

POULTRY FARMING BUSINESS PLAN.

INTRODUCTION.

Father having left two henhouses, I realize that it is the easiest, high profit-making business for me to start as soon as I am done with my degree studies. I might have been young but I did watch and understand nearly all the dos and don'ts of poultry farming.

Father specialized in layers chicken farming. I watched him raise different broods over some years-a brood that did really good in its laying years, another that suffered from diseases in its laying years but still managed to lay as expected, another that suffered no illnesses but produced poorly (both in egg size and egg quantity).

Having watched all this, a venture in this business would be less scary compared to a person who would be practicing poultry farming for the first time.

This is why I have decided to write this business plan.

The plan is to start with 300 chicks for the first brood then expand with time to 1000 chicken within a period of five years (2024-2028).

HENHOUSE PREPERATION.

1. Large-sized saw dust.

This is used as the bedding for the chicks. Two full sacks would be enough for the first 4 weeks.

After releasing the chicks from the brooder, three more sacks would be added and spread out through the entire henhouse.

The bedding would be changed after every six months.

2. High heat lamps or bulbs.

These are necessary for the first 4 to 5 weeks to keep the chicks warm at night or even during a cold day. Two would be enough for the brood and a third may be added after letting the chicks occupy the entire henhouse.

After six weeks, the bulbs or lamps would no longer be needed. The chicken would now have the ability to adapt to the temperature changes in the environment.

3. Brooder disinfectant.

This would be important to spray in the brooder before bringing the chicks in so as to ensure that there is little to zero germs which could cause illnesses to the chicks.

PURCHASE OF THE CHICKS.

I would buy the chicks from Muguku poultry farm outlets unless anything to challenge the farm's credibility were to change.

I have already seen how good their chicken is considering all aspects needed in a good chicken.

They also add an extra 2 or 3 chicks in case of early death.

FEEDING.

To reduce on the cost of expenses for feeds, I would sign a short contract with a feeding company where the feeds would go for a lower price compared to feed selling outlets, not forgetting the savings on transportation for them.

Such a decision would be hard to make at the moment, therefore I will mention no company. The decision needs to be made at the moment one decides to venture into the business.

This would help scrutinize the various companies and their feeds(quality, availability among other factors).

Below is an approximation of the amount of money the feeds would cost from the first day till the old days of the chicken.

AGE(WEEKS)	FEED TYPE	AMOUNT/BIRD/DAY
1-2	Starter	15 grams
3-4	Starter	30 grams
5-6	Starter	40 grams
7-8	Starter	45 grams
9-10	Grower	55 grams
11-12	Grower	70 grams
13-14	Grower	85 grams
15-16	Grower	95 grams
17-18	Grower	110 grams
19-old age	Layer	125-140 grams

When changing from one feed type to another, it would be a gradual process in order for the chicken to easily adapt. To achieve this the feeds would first be mixed with the new feed having a small ratio of the mixture then gradually making the new have the largest ratio and finally feeding it fully.

At old age the chicken would be fed finisher feed in order to maintain a healthy body weight good enough for selling them for their meat.

There would be constant availability of clean water at all times of the day.

VACCINATION.

AGE	VACCINE
Day 1	Mareks, IB, Newcastle
Between day 10 and 14 days	Gumboro
Between 14 and 18 days	IB, Newcastle
Between 24 and 28 days	Gumboro
Between 28 and 32 days	IB, Newcastle
Between week 6 and 8	Fowl typhoid, IB, Newcastle
Between week 8 and 10	Fowl pox
Between week 12 and 14	Fowl typhoid
Between week 16 and 18	Newcastle, IB

DEBEAKING.

This would be important in order to prevent cannibalism practices.

It would be carried out between the eighth and tenth week.

DEWORMING.

This would be carried out at the eighth week and later between the eighteenth and twentieth week.

PRODUCTION PERIOD.

Unlike their earlier weeks when repeated attention was mandatory, all the chicken would now need would be enough feed and water.

Regular collecting of laid eggs would be needed in order to avoid breakage due to the chicken knocking them over. This means collecting of eggs after every one hour in the morning (between 0600 hours and 1200 hours) since laying is highest then.

After midday, the eggs would be collected at intervals of one and a half hours till the evening.

With 300 chicken, then the production would be more than 150 eggs per day once all the chicken start laying (it is estimated that a hen creates fifty five percent of an egg within 24 hours).

With good feeding and optimum environment and lack of illness, this should begin from the twenty second week.

This constant production would continue until the chicken are eighteen months old after which the production would decelerate with time.

FEED WASTE.

It is obvious that the chicken would constantly pour feeds on the bedding. Regularly (after one or one and a half months), the bedding would be sieved to separate them from the waste feeds.

The waste feeds would be packed in sacks and sold to dairy farmers- they mix this waste with other feeds to cut back on the high cost of dairy feeds.

The old bedding would then be recycled and after 6 months of use, it would be completely changed.

However in the event of a disease or illness, the bedding would be immediately changed upon the recovery of the chicken from the disease.

TARGET MARKET.

In Githunguri, all final consumers of eggs buy them from intermediaries between them and the farmer. This obviously leads to increased buying price. My objective would be to get rid of the intermediaries and in turn supply more than half of the market at a lower price.

