

Montie's Royal Indichix Farm Business Profile

1. Business Name

Montie's Royal Indichix Farm

2. Business Location

Matsanjeni South, Eswatini

3. Nature of Business

Montie's Royal Indichix Farm specializes in the breeding, production, and sale of high-quality indigenous chickens. The farm focuses on hardy, disease-resistant breeds suitable for both meat and egg production.

4. Vision Statement

To become a leading provider of top-quality indigenous poultry in Eswatini, recognized for sustainable farming practices and reliable service.

5. Mission Statement

To supply healthy indigenous chickens and eggs through proper breeding, ethical farming, and excellent customer care.

6. Core Values

- **Integrity** – Honest and reliable service.
- **Quality** – Strong, healthy indigenous birds.
- **Sustainability** – Environmentally friendly farming.
- **Customer Focus** – Meeting customer needs with consistency.

7. Products & Services

- Indigenous day-old chicks
- Growers and mature chickens
- Fertile eggs
- Consultation on indigenous chicken rearing
- Small-scale supply for households, restaurants, and local markets

8. Target Market

- Local households
- Small and medium poultry farmers
- Restaurants and catering services
- Market vendors

9. Competitive Advantages

- Strong, disease-resistant indigenous breeds
- Affordable pricing
- Flexible supply options
- Experience in traditional poultry management

10. Contact Information

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