

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**.

BUSINESS PLAN: Cuy Market– Meat & Pets

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.

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.

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**

Total Monthly Revenue:

\$61,500 – \$82,000

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

8. Profit Projection

Revenue: \$61,500 – \$82,000

Costs: \$50,000 – \$70,000

Projected Profit:

\$12,000 – \$32,000 per month

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

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)

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)

YOUR BUSINESS IS FULLY VIABLE

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

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.”

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.

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.”

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.”

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**.

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

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

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Cuy Market




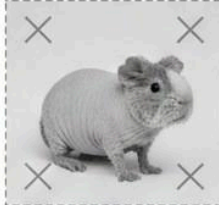
Wholesale Guinea Pigs for Culinary & Companion Purposes



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

Bulk Order Discounts Available
Shipping is not included

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