**TAMP PIGGERY EMPLOYMENT SOLUTION (TAMP PES).**

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***Transform a Youth, Transform the world.️🛩️🛩️***

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# Executive Summary

TAMP Piggery Employment Solution is an enterprise involved in rearing pigs and piglets and supporting unemployed youth to start-up piggery projects.

This is located in Nyakanyinya Village, but has goals to scale-out to the entire Mitooma district in Western Uganda. We aim at supporting the youth of Mitooma District to start-up Piggery projects, as well as employing them in our own enterprises to enable them earn a living.

We as well intend to start-up pork joints to provide adequate market for our pigs in addition to supporting the existing pork joints in the Country.

# 1. Introduction

## **Overview:**

We currently cover a market worth approximately $2500 with 10 youth already looking after our own provided pigs under our provided accommodation. We are currently operating under ownership and support of 20 pigs and over 30 piglets.

We are targeting to serve at least 80% of unemployed youths in Mitooma District. We have over 1000 unemployed youths in Mitooma District and we target to employ over 800 youth by the year 2023 both directly and indirectly.

## **Vision Statement.**

To become to most youth employing enterprise in Mitooma District by the year 2025.

## **Mission statement.**

To reduce youth unemployment in Mitooma District to a negligible rate.

## **Objectives:**

To employ youths and enable them earn a living

To eliminate food wastage in Mitooma District.

To support unemployed youths in starting-up piggery projects and pork joints that can enable them earn funds.

To earn income through sales of pigs and pork

To employ over 1000 people by the end of the year 2025

To reach an operating capital of over $20,000 by the end of the year 2025.

To serve people in the different parts of Mitooma district by the year 2025.

## **The Value Proposition:**

As TAMP PES, we give discounts to the customers who frequently consume or buy more of our products and services. This is to keep them part of us in terms of making business.

We are marketing our products and services through radio announcements, posters and community outreaches such that the existing unemployed youths and pork joints can be aware of our products and services and delivery processes.

We are developing a system which will connect us with our customers in such a way that applications to own our pigs and piglets and orders for pork and pigs on sale can be made virtually through the system. This will reduce the customers’ costs of contacting the farm in case one needs our products and services.

TAMP PES is aimed at producing quality pigs, piglets and pork for which by their quality will attract more customers and clients.

TAMP PES is to produce calendars and other materials which will be given to the customers such that to make more people aware of our existence.

TAMP PES is set to operate a promotion program for our products and services such that it attracts more customers and clients to be part of us.

TAMP PES gives pigs and piglets to unemployed youth who act as swineherds and assume 70% of the project’s profits which is 20% more than what the existing similar projects give. This is mean to attract more clients and more trust.

As TAMP PES, we provide accommodation and meals to the piggery projects we support which is not done by any enterprise. This is meant to attract more customers and have the projects run smoothly.

# 2. The Product/Service:

As TAMP PES, we provide pigs and piglets to enable unemployed youth start-up piggery projects that can enable them earn a living.

TAMP PES also sales pigs to pork joints for slaughtering and to swineherds for rearing.

TAMP PES also provides manure from the pigs’ droppings and left-overs of meals to agriculture practitioners.

We also intend to start-up our own pork joints to provide good quality pork for our customers.

# 3. Industry and Market Analysis:

TAMP PES is agri-business enterprise.

We support unemployed youth to start-up piggery projects as well sell pigs to pork joints and piglets to swineherds.

We also sell manure to agriculture practitioners.

By the fact that the government of Uganda allows operation of piggery projects and pork joints and with the increasing number of pork consumers as a result of the increasing population, TAMP PES stands a high chance of growing to serving over 1000 people by the year 2025.

Our main target market is the unemployed youth but our services and products expand to serving pork joints, agriculture practitioners and swineherds.

# 4. Competition

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Competitor’s Name** | **Pigs and Piglets** | **Accommodation and Meals** | **Pork** | **Customer percentage gain** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| TAMP PES |  |  |  |  |

# 5. SWOT Analysis

|  |  |
| --- | --- |
| **Strength** | **Weaknesses** |
| **We serve trustworthy youth and only after signing an agreement.**  **We are currently informally collaborating with a few pork joints in Bitereko Sub-County to increasing our sales.**  **We work with experts in the field of piggery and all related products.**  **We earn from different fields i.e. sales of pork, pigs and piglets and manure and the 30% profit we get from the youths we support which increases our income.** | We currently only focus on growing pigs which may lack market but this is being and will be rectified by collaborating with the existing pork joints and starting our own pork joints.  We lack enough funds to scale-out our services and capture the whole of our target market. |
| **Opportunities** | **Threats** |
| Our operations are formal unlike the existing pork joints and providers of piglets for rearing.  We provide good quality pigs, piglets and pork hence stand a chance to capture the market.  We have an advantage of Moslems constituting a small percentage of about 10% in Mitooma hence are able to serve the biggest population. | **Competitors like the existing pork joints and people that give out piglets for rearing.**  **Moslem community that protests against piggery and its products.** |

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# 6. Operations Plan

As TAMP PES, we need to have stable availability of meals for the pigs.

