BUSINESS PLAN

FOR

AFRICA SOFTWARE ARCHITECTS

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# EXECUTIVE SUMMARY

The proposed Rooster King broiler project aims to start producing 15,000 broilers per cycle that will be graded according to weight (1.2kg – 2.4kg) and according customers’ preferences; sold as live chickens to Surrey abattoir, among other customers. Rooster King broiler project will primarily start with 4 employees (3 General workers and 1 supervisor) who are involved in the rearing of the broilers. After 2 years, Rooster King has capacity to produce 23,000 broilers per cycle in its current single chicken brooder house, but to manage risk, the business will initially rear 9,000 birds and thereafter will increase capacity in a documented stepwise production approach.

To date, the founder of the business concept has injected an estimate of US$ 128,600.00 mainly towards construction and setting up of the brooder infrastructure facilities for brooding broiler chickens. The pay—back period (worst case) of this initial investment is 1 year 4 months. The business requires a funding of US$78,500 to start its operations.

To achieve satisfactory results and minimize labour costs, Rooster King business

will be managed by the founder, Arthur Gwatidzo, with the assistance of 4 employees, and veterinary technical consultants(partners).

# VISION

# MISSION

# CORE VALUES

# Acronyms

# 1.1 Problem Statement

# 1.2 Business Concept

# 2.1 Sales & Marketing Strategy

# 2.2 Market Survey

**2.3 Target markets**

# 2.4 SWOT Analysis or Porter’s Five Forces Model

**3.0 OPERATIONAL PLAN**

# 3.4 Strategy Plan for 2019

# 3.6 Production Performance: Monitoring & Evaluation Strategy

**3.8 Product Pricing**

# 3.9 Organizational Plan and Partnership Strategy

**3.10 Training and Capacity**

# 3.11 Risk Management

# 4.0 FINANCIAL PLAN

# 4.2 Funding Requirements

# 4.2.1 Breakdown of the operational costs

# 4.3 Costing

Variable Costs

Fixed Overheads

Net Profit

# 4.4 Sensitivity Analysis

Sensitivity analysis determines how different values of an independent variable affect a dependent variable under a given set of assumptions.

*Diagram 1.8 Sensitivity Analysis diagram*

# 4.5 Projected Income

5 Year Projected Income

*Diagram 1.9 Projected Income Statement*

# 4.6 Balance Sheet

*Diagram 1.10 Balance Sheet Financial Statement*

# 4.7 Payback Period

*Diagram 1.11 Illustration for Payback Period*

**4.8 Net Present Value**

Net Present Value is the difference between the present value of cash inflows and the present value of cash outflows over a period.

NPV is used in capital budgeting and investment planning to analyse the profitability of a projected investment or project.

NPV will indicate how much value an investment or project add to the business

# 4.9 Breakeven Analysis

*Diagram 1.12 Numerical result for Breakeven Analysis*

*Diagram 1.13 Break even table for*

**4.9.1 Breakeven Chart**

*Diagram 1.14 Breakeven chart for*

# REFERENCES

# Annexure