$430 - \$180.6 = \$249.4$

SERVICE OR PRODUCT DELIVERABLE

Mevavu chicken Run delivers:

Fresh broiler meat (processed or live) to customers and restaurants.

We ensure hygienic handling, timely delivery, and healthy feeding practices from chick to sale.

DESCRIBE YOUR BEST CUSTOMER

Our best customers are local households, small grocery stores, restaurants, and vendors who buy in bulk every week. They value consistent quality and fair prices.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH COMPETITORS

Customers choose memavu Chicken Run because we:

- Offer fresh, locally raised products.
- Maintain affordable prices.
- Deliver on time.
- Provide friendly and trustworthy service.

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

Common causes include:

- Poor disease control.
- High feed costs.
- Lack of business planning or market connection.

HOW CAN YOU AVOID THIS PROBLEM?

I will maintain strict hygiene, buy quality feed in bulk, and diversify sales outlets (direct sales, local markets, and restaurants) to keep the business stable even during market fluctuations.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES

- Live Broiler Chicken per bird -\$6.45
- Dressed Chicken (cleaned & packed) -per bird \$6.88
- Chicken Manure (for fertilizer) -per bag \$2.15

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Word of mouth and referrals
- WhatsApp and Facebook promotions
- Market stalls and roadside signs
- Local community events and church gatherings

WHY DID YOU CHOOSE THIS BUSINESS?

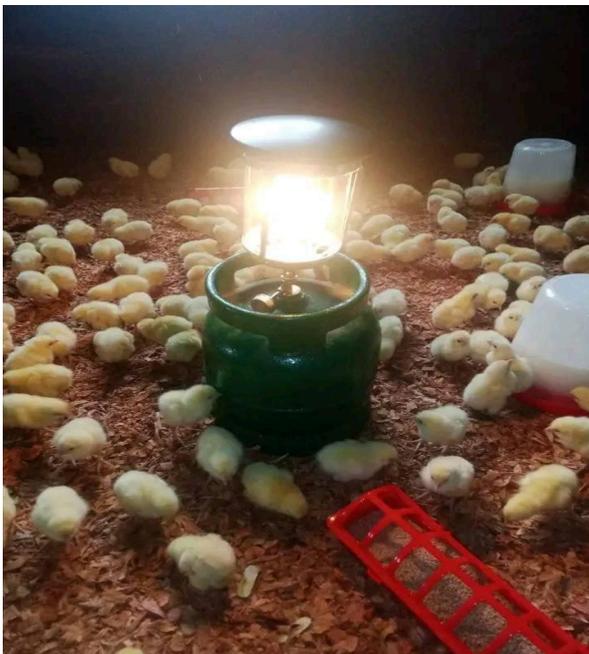
We chose Chicken Run because it provides steady demand, short production cycles, and quick returns. It also allows me to contribute to my community's food supply and create local employment.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Social media marketing
- Partnerships with restaurants and shops
- Door-to-door marketing
- Local community markets
- Customer referrals

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

Our day-old chicks are under controlled heat lamps.



Feeding time — “Healthy broilers being fed high-quality feed



5 weeks, almost ready to sell

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

Total Amount Requested: \$900

We will use the money to



Buy 100 additional chicks — \$410



Buy bags of feed for 3 months — \$280



Vaccines and veterinary supplies — \$150



Buy more feeders and drinkers \$50

Income Statement:

Your name is: Memory Chama Thole
 Business name: Memavu Chicken Run
 Current Date: #####

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	130	148	150	160	190	206	218	230	260	350	440	490	2,972
Total transactions or units sold	15	20	25	35	40	45	50	50	50	50	50	50	480
Revenue per transaction or unit	9	7	6	5	5	5	4	5	5	7	7	10	6
Expenses													
Self salary	10	10	10	10	10	13	13	15	15	15	15	15	151
Employee salaries	15	15	15	15	15	15	15	15	20	20	20	20	200
Raw materials	20	20	20	20	20	20	20	20	20	20	20	20	240
Store Rent	10	10	10	10	10	10	10	10	10	10	10	10	120
Technology	2	2	2	2	2	2	5	6	5	5	5	5	43
Advertising	1	1	1	2	2	2	2	2	2	5	1	1	22
Transportation	5	5	5	5	5	5	1	5	5	5	5	5	56
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	5	5	5	15
Other	1	1	1	1	1	1	1	1	1	1	1	1	12
Total Expenses	64	64	64	65	65	68	67	74	78	86	82	120	897
Expense per transaction or unit	4	3	3	2	2	2	1	1	2	2	2	2	-
Net Income to reinvest	66	84	86	95	125	138	151	156	182	264	358	370	2,075
Net Profit Margin	51%	57%	57%	59%	66%	67%	69%	68%	70%	75%	81%	76%	

