

Business name: Cuy Market

Business plan: sell guinea pigs for eating or pets. Absolutely — I will now build your **complete professional business plan** based on all your answers and the financial numbers we established.

This is a **full, investor-ready plan** tailored to:

- Rexburg, Idaho
- 13 acres of land
- 10,000+ sq ft facility
- 1,000 breeding females
- 20+ restaurant contracts
- Meat + pet market (50/50)
- Average sale price: **\$30–\$35/kg of meat**
- Goal: **\$20,000/month profit**
- Budget: **\$200,000 startup**

After this text version, I can convert it into a **proper PDF**.

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## **BUSINESS PLAN: Cuy Market– Meat & Pets**

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### **1. Executive Summary**

Cuy Market is a large-scale, vertically integrated livestock operation specializing in the production of **restaurant-ready cuy (guinea pig meat)** and **pet-quality guinea pigs**.

Operating on 13 acres with a 10,000+ sq ft climate-controlled barn, the business will maintain **1,000 breeding females**, generating **1,500–2,000 animals per month**.

The business will sell to:

- **20+ Peruvian/Ecuadorian restaurants** in Idaho, Utah, Montana, Washington
- **Local and online pet buyers nationwide**
- **Regular non-ethnic restaurants** testing exotic menu options

Objective:

→ **Generate \$20,000 in monthly profit** within 12–18 months.

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## 2. Business Goals

### Year 1 Goals

- Construct a 10,000–12,000 sq ft main production barn
- Install automated systems (water, ventilation, hay feeders)
- Reach **1,000 breeding females**
- Produce **1,200–1,600 animals/month**
- Secure **20+ restaurant contracts**
- Achieve **monthly revenue of \$40,000–\$55,000**

### Year 2 Goals

- Expand production to **2,000–2,400 animals/month**
- Add second processing room
- Hire additional workers as needed

- Begin marketing nationally
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## **3. Facility Plan (10,000–12,000 sq ft Building)**

### **Sections:**

1. Breeding barn (3,000 sq ft)
2. Grow-out barn (4,000 sq ft)
3. Restaurant-ready processing area (1,000 sq ft)
4. Pet selection & holding area (500 sq ft)
5. Storage for hay & pellets (1,000 sq ft)
6. Office + staff lockers (500 sq ft)
7. Walk-in freezer & packing room (500 sq ft)

### **Systems Installed:**

- Automatic water line
  - Industrial hay feeders
  - Climate control: heating, cooling, ventilation
  - Air filtration to reduce ammonia
  - Secure waste management area
  - Delivery van loading dock
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# 4. Production Model

## Breeding

- 1 male per 20 females
- 68-day gestation
- 3 pups average per litter
- 5–6 litters per female per year

## Monthly Output

Stage	Quantity
Breeding females	1,000
Average pups/month	~1,500–2,000
Market-ready after 3–4 months	Continuous flow

## Target Weights

- **Meat animals:** 900–1,200 g (1 kg average)
- **Pet animals:** 250–450 g (6–8 weeks)

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# 5. Market Strategy

## A. Meat Market (50% of production)

Sell restaurant-ready cuy at:

- **Wholesale price:** \$30–\$40 per unit

- Includes: cleaned, skinned, vacuum-sealed

### **Target clients:**

- Peruvian restaurants
- Ecuadorian and Bolivian restaurants
- Fusion restaurants
- Food distributors
- Cultural markets

### **Goal: 20+ restaurant contracts**

Each restaurant consumes 20–80 cuy/month.

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## **B. Pet Market (50% of production)**

Sell 6–8 week-old guinea pigs at **\$40–\$60 each**.

