



**Zambia University College  
of Technology**

*Advancing Knowledge and Innovation*

**BSS 4020 - ENTREPRENEURSHIP**

**ASSIGNMENT 1**

**BUSINESS PLAN**

**NAME: GIVEN MUKWANJI**

**STUDENT ID: 2010407**

**Lecturer: Mr Mwikisa**



## Executive Summary

1.1 **Business Name:** Agri-T3ch Solutions

1.2 **Business Type:** Sell Product-based

1.3 **Mission Statement**

Agri-Tech Solutions is committed to revolutionizing agriculture through innovative technologies that help farmers enhance productivity, reduce environmental impact, and increase profitability. As the leading company in the field, Agri-Tech Solutions offers a comprehensive range of cutting-edge agricultural solutions, including drones, software, IoT devices, and more, empowering farmers with the tools they need to thrive in the modern farming landscape. Agri-Tech Solutions is located in Ndola, Zambia.



## 1.4 Products

*Agri-T3ch Solutions specializes in the development and sale of the following agricultural technologies:*



- **Precision Agriculture Sensors and Software:** Our cutting-edge sensors and software empower farmers to optimize water, fertilizer, and pesticide usage, resulting in increased crop yields and resource efficiency.



- **Automated Irrigation and Harvesting Systems:** Our automated systems save farmers time and labor, ensuring precise irrigation and efficient harvesting, thus improving overall farm operations.

- **Renewable Energy Solutions:** We offer sustainable energy solutions for farms, reducing operational costs and environmental impact.



### 1.5 Target Market

**Our products cater to a diverse customer base, including:**

- Farmers of all sizes, from small family-owned farms to large commercial operations.
- Agricultural research institutions and government agencies.

### 1.6 Marketing Strategy

*We employ a multi-faceted marketing strategy to reach our target market, which includes:*

- Direct sales via our website and sales team.
- Strategic partnerships with agricultural retailers and distributors.
- Participation in trade shows and industry events to showcase our innovations.
- Online advertising and social media campaigns to enhance brand visibility and engage with potential customers.
- Competitive pricing strategies to appeal to a broad spectrum of farmers.

### 1.7 Financial Projections

*Agri-T35ch Solutions anticipates the following financial projections:*

Year 1 Revenue: ZMW K 1 million.

Profitability expected within three years.

## 1.8 Management Team

### Team Members

1. **Mr Mukwanji Given:** As the CEO and Founder, *Mr Mukwanji Given* brings a wealth of knowledge and expertise in both agriculture and technology. They are the driving force behind the company's vision and strategic direction.
2. **Mr Mukosha:** Serving as the Chief Technology Officer, *Mr Mukosha* has a strong background in agricultural technology development and leads our research and development efforts.
3. **Ruth Mutinta:** As the Head of Sales and Marketing, *Ruth Mutinta* is responsible for driving sales growth and establishing key partnerships. They have a proven track record in the agriculture sector.
4. **Amos:** Our Chief Financial Officer, *Amos*, oversees financial operations and ensures the company's financial stability. They have extensive experience in financial management.

## 5 Company Description

### 2.1 Business History

Agri-Tech Solutions was founded in 2023 by **Mr. Given Mukwanji**, an agriculture and technology passionate with a shared vision for transforming the agricultural industry. Our company is [privately/publicly]-owned and has quickly gained recognition for pioneering sustainable and efficient farming practices.

### 2.2 Ownership Structure

Agri-T3ch Solutions is a private corporation with **Mr. Given Mukwanji** as the primary shareholder.

### 2.3 Competitive Landscape

While we operate in a competitive landscape with several established agri-tech companies, Agri-T3ch Solutions distinguishes itself through continuous innovation, superior customer service, and a commitment to sustainability.



## 5. PRODUCTS OR SERVICES

### 3.1 Precision Agriculture Sensors and Software

*Our precision agriculture solutions consist of advanced sensors, drones and software that enable farmers to:*

- Monitor soil conditions, crop health, and weather data in real-time.
- Customize irrigation and fertilization schedules based on individual field conditions.
- Optimize pesticide application, reducing environmental impact.
- Maximize crop yields while conserving resources.



**Remote Sensing:** Drones can fly over fields to collect data on various crop parameters such as plant height, density, and canopy cover. This information is valuable for assessing crop growth and making data-driven decisions.

**Real-Time Surveillance:** Drones can be used to perform real-time surveillance of farmland. Farmers can use live video feeds and data from drones to monitor for any issues, such as equipment malfunctions, pest outbreaks, or signs of disease.

### 3.2 Automated Irrigation and Harvesting Systems

Our automated systems are designed to:

- Provide precise and efficient irrigation, reducing water waste.
- Streamline the harvesting process, saving time and labor.
- Enhance farm productivity and efficiency.

### 3.3 Renewable Energy Solutions

Agri-T3ch Solutions offers renewable energy options tailored to farm needs, including:

- Solar power systems to reduce electricity costs.
- Wind energy solutions for off-grid applications.
- Biomass technology for sustainable fuel production.



## 6. TARGET MARKET

### 4.1 Farmers of All Sizes

Our primary customer base includes small family farms and large commercial operations. We provide scalable solutions to meet diverse farming needs, ensuring that farms of all sizes can benefit from our technology.

