**KENYA METHODIST UNIVERSITY**

**FACULTY OF EDUCATION AND SOCIAL SCIENCES**

**BUSS 221**

**FUNDAMENTALS OF ENTERPRENUERSHIP**

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**REGISTRATION NUMBER: CIS-1-9085-2/2017**

Revenue Streams

* Sale of pigs
* Sale of manure

Cost Structure

* Feed cost
* Structure cost
* Treatment cost
* Labor cost
* Transportation cost

Pig Farming

Customer Segments

* Village consumers
* Hotels
* Institutional consumers
* Companies

Key Partners

* Local farmers
* Veterinary officers
* Local pig merchants
* Commercial feed supplies
* Company merchants

Value Proposition

* Quality pigs
* Affordable and readily available pigs
* Manure for farming

Distribution Channels

* Local car transportation to local merchants
* Manual delivery of the pigs
* Company cars

Customer Relationships

* Creating a trust based relationship with the customers by meeting the volume demand and quality required

Key Resources

* Land for pig rearing
* Labor
* Pigs
* Proper structure

Key Activities

* Selling of pigs
* Selling of manure
* Transporting pigs and manure