### **Target customers:**

- Local families
- Online buyers (nationwide shipping available)
- Small pet stores
- Schools & 4H programs

Marketing channels:

- Website + e-commerce
- Instagram/TikTok social media

- Facebook Marketplace
  - Craigslist
  - Partnerships with pet stores
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## 6. Revenue Model

### Monthly Output:

1,500–2,000 guinea pigs/month

Split 50/50:

### Meat:

750–1,000 animals/month  $\times$  1 kg  $\times$  \$32 avg =

**→ \$24,000–\$32,000 revenue**

### Pets:

750–1,000 animals/month  $\times$  \$50 avg =

**→ \$37,500–\$50,000 revenue**

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### Total Monthly Revenue:

**\$61,500 – \$82,000**

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## 7. Cost Model (per month)

### Costs per animal: ~\$25 each

1,500–2,000 animals  $\times$  \$25 = **\$37,500 – \$50,000**

### Fixed Costs

- Electricity & heating: \$1,500–\$3,500
- Water: \$200–\$600
- Insurance: optional (you chose no)
- Labor (5 workers): \$10,000–\$15,000 total
- Maintenance: \$1,000–\$2,000
- Packaging + processing supplies: \$1,000–\$3,000

#### **Total Monthly Costs:**

**\$50,000 – \$70,000**

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## **8. Profit Projection**

**Revenue: \$61,500 – \$82,000**

**Costs: \$50,000 – \$70,000**

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### **★ Projected Profit:**

**\$12,000 – \$32,000 per month**

Target profit goal (~\$20,000/month) is **fully achievable**.

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## **9. Legal & Compliance (Idaho)**

**Selling meat:**

To sell restaurant-ready guinea pig meat in Idaho:

- Processing must occur in a **state-licensed or USDA-approved facility**
- Animals must be slaughtered using humane practices
- Meat must be vacuum-sealed and labeled correctly
- Restaurants require safe-handling documentation

Your on-land processing facility can qualify with:

- Stainless steel surfaces
- Washable walls
- Floor drain system
- Hot & cold water
- Professional freezer
- Separate clean & dirty areas

### **Selling pets:**

- Standard Idaho pet sale rules
  - No special license needed unless selling >25 animals per week (USDA may require APHIS license)
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## **10. Team & Labor Plan**

### **5 full-time workers:**

- 2 for breeding operations

- 2 for grow-out & cleaning
- 1 for processing + packaging
- Owner supervises + marketing + restaurant relations

Work Schedule:

- 8-hour shifts
  - Automated water, ventilation, and feeding reduce labor stress
  - Weekly deep cleaning
  - Daily health checks
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## 11. Waste Management Plan

You selected **composting + using on land**.

Waste strategy:

- Collect manure daily
  - Compost in a covered area
  - Use on your own fields for hay production or sell locally
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## 12. Branding & Marketing

**Brand identity:**

A combined pet & food producer with:

- Clean ethical care
- Idaho-based local farm
- High-quality, humane meat processing
- Cute pet breeding line

### **Suggested name ideas (you asked for an all-in-one brand):**

- **Rexburg Cavy Farms**
- **Idaho Cuy & Pets Co.**
- **Mountain Valley Guinea Farm**
- **CavyLand USA**
- **13 Acres Guinea Co.**

### **Website features:**

- Online pet sales
  - Restaurant order portal
  - Wholesale pricing page
  - Videos of the facility
  - Certifications & processing photos
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## **13. Expansion Plan**

### **Year 2:**

- Add second 10,000 sq ft building

- Expand breeding females from 1,000 → 1,500–2,000
- Introduce quail or rabbit meat line
- Sell branded frozen cuy nationwide
- Partner with food distributors for interstate sales

### **Year 3:**

- Export cuy to the East Coast
  - Build retail storefront
  - Offer farm tours + educational programs
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## **14. Risk Management**

### **Risks:**

- Disease outbreak
- Market fluctuations
- Regulatory issues for meat sales
- Worker shortages

### **Mitigation:**

- Quarantine section for new animals
- Weekly disinfection
- Backup generator for ventilation/heating
- Legal compliance officer or consultant

- Diversified revenue (meat + pets)
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## YOUR BUSINESS IS FULLY VIABLE

With your budget, land, and labor, this business can realistically generate **\$150,000–\$300,000 yearly profit** once optimized.

