

## **Executive Summary:**

[Maitaru's Chicken Bus-stop]

To provide high-quality, ethically raised poultry products while promoting sustainable farming practices.

Maitaru's Chicken Bus-stop specializes in raising healthy, free-range chickens for eggs and meat, ensuring animal welfare and environmental sustainability. We aim to cater to local consumers, restaurants, and grocery stores by providing premium, organic poultry products.

- **Key Objectives:**

- Increase production capacity by 25% within the next year.
- Expand market reach to neighboring towns.
- Enhance community engagement through educational programs and farm tours.

- **Summary of Financial Projections:**

- **Year 1 Revenue:** N150,000
- **Year 2 Revenue:** N220,000
- **Year 3 Revenue:** N275,000
- **Profit Margins:** Expected to stabilize at 20% by Year 3.

## **General Business Information:**

- **Business Structure:** Sole proprietorship
- **Location:** opposite zango noma, presidential lodge road, Jalingo Taraba State
- **Establishment Date:** July 5<sup>th</sup>, 2020
- **Ownership:** Salihu Sanusi

## **Product Description:**

- **Primary Products:**

- **Free-range Eggs:** Organic, hormone-free eggs from free-range hens.
- **Chicken Meat:** Tender, flavorful meat from chickens raised without antibiotics or hormones.

- **Unique Selling Points:**

- Ethical and humane treatment of chickens.
- Environmentally sustainable farming practices.
- High nutritional value and superior taste.

- **Production Methods:**

- Chickens are raised in spacious, free-range environments with access to natural feed and clean water.
- Use of organic feed and natural supplements to enhance health and productivity.

## **Access to Market and Marketing Plan:**

- **Target Market:**

- Local consumers seeking high-quality, organic poultry products.
- Restaurants and cafes looking for premium ingredients.
- Farmers' markets and local grocery stores.

- **Market Analysis:**

- Growing demand for organic and free-range poultry products in the region.
- Increasing consumer awareness about animal welfare and sustainable farming.

- **Marketing Strategies:**

- **Online Presence:** Want to Develop a professional website and actively engage on social media platforms to promote products and share farm stories.
- **Local Advertising:** Want to Distribute flyers, advertise in local newspapers, and participate in community events.
- **Partnerships:** Going to Collaborate with local restaurants and businesses to feature your products.
- **Sales Channels:** Direct sales at farmers' markets, online orders, and local grocery stores.

## **Management Structure:**

- **Key Management Roles:**

- **Owner/Manager:** Salihu Sanusi the Oversees of all operations, manages staff, and handles finances.
- **Farm Manager:** Sanusi Salihu, Salim Salihu Responsible for daily farm activities, chicken care, and production.
- **Marketing Manager:** Sa'adatu Hussaini Manages marketing efforts, customer relations, and sales channels.

- **Responsibilities:**

- Owner/Manager: Strategic planning, financial management, and overall supervision.
- Farm Manager: Animal welfare, production processes, and quality control.
- Marketing Manager: Marketing campaigns, social media presence, and customer engagement.

- **Team Structure:** Small team of dedicated staff with expertise in poultry farming, marketing, and sales.

## **Financial Information:**

- **Startup Costs:**

- Land and Infrastructure: N200,000
- Equipment and Supplies: N150,000
- Initial Stock (Chickens): N150,000
- Feed and Supplements: N130,000
- Marketing and Branding: N100,000
- Miscellaneous: N100,000

- **Revenue Projections:**

- **Year 1:** N150,000
- **Year 2:** N220,000
- **Year 3:** N275,000

- **Expense Projections:**

- Feed and Supplements: 500,000/year
- Labor Costs: N180,000/year
- Maintenance and Utilities: N100,000/year
- Marketing and Distribution: /year

- **Profit Margins:**

- **Year 1:** 10%
- **Year 2:** 15%
- **Year 3:** 20%