

KAYS CHICKENS Business Plan

Chibulu Kanyesha



DESCRIBE YOUR BUSINESS:

KAYS CHICKENS is a small-scale business specializing mainly in the rearing of chickens for meat. At Kays chickens, we currently have 70 regular customers, who include local houses, butcheries, and restaurants mostly.

When given the loan, we will use the funds to:

1. Buy more broiler chicks- \$350
2. Buy more feeders and drinkers-\$100
3. Buy feed-\$350
4. Buy vaccines and medications-\$100

These funds will help my business expand by increasing the number of chickens reared and providing a consistent supply to my community. More reared chickens will increase the business sales and hence increase business income and profit.

EXPLAIN THE PROBLEM.

Lack of a reliable and affordable source of healthy chickens in our community. Where members of the community travel long distances to purchase imported chickens, which are expensive and unhealthy.

EXPLAIN YOUR SOLUTION.

Kays chickens will provide fresh and tasty chickens to the local community at affordable prices and at a consistent supply. This will cut off the expense and time of long-distance travel to buy chickens from supermarkets.

BUSINESS MISSION STATEMENT:

To provide a reliable and affordable source of poultry products like chickens to the local community, and to create local jobs for the youth in the community.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in business for 1 year, which began in 2024

YOUR NET INCOME

Monthly Revenue \$400

Monthly Expenses \$155

Net Profit \$ 245

FORMULA: $\$400 - \$145 = \$245$

SERVICE OR PRODUCT DELIVERABLE:

Kays Chickens delivers both live and fresh dressed chicken meat to local customers and restaurants. During production, we ensure healthy feeding methods and a conducive, clean environment for growth from chicks to healthy, fresh chickens for sale.

DESCRIBE YOUR BEST CUSTOMER:

Our best customers are local community households and local restaurants and butcheries that buy in bulk. They have been consistent customers because of our continued supply of fresh, healthy chickens and our good customer service.

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

Our customers choose us because we;

1. Rear chickens locally and provide fresh, healthy chicken meat products
2. Timely delivery and consistent supply of chickens
3. Have affordable-priced chickens
4. Good customer services

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

Common causes include;

1. Poor control of the disease outbreak
2. High cost of feed
3. Lack of proper marketing strategies
4. Financial mismanagement

HOW CAN YOU AVOID THIS PROBLEM?

Problems can be avoided by strict vaccination and hygiene schedules, the purchase of quality feed in bulk, expansion of selling points to open marketplaces, securing a market

before production begins, and keeping detailed financial records for every expense and income.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. Live broiler chickens(per bird) - \$7.5
2. Dressed chickens(cleaned and packed)-\$7
3. Chicken manure for fertilizer(per bag)-\$2

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

1. Word of mouth
2. Open market place sales
3. WhatsApp, Facebook posts, and road signs
4. Church gatherings

WHY DID YOU CHOOSE THIS BUSINESS?

We chose the chicken rearing business because it provides quick returns on money invested, a short interval between production and sale, and also contributes to the consistent supply of food to the community and the creation of local employment.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Social media marketing
2. Door-to-door marketing

3. Partnering with local restaurants and butcheries
4. Open market place promotions
5. Referrals

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

Day-old chicks feeding



Placement of clean water for our 4-week-old chickens



6-week-old chickens ready for sale



Cleaning and packaging of chickens for delivery to restaurants



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

Total Amount: \$ 900

We will use money to buy.

1. Buy additional broiler chicks-\$350



2. Buy more feeders and drinkers-\$100



3. Buy feed-\$350



5. Vaccines and medications-\$100



Income Statement:

Your name is: CHIBULU KANYESHA														
Business name: KAYS CHICKENS														
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	100	115	120	135	155	160	165	175	230	350	420	470	2,595	
Total transactions or units sold	15	20	25	30	35	40	45	48	45	50	60	65	478	
Revenue per transaction or unit	7	6	5	5	4	4	4	4	5	7	7	7	5	
Expenses														
Self salary	15	15	15	15	20	20	20	20	25	25	25	25	240	
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	10	10	
Raw Materials	10	10	10	10	10	10	10	10	10	12	12	12	126	
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0	
Technology	2	2	2	2	2	2	2	3	3	3	3	3	29	
Advertising	5	5	5	5	5	5	5	5	5	7	7	7	66	
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	0	0	38	38	
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total Expenses	42	42	42	42	47	47	47	48	53	57	57	105	629	
Expense per transaction or unit	3	2	2	1	1	1	1	1	1	1	1	2	-	
Net Income to reinvest	58	73	78	93	108	113	118	127	177	293	363	365	1,966	
Net Profit Margin	58%	63%	65%	69%	70%	71%	72%	73%	77%	84%	86%	78%		

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.

November: purchased new feeders and drinkers-\$30.5

December: purchased an additional 40 chicks and more feed -\$60

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?

My practice pitch helped me learn more about how to present and also increased my public speaking confidence. It also taught me the importance of knowing the financial position of the business as well as the income and expenses of the business.

Date: 10th March, 2026

Share about your family and picture here:



I am the 4th born in a family of 4. My family has been very supportive in my business and helps me in the rearing of the chickens, especially during cleaning and feeding

CONTACT DETAILS:

Entrepreneur Name: CHIBULU KANYESHA

Phone number: +260975357755

Email: ckanyesha@gmail.com

Course Facilitator Details

Name: PHILIP KAPALU

Phone:

Email: philipkapalu@ymail.com