

## **2. Company description**

The name of the company is The Poultry Farm. Its business structure is a Partnership meaning it involves two or more individuals sharing ownership and responsibilities for the poultry farm, all partners share management and liability for the farm. The company has 9 members all sharing responsibilities. It has a

**Farm Manager:** This individual will oversee the entire farm operation, ensuring that all aspects are running smoothly and efficiently.

**Production Manager:** The production manager will be in charge of the day-to-day poultry production operations.

**Veterinarian:** A veterinarian's expertise is to monitor the health of the chickens, diagnose and treat illnesses, and implement disease prevention measures.

**Sales and Marketing Manager:** Responsible for finding markets for our products, negotiating contracts, and promoting your products to consumers.

**Finance and Accounting Manager:** Responsible for handling the financial aspects of the business, including budgeting, financial reporting, and expense tracking.

**Human Resources Manager:** Responsible for hiring, training, and managing farm staff, ensuring they adhere to farm policies and safety protocols.

**Maintenance and Facility Manager:** Responsible for maintaining farm buildings, equipment, and infrastructure to prevent disruptions to production.

**Quality Control and Processing Manager:** Responsible for making sure that the poultry products meet high-quality standards before they reach consumers.

**Biosecurity and Environmental Compliance Officer:** Responsible for safeguarding the health of the poultry flock. This team member makes sure that the farm follows strict measures to prevent diseases from entering or spreading among the chickens.

The location of the farm is based in Eastern Cape near the rural areas of Idutywa. The reason we chose this area is because: unlike the urban areas, land is way cheaper that side.

**Our Mission statement:** We're dedicated to giving our communities top-notch poultry products that are responsibly raised, making sure our animals are well cared for and our environment is protected. We take food safety seriously. By using smart and sustainable methods, we're always working on improving our products to fit what you want, while also looking out for the people who work with us and the world we all share.

### **Our Products and Services**

**Chicken Meat:** We raise and provide high-quality chickens for meat production.

**Eggs:** We produce fresh eggs from our hens. **Delicious Options:** We offer a variety of processed chicken products like cuts, sausages, and ground chicken, adding convenience and flavor to your meals.

**Starting Your Flock:** We sell day-old chicks to fellow farmers and those interested in starting their own poultry ventures.

**Our target market:** Retail Consumers, Food businesses, Grocery stores, Supermarkets and local Farmers.

Our objectives are:

- Provide appropriate shelter, nutrition, and healthcare to ensure the welfare of our poultry.
- Uphold humane and ethical practices across all aspects of caring for our birds.
- Put in place strong measures to prevent disease outbreaks through effective biosecurity.
- Contribute positively to the local community through job creation and economic growth.

Our vision is to become pioneers in poultry farming, pushing the boundaries of what's possible. We see a future where our responsible methods, dedicated care for animals, and creative solutions establish us as a symbol of top-tier quality and unwavering honesty.

### **QUESTION 3**

3.1 Through the research conducted by our research team, we have found several existing companies and farms that have some similarities with ours. These products include the chicken and eggs sold at the supermarkets, and livestock sold on farms which have established a presence in the market. However, our business is different from these competitors, and what truly differentiates us is

- **Innovation:** Our business offers organic chickens and eggs, there are no Diethylstilboestrol (DES) and hexestrol that have been used to grow chickens. A recent study showed that using water instead of antibiotics is a better prevention to the Avian Influenza and is healthier. Our chickens will be grown using water and isolations to protect against bacteria or viruses.

(L. T. Egbeyale, Federal University of Agriculture, P.M.B. 2240, Abeokuta, Nigeria.}.

- **Distinct Flavor:** Because we have used no antibiotics and DES our chickens are more tender and have more flavour. Meaning overall they are healthier and juicier than average chickens in the market.

- (L. T. Egbeyale, Federal University of Agriculture, P.M.B. 2240, Abeokuta, Nigeria.}.
- **Sustainability Commitment:** We are committed to sustainable practices, from the broiler chickens to the eggs. This aligns with the values of consumers who are looking for fresh, safely packages eggs.
- **Services:** we offer delivery options depending on the location. Consumers only relay on Department stores for eggs and fresh chicken meat, which have a high price because of mark ups and profit. We will be able to breach the gap and provide affordable products to the customers.
- **Customer Engagement:** Our interactive approach will allow customers to come to our store and choose their broiler chickens and eggs before they are packaged. This will provide the customers a sense assurance and confidence in the quality and safety of our products

- **3.2 Benefits of organic poultry farming**

In our organic poultry farm, our chickens will not be injured with hormones or antibiotics which will make them healthier and tastier, and they will be having access to the outdoors and will be fed non-GMO, organic food. Raising the chickens in favourable conditions will enable them to not get contaminated with diseases such as Salmonella, Campylobacter or E. coli. The chickens will produce protein rich food which is good for humans' health. This type of farming also has less impact on the environment as there are no fertilizers or pesticides being used and because the chickens have small carbon footprint, they do not require much water or feed to produce food. Since the chickens are in good health, they also produce high quality eggs with a lot of vitamins such as vitamin E and A. Organic poultry farming can support small, local farms and help to promote sustainable agriculture.

