**MZUMBE UNIVERSITY**



# PROGRAMME : ICT-B 2

# SUBJECT NAME : ENTREPRENEURSHIP AND SMALL BUSINESS

# MANAGEMENT

# SUBJECT CODE : BUS 225

# TASK : GROUP ASSIGNMENT

# LECTURER'S NAME : DK. KATO

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**YOGHOURT(yogurt) PRODUCTION**

Yogurt is a custard like food that is made from curdled milk.

Below is explanation of market research, branding, marketing strategies, distributing channels, pricing strategies and financial projection.

1. MARKET RESEARCH

According to our locally based reseach we have been discovered that there is high demand of yogurts by people mostly demanded by students and in small proportion by non-students relatives.

1. PRODUCT DEVELOPMENT

The development of the product involves two methods like as follows

1. Natural method

This method involves production of yogurt naturally without using of chemicals. It involves the process like as follows

* Filtrating of fresh milk then boiling then filtrating again after being broiled
* Moping the milk frequently after out from boiling to avoid making a top layer
* During moping mix it with curdled milk to make it also become curdled
* Then store in a cool and dry place for 24 hours then will be ready for use

1. Artificial method

This method involves the use of chemicals and most scientific methods during preparation to encourage the product to sustain longer without spoiling

1. BRANDING

On branding our product we have first introducing product brand name as **AZA YOGURT,** and introducing various announcements through posters into various medical platforms, such as WhatsApp, Instagram, Facebook ang telegram.

1. MARKETING STRATEGIES

Concerning about marketing strategies of our product we have decided to select students to be our main targeted customers of our product.

1. DISRTIBUTION CHANNELS

The distribution of our product will be both whole sale and retail sale of the product but mostly depending on the orders from our customers and few random distribution to make other who are unaware of our product to benefit from enjoying our product.

1. PRICING STRATEGIES

The pricing strategies of the product is as follows.

1. For whole sale the minimum amount to order request is five litters which cost 11000/=Tsh per five litter gallon
2. For retail selling the half of a litter is a minimum amount which cost 1200/=Tsh and for a litter price is 2500/=Tsh
3. FINANCIAL PROJECTION

About the financial projection from the preparation of the product up to be finished is 1800/=Tsh per one litter. Including buying of fresh milk, curdled milk and storage facilities(packages)

And for each litter to be sold a profit of 700/= per litter will be generated after being sold out