



## Summary Business Plan

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The undersigned reader acknowledges that the information provided by Nabisojjo Fish Farm in this business plan is highly confidential and therefore, the reader agrees not to disclose it without the express written permission of Nabisojjo Fish Farm (Contact: Sowedi Mukubira, +256 77 752635183).

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to Nabisojjo Fish Farm.

Upon request, this document is to be immediately returned to Sowedi Mukubira and any copies made of it destroyed.

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Signature

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Name

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Date

Note: This is a summary business plan. It does not imply an offering of securities.

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## 1.0 Executive Summary

In summary, Our Vision is to:

'Achieve Food production & benefit our Communities through Aquaculture, while upholding the ecological and socio-economic values associated with inland waters'

## 1.1 Company Summary

Nabisojjo Fish Farm is a Ugandan company. Our primary business is the Aquaculture development and sale of Fish to industrial, whole sale and consumer fish clients. This business plan is aimed at providing potential investors and stakeholders with an overview of what we are doing and the contributions this venture represents to all stakeholders.

As drought ravages parts of Uganda and the rest of the country's food security is threatened by the escalating cost of living, this Aquaculture development initiative provides lots of value addition to the country's economy and the livelihoods of the communities where we operate, with advantages that include:

- Optimized use of the natural resources used ( ie rivers, wetlands and lakes) with no environmental degradation.
- Contributing to the food basket of our communities and our country
- Fighting malnutrition in the areas where we operate.
- Employment - being part of the answer to the high Youth unemployment.
- Fish industry and fish farming expansion - resulting in incomes & skills transfer to the communities.
- Mentorship, training on-farm and hatchery stock distribution programs to the community.

The rapidly growing numbers of fish farmers is deemed as a sign of the economic potential of the sector. It is therefore critical for the neighborhoods where this can be accomplished to embrace and tap these opportunities by supporting investors in the sector, and in turn benefit from them.

Farmed fish are already supplementing the wild catch - whose reserves are being fast depleted. The growth in farmed fish is not only related to increasing demand, but also to

factors such as consistency in supply and quality, traceability and good documentation that are increasingly being demanded by the consumer markets. Nabisojjo Fish Farm is set to meet these challenging factors and ensure that within the community of operation, it contributes to sustainable development and poverty Alleviation.

## **2.0 Products and Services**

Currently Nabisojjo Fish Farm, as an enterprise is set to provide the following products and services

- Food Fish production - through Aquaculture.

Within a period of a year or so, with our established offices in the vicinity of the Nabisojjo Fish Farm, we expected that the listed services below shall be added to the product line

- Fish seed production ( ie Fingerling production & Ova production)
- Fish feed manufacturing
- Provision of support services for community farmers
- Fish farming produce marketing (on behalf of the community)
- Bait fish production
- Fish feed manufacturing

## **3.0 Market Analysis Summary**

The market is the driving force for commercial aquaculture. Nabisojjo Fish Farm intends to be a player and possibly dominate the markets segments below

- Whole Fish, sold live to neighboring fish markets.
- Whole Smoked Fish
- Smoked Filleted Fish
- Frozen Fish Fillets sold at supermarkets

The consumer markets of interest are

- 1) Domestic Markets – around Luwero, Wobulenzi & Nakaseke.
- 2) Outlets in the city – Kampala city Outlets
- 3) Export within the Great-Lakes region.

#### **4.0 Strategy and Implementation Summary**

The successful business implementation of Nabisojjo Fish Farm is premised on four essential pillars:

- Quality Products,
- Market Reach & satisfaction.
- Strategic advertising
- Focused Management.

#### **4.1 Competitive Edge**

The market influences the farm-gate price of the fish produced, what quantities one is able to sell at a time and how frequently sales can be done. Consequently, in the detailed Market Analysis, the target market, will determine the levels of annual investments, the species to grow, size of harvest and even the size of pond area.

Therefore, the optimum size of operation & production, the technology we will adopt as well as what production, management strategy we will employ will be dependent on the market we wish to enter for that year.

