

a) Red Bull Onion

Advantages of investing in onions:

1. Low post-harvest losses
2. Many uses (e.g. spice, etc., vegetable, etc.)
3. Continuous production throughout the year
4. Continuous harvesting duration, thus constant supply to market/ stable markets
5. The hybrid variety grows in many climate areas, thus sustainability and scalability of the investment.

Market

1. Brokers/ middle men
2. Currently, there's an undersupply in the market
3. Large Kenyan onion market share occupied by Tanzania Onion.

Tanzanian Onions

1. Better seeds quality & post-harvest management
2. Good maturity timelines
3. Large quantity
4. Maximization on the economies of scale
5. Identifiable differences between Kenyan and Tanzanian onions: Roots and color of the bulb

Timeline/ Planting duration

4 months

Process of planting

- Soil testing: To identify the right nutrients, fertilizers, and herbicides to use, and the weeds being targeted.
- Seed bed preparation
- Planting: Onion bulbs to be above the soil, only the roots are below the soil.
- Selective herbicides: Kill only the weeds, and leave the onion unaffected. Used only when there are weeds.
- Insecticides and fungicides: Sprayed after every 2 weeks
- Watering: Young + Daily; Mature + Twice a week.
- Drip Irrigation: Reduces growth of weeds, allows for onion bloom, and leads to high productivity.
- Labor: Mostly needed during the transplanting and the harvesting phases

Costs and revenues

EXPENSE ITEM	DURATION/ QUANTITY	PRICE	TOTAL DURATION	TOTAL COST
Insecticide	1 month	\$50	4 MO/ 9745	2000
Herbicide	1 month	\$50	4 MO/ 9745	2000
Fungicide	1 month	\$50	4 MO/ 9745	2000
Hydro Seeds	1/4 acre	-	1/4 AC	10,000
Drip Irrigation Kit	1/4 acre	-	-	70,000
Labor: Transplanting	-	-	-	-
Harvesting	-	-	-	-
Water Tank	10,000 Litres	-	-	-
Pumping Fuel	-	-	-	-