**Judith Akinyi Atela**

**PLP FEB 2024 cohort**

**ENTREPRENEUSHIP WEEK 6 ASSIGNMENT**

\*\*Pitch Deck: Sondu women group Indigenous Chicken Farming Business\*\*

\*\*Slide 1: Title Slide\*\*

- \*\*Title:\*\* **Sondu women group indigenous chicken farming** : Empowering Communities through Indigenous Chicken Farming

- \*\*Subtitle:\*\* Preserving Tradition, Generating Income, Enriching Lives

- \*\*Date:\*\* 24-05-2024

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\*\*Slide 2: Problem Statement\*\*

- \*\*Issue:\*\* Indigenous chicken breeds are underutilized despite their resilience, unique flavor, and cultural significance.

- \*\*Solution:\*\* Sondu indigenous chicken farming women group aims to promote indigenous chicken farming as a sustainable livelihood option, preserving biodiversity and empowering rural communities.

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\*\*Slide 3: Market Opportunity\*\*

- \*\*Market Demand:\*\* There is a growing consumer interest in locally sourced, ethically produced poultry products, including indigenous chicken meat and eggs.

- \*\*Trends:\*\* Consumers value authenticity, nutritional benefits, and support for local economies, creating an opportunity for indigenous chicken producers.

- \*\*Opportunity:\*\* Sondu indigenous chicken farming women group seeks to capitalize on these trends by offering high-quality, ethically raised indigenous chicken products.

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\*\*Slide 4: Our Solution\*\*

- \*\*Community-Focused Approach:\*\* Heritage Hatchery partners with local communities to promote indigenous chicken farming, providing training, resources, and market access.

- \*\*Breeding Program:\*\* We maintain a diverse gene pool of indigenous chicken breeds, prioritizing traits such as disease resistance, flavor, and adaptability.

- \*\*Sustainable Practices:\*\* Our farming methods emphasize natural feed, free-range environments, and minimal use of antibiotics, ensuring the health and welfare of the chickens and the environment.

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\*\*Slide 5: Business Model\*\*

- \*\*Community Partnerships:\*\* We collaborate with rural communities, providing them with chicks, training, and ongoing support.

- \*\*Revenue Streams:\*\* Sondu indigenous chicken farming women group generates revenue through the sale of chicks, mature chickens, eggs, and value-added products like smoked chicken and feather crafts.

- \*\*Social Impact:\*\* By empowering local communities, we create a positive social impact while building a sustainable business model.

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\*\*Slide 6: Competitive Landscape\*\*

- \*\*Differentiation:\*\* While industrial poultry farming focuses on efficiency and uniformity, Heritage Hatchery stands out for its emphasis on heritage breeds, community engagement, and sustainability.

- \*\*Brand Identity:\*\* We position ourselves as champions of biodiversity, tradition, and rural development, resonating with consumers seeking authentic and socially responsible products.

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\*\*Slide 7: Marketing Strategy\*\*

- \*\*Storytelling:\*\* We leverage the rich cultural heritage of indigenous chicken farming to connect with consumers on a deeper level.

- \*\*Educational Campaigns:\*\* Sondu indigenous chicken farming women group educates consumers about the nutritional benefits, cultural significance, and environmental impact of indigenous chicken farming.

- \*\*Market Access:\*\* We utilize a combination of farmer's markets, specialty stores, online platforms, and community events to reach our target audience.

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\*\*Slide 8: Financial Projections\*\*

- \*\*Revenue Forecast:\*\* Based on market analysis and production capacity, we project sustainable revenue growth over the next five years.

- \*\*Cost Structure:\*\* Our low-input farming methods and community-based approach result in favorable profit margins.

- \*\*Investment Opportunity:\*\* Sondu indigenous chicken farming women group offers investors an opportunity to support a socially impactful venture with strong growth potential.

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\*\*Slide 9: Milestones\*\*

- \*\*Short-Term Goals:\*\* Establishing partnerships with local communities, setting up hatcheries, and launching marketing campaigns.

- \*\*Medium-Term Goals:\*\* Scaling production, expanding distribution networks, and introducing value-added products.

- \*\*Long-Term Vision:\*\* Becoming a leading producer of indigenous chicken products, recognized for quality, authenticity, and social responsibility.

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\*\*Slide 10: Team\*\*

- \*\*Founders:\*\* Introduce the founding team, highlighting their expertise in IC farming, community development, and sustainable agriculture.

- \*\*Community Partners:\*\* Showcase key community partners and stakeholders who contribute to the success of Sondu indigenous chicken farming women group.

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\*\*Slide 11: Conclusion\*\*

- \*\*Call to Action:\*\* Join us in preserving tradition, promoting sustainability, and empowering communities through indigenous chicken farming.

- \*\*Contact Information:\*\* For inquiries, partnerships, or investment opportunities, please reach out to [Insert Contact Details].

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\*\*Slide 12: Thank You\*\*

- \*\*Closing Remarks:\*\* We appreciate your interest in Sondu indigenous chicken farming women group. Together, we can build a more resilient, inclusive, and sustainable food system.