Cash Flow Statement:

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework

	2 months ago	last month	this month	month 1 forec	month 2 forec	month 3 forec	month 4 forecast
Income	230	260	300	350	440	490	550
- Fixed expenses	-50	-50	-50	-50	-50	-50	-50
- Loan payment	0	0	0	0		-38	-38
- Variable expense	-80	-100	-105	-110	-180	-190	-230
= Profit (or loss)	100	110	145	190	210	212	232
Starting cash	60	160	270	415	605	815	1027
Available cash	160	270	415	605	815	1027	1259

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

August: Purchased new feeders and drinkers – \$34.4

September: Bought 50 additional chicks and feed – \$64.5

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 practice pitch helped me improve my presentation skills and clearly explain my business goals. I learned the importance of knowing financial details and showing how the loan will directly increase income.

Date of Practice Pitch: June 22, 2025

Share about your family and picture here:



I am married with 4 children. My family supports me in the daily running of the chicken run, especially during feeding and cleaning.

CONTACT DETAILS

Entrepreneur Name: Memory Chama Thole

Phone Number: 0762115156 /0777458055

Email: memorychama622@gmail.com

Course Facilitator Details

Name: Kapalu Bwalya Philip

Phone: 0968369679

Email: kapalubwalyaphilip@gmail.com

Loan Application

Entrapov offers 2 loan types: (1) Expansion Loan (requires 1+ year of accurate income statement and cash flow statement history) and (2) StartUp Loan (requires 2 to 11 months of accurate income statement and cash flow statement history).

Expansion Loans are distributed in 2 phases, while StartUp Loans are paid out in 3 phases.

Expansion Loan Phases:

- The 1st loan payout of \$450 (minus bank transfer fees) is distributed by the local Rotary Club following Shark Pond.
- The 2nd payout of \$450 comes after the entrepreneur has made 3 loan repayments over a minimum of 3 months and provides an updated Revenue and Expense Log and Income Statement showing exactly how all net profits were spent/saved. Each month, the entrepreneur must send a receipt for each of their loan repayments to their Area Supervisor, who ensures the payment is logged with Entrapov's Controller. After making 3 payments, the Entrepreneur requests that their Area Supervisor schedule a second meeting with their Sponsors to present back to them the updated Revenue and Expense Log and Income Statement. Then, sponsors can ask questions and decide if they are ready to tell the Entrapov President to release the 2nd part of the loan.

StartUp Loan Phases:

- The 1st loan payout of \$300 (minus bank transfer fees) is distributed by the local Rotary Club following Shark Pond.

- The 2nd payout of \$300 comes after the entrepreneur has made another 3 loan repayments over a minimum of 3 additional months and provides an updated Revenue and Expense Log and Income Statement showing exactly how all net profits were spent/saved. Each month, the entrepreneur must send a receipt for each of their loan repayments to their Area Supervisor, who ensures the payment is logged with Entrapov's Controller. After making 3 payments, the Entrepreneur requests that their Area Supervisor schedule a second meeting with their Sponsors to present back to them the updated Revenue and Expense Log and Income Statement. Then, sponsors can ask questions and decide if they are ready to tell the Entrapov President to release the 2nd part of the loan.
- The 3rd payout of \$300 comes after the entrepreneur has made another 3 loan repayments over a minimum of 3 additional months and provides an updated Revenue and Expense Log and Income Statement showing exactly how all net profits were spent/saved. Each month, the entrepreneur must send a receipt for each of their loan repayments to their Area Supervisor, who ensures the payment is logged with Entrapov's Controller. After making 3 more payments, the Entrepreneur requests that their Area Supervisor schedule a third meeting with their Sponsors to present back to them the updated Revenue and Expense Log and Income Statement. Then, sponsors can ask questions and decide if they are ready to tell the Entrapov President to release the 3rd part of the loan.