We as well need better accommodation for our piggery projects both the ones we run directly and the ones we support.

We as well tend to get a certification that recognizes us as a formally registered company to gain must trust from our customers.

# 7. Marketing Plan

We reach out to our customers through community outreaches and talks. We as well intend to have radio talk-shows and publish calendars and journals to scale-out our market the more. We get our pigs to the trusted unemployed youths through identifying a few capable ones via the outreaches. The identified youths sign a Memorandum of Understanding as employees of the enterprise before they are given pigs or piglets.

We as well plan to further start-up pork joint shops where we shall be selling pork from our own pigs and pigs of our employees only to broaden our market and profits.

We give our clients a chance to own a bigger percentage of the profits i.e. 70% as compared to the 50% given by the rest. This attracts more customers to enjoy our services.

We provide meals and accommodation support to piggery projects run by the previously unemployed youths we support.

# 8. Management

## **Team Members.**

Tumwebaze Peterson (Founder and Project Manager): He coordinates all the activities of the business and ensures they are kept in line with the business goals.

Bianobwengye Africano (Male Public Relations Officer): He acts as s the client’s main point of contact, coordinating the work of the whole team, reports directly for the customers.

Fortunate Agnes (Accountant): She is responsible for preparing financial reports, budgets, and financial statements for the organization. Handles all financial transactions for the company, serves as internal auditor for the company.

Amutuhaire Joan (Female Public Relations Officer): She as well acts as s the client’s main point of contact, coordinating the work of the whole team, reports directly for the customers.

Our team is made up of the previously unemployed youth whom we believe because of their state have enough time to commit for the projects and see them grow.

# 9. Financial Plan

**Cost Estimations & Projections**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No** | **Item** | **Units** | **Unit Price** | **Total** |
| **1** | **Animals** |  |  | **$3,000** |
|  | Pigs |  |  |  |
|  | Piglets |  |  |  |
| **2** | **Meals** |  |  |  |
|  | Avocadoes |  |  |  |
|  | Maize husks |  |  |  |
|  | Mukene |  |  |  |
|  | Salt |  |  |  |
|  | Labour |  |  |  |
| **3** | **Shelter Construction** |  |  | **$1,500** |
|  | Timber |  |  |  |
|  | Nails |  |  |  |
|  | Iron Sheets |  |  |  |
|  | Labour |  |  |  |
|  | Poles |  |  |  |
| **4** | **Medical Care** |  |  | **$500** |
| **5** | **Advertising** |  |  | **$2,000** |
|  | Radio Talk-Shows |  |  |  |
|  | Calendars |  |  |  |
|  | Bronchures |  |  |  |
|  | Community Outreaches |  |  |  |
| **6** | **Start-Up of Pork Joints.** |  |  | **$3,000** |
|  | Kirama T/C |  |  |  |
|  | Iraramira T/C |  |  |  |
|  | Bitereko T/C |  |  |  |
|  | Rutookye T.C |  |  |  |
|  | Kanyabwanga T/C |  |  |  |
|  | Kisizi T/C |  |  |  |
| **7** | **Transport** |  |  | **$500** |

## **Financing**

TAMP PES funds the costs through savings, credit from suppliers, debt and earnings from sales.

We use our savings to pay for all direct costs.

We as well acquire credit from our suppliers whenever our savings are not enough to pay for the purchases. This is meant to keep stable production.

We also funds the different costs using the earnings from our sales.

And rarely whenever we get stack, we shall acquire loans from financial institutions to fund our operations.

## **Revenue Projections**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Item** | **Units** | **Unit Price** | **Total Price** |
| **1** | Pigs |  |  |  |
| **2** | Piglets |  |  |  |
| **3** | Manure |  |  |  |
| **4** | Profits from other projects we support |  |  |  |
| **5** | Pork |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Financial projections on the financial statements** **(please use the Microsoft Excel template provided along with this template):**

## **Milestones and Attachments.**

## **Milestones.**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **MILESTONES TO HIT FOR TAMP PES 2022-2024** | | | | | | | | | | | | |
| **ACTIVITIES** | **2022** | | | | | **2023** | | | | **2024** | | | |
|  | **JAN-MAR** | **APR-JUN** | **JUL-SEPT** | **OCT-DEC** | | **JAN-MAR** | **APR-JUN** | **JUL-SEPT** | **OCT-DEC** | **JAN-MAR** | **APR-JUN** | **JUL-SEPT** | **OCT-DEC** |
| Cover Nyakanyinya Village |  |  |  | |  |  |  |  |  |  |  |  |  |
| Reach $7,000 Operating Capital |  |  |  | |  |  |  |  |  |  |  |  |  |
| Cover Bitereko Sub-County |  |  |  | |  |  |  |  |  |  |  |  |  |
| Reach $10,000 Operating Capital |  |  |  | |  |  |  |  |  |  |  |  |  |
| Cover Ruhinda-North County |  |  |  | |  |  |  |  |  |  |  |  |  |
| Reach $20,000 Operating Capital |  |  |  | |  |  |  |  |  |  |  |  |  |
| Construct Shelter for all the Piggery projects we support |  |  |  | |  |  |  |  |  |  |  |  |  |

# 10. Appendices