**Disadvantages of organic poultry farming**

- One of the biggest disadvantage of poultry farming is that large scale poultry farming can lead to animal welfare concerns because the chickens are kept in very close to each other, which leads to the chickens having stress and getting contaminated with diseases because they have very little space to move around. To solve this problem so our chickens can be healthier and free from diseases, we will have used the free range. Our chickens will be kept outside during the day so they can move freely, and they will have access to fresh air and sunlight. They will also be able to forage for their own food, which can lead to a more natural and nutritious diet. Organic poultry farming has higher costs because it uses manual labour and that requires more human resources which increases costs. It can also produce lower

yields, since the chickens are not given hormones or antibiotics to promote growth and the business may lose profit. It can also cause the chickens to be at risk of getting infected with diseases since the animals do not use antibiotics or take other measures to avoid getting infected with diseases.

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- **Limitations of organic poultry farming**
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- **Environmental Concerns:** Poultry farming creates waste like poop, feathers, and the stuff they sleep on. It is important to handle this waste properly, so it does not cause bad smells or pollute the environment. If it does, neighbours might get upset, and the government might make rules that you have to follow. So, managing waste well is important to keep everyone happy and the environment clean.
- **Unpredictable Factors:** Weather events, natural disasters, and other unforeseen circumstances can disrupt operations and lead to financial losses.
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- **Reference**
- Ahmed, S., Roohi, N., Siddiqui, M. A., & Ansari, R. A. (2017). Comparative study of fatty acid profiles of organic and conventional chicken meat. Journal of Agricultural and Food Chemistry, 65(16), 3382-3387.

### **3.3 Target Market demographic and potential market size/sales for The Nugget Field**

A poultry farm's target market can change depending on factors like location, product options, and marketing approach. Several important poultry farm target market segments are listed below:

1. **Retail Consumers:** People and households who buy poultry products for their own consumption are included in this group. They might be searching for different poultry species like chicken, turkey, or duck, and they might have preferences for things like organic or free-range selections. This group is frequently concerned with pricing, quality, and freshness.
2. **Restaurants and Foodservice Providers:** For their menu needs, hotels, cafeterias, restaurants, and other foodservice businesses need a consistent supply of poultry products. This market sector could have requirements for the

type, size, or quality of poultry. In this target market, developing relationships with chefs and kitchen supervisors is crucial.

3. Supermarkets & Grocery Stores: These businesses sell chicken items to the public and serve a larger clientele. Regular supplies of fresh whole or portioned poultry, eggs, and associated goods may be necessary. For this market niche, it's important to consider price, quality, and packaging.
4. Specialty markets and delis: These establishments frequently cater to customer groups looking for distinctive and regionally produced poultry items. Specialty breeds, game birds, and value-added chicken items like cuts that have been marinated or seasonings may be available. Offering exceptional quality and distinctive products is crucial in this market.

Processed food manufacturers: Organizations that create chicken-based processed foods or ready-to-cook meals rely on reliable and consistent poultry sources. These manufacturers may need poultry cuts or processed foods like ground poultry or chicken nuggets that have already been produced.

It is vital to keep in mind that determining the target market for your poultry farm requires a thorough study of the local market and consumer preferences in your area. You can successfully target your c size for a chosen demographic by conducting market research, interacting with potential clients, and modifying your offerings and marketing efforts accordingly.

The Potential Market size for a poultry farm can vary depending on factors such as size of the operation, geographic location, production capacity, product offerings, and demand. Here are some key considerations:

1. Local demand: Understanding the local demand for poultry products is crucial. Conduct market research to determine the size of local population, their consumption patterns, and preferences for poultry products. Analyse factors such of as per capita poultry consumption to estimate potential market size.
2. Market trends and Growth: Consider market trends and growth potential for poultry products in your area. Are there increasing demands for specific

types of poultry, such as organic or free-range options? Assessing these trends can help gauge the market's size and growth potential.

3. **Competition:** Evaluate competition in the poultry market. Identify existing poultry farms, processors, and suppliers in your area and analyse their market share. Assessing competition will give you insights into the potential size of market you can capture.
4. **Target Market Segments:** Targeting specific market segments, such as retail consumers, restaurants, or processed food manufacturers, can help determine potential market size. Evaluate the size and demand of each segment to estimate the scope of your market.
5. **Expansion Opportunities:** Consider expansion opportunities beyond the local market. If there is a demand for poultry products in nearby regions or if you can establish distribution channels beyond your immediate area, it can significantly enhance your market size and sales potential.

It's important to note that estimating the exact markets size for a poultry farm can be challenging. It recommend to consult with industry experts, attend relevant trade shows or conferences, and work closely with agricultural organizations or business development agencies to gather more specific and localized market data. This will help you make more accurate assessment of the potential market size for The Nugget Field.

