**Mission statement:**

-Our mission is to produce organically grown, healthy and affordable birds, albino rats, mushroom and spawn and other exceptional agricultural services to all our customers by building a structured farming system that is highly efficient.

-Always to have birds, albino rats, mushroom and spawn to sale to customers.

**Objectives:**

-To share with existing and potential customers the best functional, emotional and positioning branding.

**Keys to Success:**

-Diverse slaughters network, market chain management, optimum inventory level and ‘customer is king’ policy.

-Regular visits by veterinary medical workers and hygienic farm house environment.

**The Value Proposition:**

Fastest way of delivering our products with good packaging, prompt delivery of goods and affordable price as well as good SWOT Analysis which is one of the basic tools of developing good strategy, method for examining the internal capabilities (Strengths/Weaknesses) and external possibilities (Opportunities/Threats).

**Vision Statement:**

My vision is raising agro entrepreneurs that transform the society, thereby creating 10,000 jobs and reducing cost of birds, albino rats and mushroom production and improving crops yield by 30% by 2026.

## Our Values

The most critical success factor is reliability and consistency of products. Our business is going to close the gap between the demand and supply of birds, albino rats, mushroom and spawn produce by constantly having the products readily available on demand.