If chosen by a Sponsor, the entrepreneur will sign a loan repayment agreement with the local Rotary Club (shown below). The entrepreneur can explain the loan repayment schedule that works best for them. For example, if they have a farm and want to wait longer than 3 months to start paying back their first phase, they can do that. However, the 2nd and 3rd loan amounts will not be released until 6 and then 9 loan repayments have been made.

Rotary Shark Pond Loan Agreement

This loan repayment agreement is effective as of Date: _____ (the "Effective Date") between the Rotary Club of _____ and/or Entrapov (Entrepreneurs Against Poverty), a non-governmental organization (referred to as "Entrapov"), and you, the Receiver, an individual/entrepreneur, residing at the address: _____ (referred to as the "Receiver").

Purpose:

The purpose of this Agreement is to provide a loan to the Receiver, aiming to foster economic development, accountability, honesty, and integrity while promoting business growth and expansion. This interest-free loan is provided by Sponsors

through Entrapov to support the growth and development of the Receiver's business. The repayment of this loan creates a Perpetual Entrepreneurship Fund that allows future entrepreneurs to benefit.

Financial Reporting and Transparency:

The Receiver shall maintain an accurate revenue and expense log book, recording all financial transactions of the business on a daily basis. Entrapov shall have access to the financial information, allowing Entrapov representatives to review and verify the records periodically. The Receiver shall demonstrate transparency and accountability by providing accurate and up-to-date financial information to Entrapov.

Mentorship and Guidance:

Entrapov shall provide mentorship and guidance to the Receiver, aiming to enhance their business acumen and promote profitability. The mentorship may include encouragement from the local Rotary club, which may request to see the entrepreneur's revenue and expense logbook.

Commitment to Accountability and Integrity:

The Receiver agrees to uphold the values of accountability, honesty, and integrity throughout the loan term and the entire course of their business operations. The Receiver shall act in good faith, providing accurate information and conducting their business activities ethically and transparently.

Loan Terms

The Receiver agrees to repay the total loan amount within 24 months. Monthly payments should be made as Donations to the Rotary Club of _____ . Payments should be made through the method described below by the Club:

Rotary Club

Describe below the payment method to be used by the Recipient in making repayment donations to the Rotary Club. Include the account number, mailing address, or mobile money number...

Loan Type:

Entrapov offers 2 loan types:

(1) Expansion Loan (requires 1+ year of accurate income statement and cash flow statement history). Expansion Loans are distributed in 2 phases, each phase equals 50% of the loan. Phase 2 can be released to the Receiver after 25% of the Phase 1 loan balance has been repaid and 3 additional months of financial statements have been reviewed to the satisfaction of the Sponsor and/or Entrapov.

(2) StartUp Loan (requires 2 to 11 months of accurate income statement and cash flow statement history). StartUp Loans are paid out in 3 phases, each phase equals 33.33% of the loan. Phase 2 can be released to the Receiver after 25% of the Phase 1 loan balance has been repaid and 3 additional months of financial statements have been reviewed to the satisfaction of the Sponsor and/or Entrapov. Phase 3 can be released to the Receiver after 25% of the Phase 2 loan balance has been repaid and 3 additional months of financial statements have been reviewed to the satisfaction of the Sponsor and/or Entrapov.

This loan type is: _____ (choose either StartUp or Expansion loan type)

The Phase 1 loan amount = _____ (amount received in local currency after bank transfers). It is anticipated that the Phase 2 & 3 amounts will be _____ and _____.

Entire Agreement:

a. This Agreement constitutes the entire understanding and agreement between the parties, superseding all prior negotiations, understandings, or agreements, whether written or oral, relating to the subject matter herein.

b. The Receiver agrees to send monthly updates to their sponsor on the success of the business. Send photos, short videos, messages of gratitude, holiday greetings, business, and family success stories.

c. *****IMPORTANT***** The Receiver agrees NOT to request additional funds from their sponsor. Under no circumstances is a loan recipient to contact their sponsor to ask for more money. Asking sponsors for additional funds is a violation of the agreement and could result in the Recipient being required to repay the total loan amount in full immediately. Requesting additional funds directly from sponsors

damages the relationship between sponsors and Entrapov. This would prevent future support to entrepreneurs in need and potentially end the relationship with Entrapov and Rotary International.

Signatures

By signing below, the parties acknowledge and agree to the terms and conditions set forth in this Agreement.

Rotary Club Member or Entrapov Supervisor:

Name:

Title:

Date:

Signature: _____

Loan Recipient:

Entrepreneur's Name:

Company Name:

Date:

Signature: _____