

JOCAMA POULTRY FARMING BUSINESS PLAN

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Dear sponsor, as the owner and operator of Jocama Poultry Farm, I am writing to introduce my poultry farming business and highlight the benefits of partnering with me. My farm prioritizes animal welfare, sustainability, and customer satisfaction.

MY BUSINESS

Jocama is a small-scale poultry farming that specializes in producing high-quality broiler chickens for local retailers and customers. Currently, we have a base of 10-15 retailers who regularly purchase our chickens for resale to individual customers. Our retail includes markets, restaurants, and small businesses that cater to the growing demand for poultry products in our area. We are committed to providing our customers with fresh, healthy, and affordable chickens, and we are working to expand our customer base to meet the increasing demand for our products.

If granted a loan, I plan to expand my poultry farm by increasing my chicken population from 50 to 100 birds. This expansion will have a positive impact on both my business and the community. I will benefit from the increased profit generated by the large flock, while the community will benefit from a more reliable and consistent supply of chickens. With the large flock, I will be able to implement a staggered production system, where I maintain multiple ages of chickens. For example, I can have 50 chickens at 2 weeks old and another at 5 weeks old. Since broiler chickens typically mature in 5-6 weeks, this system will enable me to maintain a continuous supply of chickens to the market. This will not only increase my revenue but also help meet the growing demand for poultry products in the community.

If I am able to secure a loan, I anticipate increasing my income, which will enable me to improve my financial stability. I am hopeful that the increased profit will not only benefit me but also improve the well-being of my family, allowing us to better meet our needs and achieve a more stable financial future.

PROBLEMS

One of the major challenges facing poultry farming is the outbreak of diseases, which can lead to significant losses of chickens. This, in turn, can result in decreased revenue or even losses. Another challenge is the fluctuating prices of poultry feed. The cost of feed can vary greatly from one week to another, making it difficult to budget and plan for the business. For instance, the price of feed may be different today compared to what it was last week or what it will be next week, adding to the uncertainty and risk associated with poultry farming.

SOLUTIONS

To mitigate those challenges, I plan to implement several strategies. Firstly, I ensure that my chickens receive vaccinations at the right time to prevent disease outbreaks. Secondly, I isolate any chickens that show signs of illness to prevent the spread of disease to the rest of the flock. Thirdly, I maintain a clean and hygienic environment in the chicken house to reduce the risk of disease transmission.

Fortunately, I am not starting from scratch, but rather building on my existing experience in poultry farming. Over time, I have gained valuable knowledge and skills on how to

care for chickens, which will enable me to respond effectively to any challenges that may arise and ensure the health and well-being of my flock.

MISSION STATEMENT

What Jocama does is to raise broiler chickens from day old to market weight, typically within 5-6 wee, my object are:

- Increase the number of chickens from 50 to 100 in order to boost profit
- Learn how to produce my own chicken feed
- I aim to reduce the cost associated with purchasing commercial feed, thereby increasing revenue
- To reduce demand: this can help the community to prevent overconsumption and promote a balanced diet

PERIOD OF BEING IN BUSINESS

I have been in business for over a year, having started my poultry farming venture in May 2024. With experience gained from starting from scratch, I now rely on the knowledge and skills I have acquired to drive my business forward.

NET INCOME

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

Month Last month

Revenue 723

Expenses

salary 120

raw materials 430

rent

technology 7

advertising 10

transport 29

tax 5

others 1
total 602

Net income = sales- total expenses

Net income 121

BEST CUSTOMER

My customers include:

- People who run restaurants
- Retailers
- Neighbors
- Farmers (buy manure)

WHY MY BUSINESS BETTER

Reasons why my business stand out include:

- ✓ Good quality and quantity of chickens
- ✓ Competitive pricing and
- ✓ Excellent customer care (with a smile)

COMMON CAUSE FOR MY BUSINESS TO FAIL

Many people fail in poultry farming due to the following:

- Lack of knowledge, e.g., sanitation
- Poor feeding practice
- Failure to administer the vaccine
- Vulnerability of fluctuation in feed prices

HOW TO MITIGATE PROBLEMS

Problems mentioned above can be solved by ensuring the chicken house is kept clean, providing chickens with appropriate feed according to their growth stages (starter, grower, and finisher), vaccinating them regularly, and learning to formulate my own chicken feed.