### **3.4 PRODUCT PRICE/ COST RANGE FOR PRODUCTION/ MANUFACTURING AND AILING YOUR PRODUCT.**

1. **LOCATION:** The cost of land, utilities and permits can differ significantly based on the region and country. Our poultry farm will be based in KwaZulu, the estimated cost of land is R15,000

## 2. INFRASTRUCTURE AND FACILITIES

**Size of the Poultry House:** The size of the poultry house will significantly impact the cost. Larger houses will require more materials, labour, and infrastructure. The number of birds you plan to raise will determine the size of the house.

3. **Materials Used:** The choice of materials for construction can greatly influence the cost. Poultry houses can be constructed using various materials such as wood, metal, concrete, or a combination of these. Each material has its own cost implications. For our poultry farmhouse, we are using zinc which the best affordable option. A zinc structure will cost between R16,000 to R20,000
4. **Site Preparation:** Clearing the land, levelling the site, and preparing the foundation can also contribute to the cost. The cost of site preparation is R2000 to R5000
5. **Equipment and Infrastructure:** The cost of equipment such as feeders, waterers, nesting boxes, lighting, and waste management systems should be factored into the overall cost.  
Feeders costs an estimation of R330 poultry oval hole feeder bulk pack of 4.  
Waterers – chicken water feeder poultry x2 costs an estimated price of R800.  
Nesting boxes- costs R4500 for 96 birds.  
Lighting – R700 poultry infrared lamp 2 packs.
6. **Labour Costs:** Labour costs for construction can vary widely depending on the region and local wage rates. The salary range for majority workers in building construction laborers is from R3165 to R11555 per month.
7. **Location:** The cost of construction can vary based on the location. Factors such as land costs, availability of utilities (water, electricity), transportation costs for materials, and local building codes and regulations can impact the overall cost.
8. **BIRDS ACQUISITION:** The process of obtain or acquiring birds. Cost of purchasing birds for poultry operation. The cost of chicks will be R10 000 as a start-up.
9. **FOOD AND NUTRITION:** Feeding costs around R145 a month for a 45kg corn maize.
10. **DISEASE PREVENTION AND HEALTH MANAGEMENT:** Costs associated with vaccinations, medications and biosecurity monitoring. The cost of health care per month for poultry is an estimation of R1000.
11. **MARKETING AND DISTRIBUTION: Expenses** related to promoting and distributing poultry products If selling directly to consumers. The distribution will cost R1000.

## REFERENCES.

[www.thepoultry.com.>articles](http://www.thepoultry.com.>articles) [www.news24.com>...>bi-](http://www.news24.com>...>bi-archive)  
[archive](#) [moneytoday.co.za>property](http://moneytoday.co.za>property)

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		<b>Chez Poulet Egg (PTY) LTD</b>	<b>KWA-ZULU Estate CC</b>	<b>Ekhaya Farm Fresh Eggs(PTY) Ltd</b>	<b>IDADA Poultry And Hatcheries</b>	<b>Thalas Hatcher (PTY) Lt</b>
Company Specifics	Number of employees	450	250	149	145	120
	Founded					
	Funding	LRAD Grant	LRAD grant	NYDA ERP System	LRAD grant	NYDA ERP System
	Investors	African Bank, Angel Investors, Absa Bank,	Standard Bank, Capitec Bank	African Bank, Peerto-Peer Lenders	Venture Capitalists,	Angel Time, Standard Bank
	Acquisitions	Shoprite, Super Spar, Howick Meat Center and Boxer	Cambridge, Checkers and Pick and Pay	Boxer	Shoprite	None
	Average Number of costumers per week	40	35	20	15	15
	Strengths/weaknesses	High maintenance costs of buildings and equipment	Low advertising of products	Low advertising and Poor Customer service	High prices of production costs and low advertising of products.	High quality products and high advertisi of produ
Target Customer	Product	Eggs, Meat and chicks	Eggs, Meat, and chicks	Eggs and Meat	Eggs and Chicks	Eggs

	Primary Buyer	Students, Local Retailers, Adults and Local restaurants	Students, Local Retailers and young adult males	Young adult	Young Adults and Local Retailers	Young Adults and primary Schools
	Secondary Buyer	Young adults,	Young adult males, Local Retailers	Young Adults and Local Retailers	Young Adults	Young Adults
	Target Customers	Local Restaurants, Students and old adults	Young adult males	Young Adults	Young adults	Young Adults
	Messaging					
Product Specific	Product Features	Unique packaging,	Free Bag and stationery	Unique packaging	Free Bag	Unique packaging
	Pricing	R20 dozen eggs	R27 dozen eggs	R25 dozen eggs	R17 dozen eggs	R20 doz eggs
	Free Tier	Packaging materials	None	None	None	None
	Customer	Student, young adults	Young adult males	Young adult	Young adult	Young Adult
	Product strengths	High quantity, Low product	High quantity and quality	Good Appearance	Good Appearance	High quality

## **APPENDIX A: GROUP PLAGIARISM STATEMENT**