The increasing level of investment will also be determined by the physical and financial resources the investors have at hand.

Using best-practice means, we shall always ensure quality control starts at right from the point of production:

- For supplies to restaurants, we intend to be in position to supply a uniform size of fish as specified by the customer as opposed to different –sized fish by someone who sources their fish from a general lake.
- We also intend to guarantee freshness to our customers, since farmed-fish can easily be supplied alive, to the customer. There is no fish that can be fresher than fish supplied alive.
- For the same reason of freshness - the processing plants increasingly prefer to source farmed-fish and we intend to participate in this market.

Very importantly, we intend to keep all the recommended records to be able to show traceability in the production process which is a vital factor in quality assurance and gives advantage in penetrating certain markets, notably processing plants, restaurants and supermarkets

Lastly Best Management Practice shall be guaranteed to ensure produced fish is of a superior quality.

#### **4.2 Production Strategy**

The human capital required is already and will continue to be achieved through organizing community youth from around the banks of River Mayanja. This choice comes to achieve the 2 goals of; Public-Private Partnering in this venture and that of establishing an out growers base, who shall be the first beneficiaries of the training programmes and hatchery freebies to help them set-up their own farms. These out-growers would then serve the consolidated target markets.

The stock species of choice are; catfish, Lunker fish, Tilapia & Nile Perch. This will be raised in both hatchery ponds and outgrow ponds

### Infrastructure summary.

An area of 500M2 has been identified is to be cleared for this purpose. The table shows the breakdown of the production infrastructure.

Host Waters	Number	Capacity of Each	Purpose	Stocking Estimate cost
Ponds (30x80m)	10	20,000	Catfish production	
	10	20,000	Tilapia Production	
	10	20,000	Lunker Fish – to supplement Nile perch feeding program	
			Mukene Hatchery	
River Bank Cages (2x2x2m) from Fishnet Uganda		2500	Catfish hatchery – to be harvested at 6-8 months	
			Tilapia – to be harvested at 6-8 months	

### 4.3 Marketing Strategy

To advertise our brand in the direct markets, Marketing will be channeled through the distribution outlets of our products, which covers:

- **Whole Fish segment** (sold live to neighboring fish markets)- Fish mongers to be provided with Aprons with the Nabisojjo Fish Farm Logo.



- **Whole Smoked Fish segment**- High Volume retailers to be supplied with Aprons with the Nabisojjo Fish Farm Logo
- **Smoked Filleted Fish segment** - High Volume retailers to be supplied with Aprons with the Nabisojjo Fish Farm Logo
- **Frozen Fish Fillets** sold at supermarkets - Packages to be labeled with Nabisojjo Fish Farm Logo, where packaging is done by ourselves.

To build our brand in the indirect markets

- Nabisojjo Fish Farm Logo stickers are to be placed on transportation vehicles that deliver our supplies to the industries and packaging farms.
- A website that displays all information about us - that can be availed to the public shall be in place. This is to help create brand awareness and attract stakeholder interests, to help us meet our challenges.

Added to the above, our participation in local investor programmes, Agriculture/ Aquaculture developments programmes and seminars shall be a key element of our outreach strategy, to grow the brand.

#### 4.4 Critical Milestones

Name	Responsible Dept/Person	Budget	Milestone	Target Date	Status
1 Aquaculture technical Feasibility Study					
2 NEMA Assessment					
3 Site License					
4 Company registration & Operating License					
5 Boats					
6 Staffing					

7	Clearing					
8	Ponds Preparation					
9	Cage installations					
10	Stocking					
Totals						

## 5.0 Management Summary

The management of Nabisojjo Fish farm seeks to implement its vision to *“Achieve Food production & benefit our Communities through Aquaculture, while upholding the ecological and socio-economic values associated with inland waters”* especially on River Mayanja. Despite the will to invest in this, the commitment of community leaders to support community transforming programmes like these is key.