LIST OF MY SERVICES AND THEIR PRICES

I currently offer two products: whole chickens for \$10 each and manure for \$2 per bag.

CUSTOMERS KNOW THAT AM EXIST BECAUSE

. Customers know about my business because I am active on social media, regularly posting updates on WhatsApp, Facebook, and a poster outside the house.

REASON WHY I CHOSE POULTRY FARMING

. I chose poultry farming because I see its potential for high profitability and quick returns on investment

WAYS OF FINDING NEW CUSTOMERS

I'm leveraging social media platforms like Facebook and TikTok to promote my business and connect with new customers. Furthermore, I have listed my business on Google My Business to increase visibility and reach a broader audience.

Pictures of my business activities and a brief explanation of each:



cleaning the house, feeding chickens, and selling chicken

I'm in a chicken coop surrounded by white chickens. I'm bending over a bucket, possibly collecting manure for use as fertilizer for my garden. Cleaning the house it help to prevent diseases, reduce bad smells, and improve air quality.

HOW I WILL USE MONEY

I will use the money to extend my business

- To extend the number of chicks from 50-100
 - ❖ 100 Chicks = $100 \times \$ 2.50 = \$ 250$



Chicks

- Feed
 - ❖ 8bags of feed = \$ 80 each bag x7= \$560



- Vaccine from the first week to the fourth week

❖ From the first day to 4 weeks = \$60



□ New feeders and drinkers

❖ 6 feeders and drinkers .1 feeder\drinker= \$5 therefor $\$5 \times 6 = 30$



Total cost \$ 900

INCOME STATEMENT

	A	B	C	D	E	F	G	H	I	J
		mayami								
3		Your name is: ko								
4		Business name:								
5		Current Date: 27-Jan								
6										
7	Month	Months Ago	Months Ago	Last Month	Month 1 Foreca	Month 2 Foreca	Month 3 Foreca			
8	Sales revenue	667	677	723	745	760	780			Total
9	Total transactions or units sold	40	40	50	55	70	80			335
10	Revenue per transaction or unit	9	9	9	9	8	9			13
11										
12		Expenses								
13	Self salary	115	115	120	120	115	120			705
14	Employee salaries	0	0	0	0	0	0			0
15	Raw materials	400	410	430	440	400	400			2,480
16	Store Rent	0	0	0	0	0	0			0
17	Technology	4	4	7	7	8	8			38
18	Advertising	10	10	10	13	10	10			63
19	Transportation	26	27	29	30	30	30			172
20	Loan repayment	0	0	0	0	38	38			76
21	Taxes/Fees	5	5	5	5	5	5			30
22	Other	3	3	1	3	3	1			14
23	Total Expenses	563	574	602	618	609	612			3,578
24	Expense per transaction or unit	14	14	12	11	9	8			
25										
26	Net Income to reinvest	104	103	121	127	151	168			774
27	Net Profit Margin	16%	15%	17%	17%	20%	22%			
28										

WHAT I HAVE DONE WITH MY PROFIT IN THE LAST TWO MONTHS

I made a profit a month ago, which I used to build a new house for chickens. The house is nearing completion and is expected to be finished by the end of this month, with only the flooring left to be done. The total cost of the house was approximately \$582, covering expenses such as cement, bricks, roofing, and wiring. Additionally, I utilized some of the profit to register my business with the Malawi regulatory authority (MRA) and open an active national bank account. Those are just a few examples of how I have invested my profit.

OUR FAMILY

There are 5 of us in our family -3 children and both parents. We still live together in Lilongwe, Area 49. The picture below is of my sister and me



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