

XESI CHICKEN FARM

Business Plan



Bokleni A /A

Ngobo

5050



Lona Ntozini

Email: lonantozini@gmail.com

Cell number: 0604122380

Executive Summary

Shareholder Information

Full Names : Lona Ntozini

Percentage : 100%

Gender : Female

Identification Number : 0311180214083

NO of years in business : 0 Years

NAV as a person balance sheet : R1000

Disposable income per person income statement : N/A

Credit Bureau Record : N/A

Marital status : Single


Disability: None

Physical Address : Bokleni A /A

Ngcobo

5050

COMPANY STRUCTURE

 CEO/Founder : Lona Ntozini

BUSINESS OPERATIONS

 Xesi Chicken Farm will operate in selling chicken(Broilers)

PRODUCTS AND SERVICES

 Chicken (broilers)

TARGET MARKET

 Community

MARKETING MIX

Products	Chicken (broilers)
Place	Bokleni A\A Ngcobo Town
Promotions	Word of mouth and facebook
Price	R150



SWOT ANALYSIS

<u>Strength</u>	Growing demand
<u>Weakness</u>	Chicken disease
<u>Opportunity</u>	Access new technologies
<u>Threat</u>	Climate change