### 4.2 Agricultural Research Institutions and Government Agencies

We collaborate with research institutions and government bodies to further agricultural advancements and promote sustainable practices.

## 7. MARKETING STRATEGY

### 5.1 Direct Sales

- E-commerce platform for direct sales.
- A dedicated sales team to assist and educate customers.

### 5.2 Partnerships

- Collaborations with agricultural retailers and distributors.
- Reseller agreements to expand our reach.

### 5.3 Trade Shows and Industry Events

Participation in major agricultural expos and trade events to demonstrate our products and connect with potential customers.

### 5.4 Online Advertising and Social Media

Online advertising campaigns to increase brand visibility.

Active presence on social media platforms for customer engagement.

### 5.5 Pricing Strategy

Competitive and flexible pricing to accommodate different farm sizes and budgets.

## 8. FINANCIAL PROJECTIONS

Financial Projections (Year 1)	
Income Statement	Amount
Revenue	ZMW 20,000,000
Cost of Goods Sold	ZMW 6,000,000
Gross Profit	ZMW 14,000,000
Operating Expenses	
Research and Development	ZMW 3,000,000
Marketing and Advertising	ZMW 2,000,000
Sales Team Salaries	ZMW 2,000,000
Manufacturing and Inventory Costs	ZMW 5,000,000
Administrative Expenses	ZMW 1,000,000
Total Operating Expenses	ZMW 13,000,000
Net Income	ZMW 1,000,000



<b>Cash Flow Statement</b>	
<b>Cash Flow from Operating Activities</b>	<b>Amount</b>
Net Income	ZMW 1,000,000
<b>Changes in Working Capital</b>	
(Increase) in Accounts Receivable	ZMW -200,000
(Increase) in Inventory	ZMW -400,000
Increase in Accounts Payable	ZMW 300,000
Increase in Accrued Expenses	ZMW 100,000
<b>Net Cash from Operating Activities</b>	<b>ZMW 800,000</b>
<b>Cash Flow from Investing Activities</b>	
Capital Expenditures	ZMW -2,000,000
<b>Net Cash from Investing Activities</b>	<b>ZMW -2,000,000</b>
<b>Cash Flow from Financing Activities</b>	
Loans or Equity Investment	ZMW 3,000,000
<b>Net Cash from Financing Activities</b>	<b>ZMW 3,000,000</b>
<b>Net Increase in Cash</b>	<b>ZMW 1,800,000</b>
Cash at Beginning of Year	ZMW 1,000,000
<b>Cash at End of Year</b>	<b>ZMW 2,800,000</b>

BALANCE SHEET			
Assets	Amount	Liabilities and Equity	Amount
Current Assets		Current Liabilities	
Cash	ZMW 2,800,000	Accounts Payable	ZMW 700,000
Accounts Receivable	ZMW 400,000	Accrued Expenses	ZMW 200,000
Inventory	ZMW 600,000	Total Current Liabilities	ZMW 900,000
Total Current Assets		ZMW 3,800,000	
Fixed Assets		Equity	
Property and Equipment	ZMW 7,000,000	Owner's Equity	ZMW 6,500,000
Less: Accumulated Depreciation	ZMW -400,000		
Net Fixed Assets	ZMW 6,600,000		
Total Assets	ZMW 10,400,000	Total Liabilities and Equity	ZMW 7,400,000

### 6.1 Projected Revenue

Year 1: ZMW 1 million

### 6.2 Projected Expenses

- Research and Development
- Marketing and Advertising
- Sales Team Salaries
- Manufacturing and Inventory Costs
- Administrative Expenses

### 6.3 Projected Cash Flow

A detailed cash flow projection is available upon request.

### 6.4 Profitability Timeline

Agri-T3ch Solutions anticipates becoming profitable within three years.

## 7. MANAGEMENT TEAM

### 7.1 Team Members

***Mr Mukwanji Given:*** CEO and Founder

***Mr Mukosha:*** Chief Technology Officer

***Muntita Ruth:*** Head of Sales and Marketing

***Amos:*** Chief Financial Officer

## Appendix

- I. **Market Research Data:** This section includes detailed market research data, including surveys, competitor analysis, and industry trends.
- II. **Product Brochures:** Brochures and technical specifications for our precision agriculture sensors, software, automated irrigation, and harvesting systems, and renewable energy solutions.
- III. **Financial Projections (Year 1):** A more detailed breakdown of Year 1 financial projections, including income statements, cash flow statements, and balance sheets.
- IV. **Cash Flow Projection:** A detailed cash flow projection for the upcoming years.
- V. **Investor Pitch Deck:** A presentation that provides an overview of the business plan, market opportunity, and financial projections for potential investors.
- VI. **Team Resumes:** Detailed resumes of the management team, highlighting their relevant experience and qualifications.
- VII. **Partnership Agreements:** Any agreements or contracts with agricultural retailers, distributors, or other key partners.
- VIII. **Legal and Regulatory Documents:** Business registration documents, licenses, permits, and compliance certificates.
- IX. **Customer Testimonials:** Feedback or endorsements from satisfied customers or early adopters of our technology.
- X. **Additional Financial Information:** Any supplementary financial information, such as pro forma financial statements or break-even analysis.

- XI. **Appendix for Market Strategy:** Additional materials related to marketing strategy, such as samples of online ads, social media content, or trade show materials.