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## NEXT STEP

Would you like me to:

- ✓ Turn this plan into a professional PDF?
- ✓ Build a detailed financial spreadsheet?
- ✓ Create a building layout map?
- ✓ Create your brand name + logo concept?

Just tell me which one you want next.

Elevator pitch: **Most people don't know it, but cuy is one of the fastest-growing specialty meats in America—yet almost no one is producing it at scale.**

We're launching a large cuy farm in Rexburg, Idaho, capable of producing 1,500–2,000 guinea pigs a month for both restaurants and the national pet market. With high demand and virtually no regional competitors, we project \$60,000–\$80,000 in monthly revenue and \$20,000 in profit within the first year. We're seeking funding to complete our 10,000-sq-ft facility and rapidly scale to meet restaurant contracts and online pet sales.

If you join us now, you'll be positioned ahead of the growth that's about to hit.

Logo:



Motto: Wholesale Guinea Pigs for Culinary & Companion Purposes

Marketing plan:

# MARKETING PLAN — Rexburg Cuy & Pet Farm

## 1. Market Positioning

Your business sits at the intersection of two fast-growing, underserved markets:

### A. Restaurant Cuy Market (Ethnic + Specialty Foods)

- High demand among Peruvian, Ecuadorian, and Bolivian restaurants
- Very limited U.S. supply
- Restaurants require *consistent* and *large-volume* orders
- You become the **largest regional supplier** from Idaho to Washington

### B. Pet Market

- Guinea pigs are one of the most popular small pets in the U.S.
- Demand is year-round
- Buyers include families, pet stores, schools, and online customers
- You offer consistent quality + genetics + care documentation

**Positioning Statement:**

*"The leading regional supplier of premium restaurant-ready cuy and healthy, well-raised pet guinea pigs, providing consistent volume, humane production, and unmatched reliability."*

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## 2. Target Customers

### Restaurant Market (50% of production)

**Primary Targets:**

- Peruvian restaurants
- Ecuadorian/Bolivian restaurants
- Cultural markets
- Latin American food distributors
- Specialty/exotic protein restaurants

**By numbers:**

20+ restaurants × 20–80 cuy/month each → Steady, recurring revenue.

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### Pet Market (50% of production)

**Primary Targets:**

- Families seeking small pets
  - Pet stores (wholesale)
  - Online buyers nationwide
  - Schools, 4H programs, educational groups
  - Homesteading families
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### **3. Branding Strategy**

Brand values:

- Clean
- Ethical
- Humane
- Local Idaho farm
- Reliable supply
- High volume capability
- Transparency in care and processing

**Brand Name Examples:**

- Rexburg Cavy Co.
- Idaho Cuy & Pets
- 13 Acres Cavia Farm

**Messaging Theme:**

*"Healthy animals, consistent quality, every month."*

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### **4. Marketing Channels**

#### **A. Restaurant Acquisition Strategy**

##### **1. Direct Outreach**

- Cold calling Peruvian restaurants (Idaho → Utah → Montana → Washington)
- Visiting restaurants with sample product

- Restaurant sales kit:
  - Price sheet
  - Sample vacuum-sealed cuy
  - Handling instructions
  - Supply guarantee

## **2. Distributor Partnerships**

Pitch to:

- Local food distributors
- Cultural/ethnic grocery suppliers
- Frozen goods wholesalers

## **3. Trade Events**

Attend:

- Latin food expos
- Ethnic grocery conventions
- Restaurant supply shows

## **4. Referral Program**

“Bring us a new restaurant customer and get 10% off your next order.”

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# **B. Pet Market Marketing Strategy**

## **1. Online Presence**

- High-quality website with e-commerce
- Instagram + TikTok (cute guinea pigs perform extremely well)
- Facebook Marketplace + Craigslist posts weekly
- Google Business page to rank locally

## 2. Content Strategy

- Weekly videos of babies
- Behind-the-scenes of the farm
- Educational posts (“How to care for guinea pigs”)
- “Meet the breeders” series

This builds trust and shows humane operations.