In addition, most eggs sold in Githunguri come from beyond Githunguri. This is no surprise since close to ninety percent of farmers in Githunguri mainly concentrate on dairy farming. Tapping into the market would therefore not be a hard task.

The outside suppliers have to consider the cost of their transport and it would be hard for them to compete with a supplier within the region.

COST OF RUNNING THE BUSINESS.

Basically, the challenge of funding the chicken lies between the first and twenty fourth week since after the twenty fourth week, the sale of the eggs would feed the chicken and begin to return the capital and all money spent within the first twenty four weeks.

Therefore, let me first consider the first twenty four months. Below is a drafted estimation of money needed to start and run the business before repayment period.

- Henhouse preparation.

Father having left the henhouse in place, feeding troughs and water troughs, no cost would be incurred on them.

Sawdust would cost 200 shillings for every sack. As seen earlier under henhouse preparation, five sacks would be needed for the first 24 weeks.

$$5 \times 200 = 1000$$

Each high heat bulb or lamp would cost 1500 shillings.

$$3 \times 1500 = 4500$$

The brooder disinfectant would cost 500 shillings.

$$1 \times 500 = 500$$

Total cost for henhouse preparation: $1000 + 4500 + 500 = 6000$ shillings.

- Purchase of the chicks.

Each chick would go for approximately 100 shillings

$$100 \times 300 = 30000 \text{ shillings.}$$

- Feeding.

A 70 kg sack of starter feed would cost approximately 2500 shillings. The total amount of starter feed needed would be 546 kilograms, hence;

$$(546 \div 70) \times 2500 = 19500 \text{ shillings.}$$

A 70 kg sack of growers feed would cost approximately 2000 shillings. The total amount of growers feed needed would be 1743 kilograms, hence;

$$(1743 \div 70) \times 2000 = 49800 \text{ shillings.}$$

A 70 kg sack of layers feed would cost approximately 2000 shillings. The total cost of layers feed needed would be 1417.5 kilograms, hence;

$$(1417.5 \div 70) \times 2000 = 40500 \text{ shillings.}$$

Total amount needed for feeds: $19500 + 49800 + 40500 = 109800$ shillings.

- Vaccination.

All vaccines for the first day would already be administered to the chicks by the seller.

Else, the seller would provide the vaccines as well as the appropriate instructions for administering the vaccines.

Therefore, there would be no expenses on vaccines for the first day.

Gumboro vaccine would be sold at 3500 shillings per 1000 doses.

Amount needed for the vaccine: $1 \times 3500 = 3500$ shillings.

Newcastle+IB vaccine would be sold at 500 shillings per 1000 doses.

Amount needed for the vaccine: $2 \times 500 = 1000$ shillings.

Fowl typhoid vaccine would be sold at 400 shillings per 1000 doses.

Amount needed for the vaccine: $2 \times 400 = 800$ shillings.

Fowl pox vaccine would be sold at 700 shillings per 1000 doses.

Amount needed for the vaccine: $1 \times 700 = 700$ shillings.

Total amount needed for vaccination: $3500 + 1000 + 800 + 700 = 6000$ shillings.

Summary of the cost.

After the twenty fourth week, all the chicken would need is feeds and a change of beddings after every six months. The cost of this would come from the sale of their produce.

The total cost incurred before the twenty fourth week would be:

$6000 + 30000 + 109800 + 6000 = 151800$ shillings.

TOTAL EXPENSES.

After the twenty fourth week, the extra expenses would be as follows:

- a) 15 sacks of saw dust: $15 \times 200 = 3000$ shillings.
- b) 210 70- kg layers feeds: $210 \times 2000 = 420000$ shillings.

TOYAL EXPENSES FROM DAY 1 TILL THE LAST WEEK: $420000 + 3000 + 151800 = 574800$ shillings.

TOTAL APPROXIMATED SALES.

The minimum number of eggs collected a day would be 150 over a period of 52 weeks.

Each tray of eggs would go for 380 shillings.

The total number of trays would therefore be: $(150 \times 7 \times 52) \div 30 = 1820$.

The amount of money from the sale of eggs would be: $1820 \times 380 = 691600$ shillings.

The chicken would later be sold for their most for approximately 600 shillings per head giving a total of: $600 \times 250 = 150000$ shillings.

TOTAL SALES: $691600 + 150000 = 841600$ shillings.

PROFIT EARNED.

Total sales-Total expenses: $841600 - 574800 = 266800$ shillings.

This would translate to approximately 14822 shillings per month.

RECOMMENDATIONS.

It is clear that feeds take up more than ninety percent of all the expenses incurred in the business. With time, I would come up with means to create my own feeds.

The aim is to cut the amount of feed expenses by a third or more. This would cut the total expense by over 176600 shillings for every 300 chicks and increase the profit margin by more than 65%.

CONCLUSION.

The profit margin may seem low at first. However, by expanding the business by twice the number of chicks in the next brood, the profit margin would double if all other factors would remain constant.

In the third brood, the profit margin would be thrice the initial one and so on and so forth.

VISION.

TO BECOME THE LARGEST CHICKEN FARMER AND EGG SUPPLIER IN GITHUNGURI BY THE END OF THE YEAR 2028.

MISSION.

To teach young men the importance and value of farming (both livestock and crop farming) so that they create employment for themselves and therefore stop depending on the government for job opportunities.