**Business planning for Goat farming**

Goat farming is a subset of the livestock agricultural industry. The goat farming business provides food and other several products to everyday consumers. Goat meat is one of the many products of the goat farming business, which is a very high-demand livestock meat, and very popular among Africans.

Let’s dive into the business plan, the business name will be Walda Family farm Ltd.

**Executive Summary**

Walda Family Farms Ltd is a registered livestock farming business which will be located in Kiramuruzi, Rwanda. The livestock business will be concerned with the rearing and selling of goats, processing and packaging of goat meat as well as production and sales of other goat products.

Walda Family Farms Ltd will be owned by the Walda family. I, my parents and my brothers will help me starting my goat farming business idea.

The business will require a total startup sum of 10,000,000Rwf to kick off in the chosen location. The startup capital will be raised by Walda family from their investments. 5,000,000Rwf will be contributed by the Jenkins family; a sum of 4,000,000Rwf will be borrowed from the bank; while the other part will be borrowed from friends.

**Business Description**

Walda Family Farms Ltd is a goat farming business that will be concerned with goat farming and goat meat processing and packaging in Kiramuruzi, Rwanda. As part of a complimentary business to our goat farming, we will also run a food processing plant. The following are the key products and services we will be offering:

* Breeding services
* Boarding services
* Dairy support services
* Sales of cotton wool
* Livestock health services
* Shearing services
* Sales of processed goat meat

**Vision Statement**

Our vision at Walda Family Farms Ltd is to become the leader in the livestock farming industry all over Kiramuruzi. Our hope is also to be among the leading livestock farming brands in Rwanda before our tenth (10th) anniversary.

**Mission statement**

Our mission is to provide quality products and services to all our customers wherever they may be. We want to make sure we sell in commercial quantities our goats, processed goat meat, and several other goat by-products to our customers in Kiramuruzi and Rwanda in subsequent years.

**Organization and Management**

In order for us to establish our business to the level where we want it to be, and to be able to achieve our business goals and mission; we must be able to fully establish our business structure onto a well-found business foundation.

In the course of raising the right business structure for our goat farming business, we will make sure we hire only the right employees to fill the required positions. We will make sure to hire employees that are experienced, hardworking, honest, and ready to join hands with us to build our goat farming business into where we want it to be. The following positions are required to be filled:

* General Farm Manager
* Ranch Supervisor
* Accountants / Administrators
* Sales and marketing officers
* Goat farm field employees
* Receptionists

**Market Analysis**

* **Market Trend**

One trend in the industry is that most goat farmers no longer focus on goat rearing alone, they have started running complementary businesses such as crop cultivation, goat meat processing and packaging alongside their goat farming business.

* **Target Market**

The target market encompasses everybody. Everybody directly or indirectly needs the products and service of the goat farmer. It is a fact that everyone from time to time will consume products that come from goat such as goat meat, goat milk, goat skin for producing leather bags, shoes, and belts, etc.

**Sales Strategy**

Every business that intends to be great must definitely have set-out and established sales and marketing strategies that will promote the business. It is in view of this that I have come up with several sales and marketing strategies to help promote our goat farming business. They are as follows:

* First, we will ensure we build and strengthen our networks with several agricultural companies that rely on our products as raw materials for production.
* We will not fail to create business cards, fliers and together with our brochure, hand them to prospective customers in various strategic locations within the United States.
* We will ensure we place adverts on food related and business magazines and websites.
* We will make sure we enlist our goat farming business on local directories.
* We will ensure we always attend food expos, business fairs, seminars etc, and seize the opportunity to promote our goat farming business.
* We will capitalize on the internet by promoting our goat farming business on social media platforms such as Facebook, LinkedIn, Twitter, etc.
* We will encourage our employees, friends & family to make use of word of the mouth in promoting our goat farming business.

**Funding Requirement**

An average startup estimate of 10,000,000 will be required to be able to start up our goat farming business in Utah, United States. This startup capital will be contributed from our investments, and from both friends & family, and our bank. We have been able to come up with a 5,000,000 sum to give our business a head start. We have planned on borrowing 1,000,000Rwf from my family friends. The remaining 4,000,000 will be borrowed as soft loan from the bank.

**Financial Projections**

I have projected the Walda Family Farm Ltd for the next three years. This is a financial projection of what we hope to achieve in the following three years after startup.

|  |  |
| --- | --- |
| Year one | 6,000,000Rwf |
| Year Two | 12,000,000Rwf |
| Year Three | 25,000,000Rwf |

**Conclusion**

The business plan above is a goat farming business plan that has assumed the business name “Walda Family Farm Ltd”. The business will be located in Kiramuruzi, Rwanda, and it will be owned and managed by Me and My family. The business will be concerned with the rearing and selling of goats, processing and packaging of goat meat, as well as production of other goat products.