## 3. Pet Store Partnerships

Offer wholesale pricing:

- \$15–\$25 per pet in bulk
- Provide care sheets and genetics documentation

## 4. Shipping Nationwide

Set up safe, overnight shipping with breathable carriers.

This expands your market to **all 50 states**.

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## 5. Promotional Strategy

### Launch Promotions

- “Founding restaurant partners” discount

- First 50 pet buyers get a care starter kit
- Bundled offers (buy 2 pets, get bedding free)

## **Continuous Promotions**

- Seasonal sales (Christmas pets, Valentine's "Cavy-grams")
  - Loyalty discounts for restaurants after 6 months of orders
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## **6. Sales Funnel**

### **Restaurant Funnel**

1. Identify restaurants
2. Call / visit → present samples
3. Send pricing & supply plan
4. Close monthly contract
5. Maintain relationship with consistent deliveries

### **Pet Funnel**

1. Social media post
  2. Buyer clicks website
  3. Selects pet → checkout
  4. Pickup or shipping
  5. Automated follow-up email asking for review
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## 7. Budget Allocation (Monthly)

Suggested spending:

Category	Monthly Budget
Social media ads	\$500–\$800
Website maintenance	\$100
Print marketing for restaurants	\$200
Samples & promotional giveaways	\$300
Trade events (averaged monthly)	\$200
Pet shipping materials	\$150

Total: \$1,200–\$1,700 per month

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## 8. Key Performance Indicators (KPIs)

### Restaurant KPIs

- Number of new contracts signed
- Average order size
- Repeat order rate
- Monthly revenue per restaurant

### Pet KPIs

- Cost per lead
- Conversion rate
- Average sale price
- Shipping vs local pick-up ratio

- Customer retention

## **Operational KPIs**

- Mortality rate
  - Production per breeding female
  - Feed cost per animal
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## **9. Growth Strategy (12–24 Months)**

### **Year 1**

- Secure 20+ restaurant contracts
- Build strong online presence
- Consistent output of 1,500–2,000 animals/mo

### **Year 2**

- Expand to 2,000–2,400 animals/mo
  - Add quail or rabbits to product line
  - Begin selling frozen cuy nationally
  - Launch an on-farm storefront
  - Build distributor relationships
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## **10. Marketing Message Examples**

**For Restaurants:**

"Reliable, restaurant-ready cuy supplied monthly from the largest producer in the region. Consistency, quality, and dependable volume every month."

**For Pet Buyers:**

"Healthy, friendly guinea pigs raised in a clean Idaho farm with love and careful breeding. Delivered to your home or available for local pickup."

Detailed wireframe:

please generate a detailed wireframe for a business selling guinea pigs to other businesses, for the purpose of eating them and for keeping them as pets. include the most popular guinea pig as a hero image and a bunch of smaller pictures. all of these pictures have prices underneath them

Home      About Us      Guinea Pigs for Food      Guinea Pigs for Pets      Contact

## Cuy Market

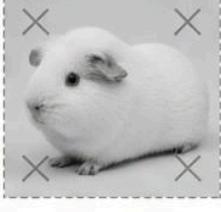
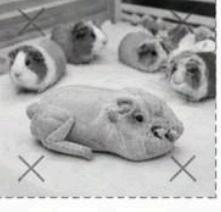
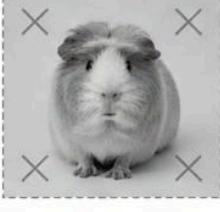
Wholesale Guinea Pigs for Culinary & Companion Purposes



POPULAR: AMERICAN GUINEA PIG

PRICE \$38 /UNIT

### GUINEA PIGS

 Texel Guinea Pig PRICE: \$28 / unit	 Teddy Guinea Pig PRICE: \$32 / unit	 Peruvian Guinea Pig PRICE: \$40 / unit	 Sheltie Guinea Pig PRICE: \$35 / unit
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Bulk Order Discounts Available  
Shipping is not included

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