**TAMP PIGJOB SOLUTION (TAMP PS)**

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**CATEGORY: Start-Up**

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**PROBLEM & SOLUTION**

About Your Business.

Well back in February, 2018, I was in my S.6 vacation and therefore had a chance to live home for a good period of time. During my period at home, I could see people throwing away food wastes each day and in different families. It’s hard for them to only prepare what they can eat and finish since most of them have less knowledge in the field of cooking. I also realized that over 50% of the youths in our Village are unemployed, and my worry was how they could earn a living. Swineherds in our village were doing very well although their projects were on a small scale. In Jan 2019, I decided to start-up a piggery project where we provide pigs to unemployed youths for rearing and demand only 30% of the profits made once plus our own pig and then the project becomes fully owned by the youth. In this case, the pigs also consume the would be wasted food remains.

In the case where losses are made, the youth owns 30% of the losses and the enterprise owns 70%.

**BUSINESS PROCESS**

Features & Functionalities.

We give out pigs and piglets to youth at a free cost but on signing of an agreement. These youth are expected to work as swineherds of the given pigs but accommodation costs are on us. This is to ensure that all pigs are well catered for without complaints. The company assumes 30% of the profits made on the point of sale or production plus our own pig where after the project becomes 100% owned by the youth. In this way, we give youth a good start-up point into business enabling them to get employed as the piggery project managers with a chance to earn a living. The remains from the pig’s meals and the pig’s wastes are well collected and have manure for sale.

We intend to expand our product and service delivery up to the whole Mitooma District. We also shall start-up pork joints to provide market for out produced pigs and those from the projects we support.

Pricing

We sell pigs from 50kg weight at $100 ranging 1Kg at &2, a basin of manure at $2, pork at $4 per Kilogram and get 30% of the profits earned by every piggery project we support.

Profitability.

Our projection for average annual cost of operations is $10,000 and $14,000 for average annual revenue.

Average annual net income is $14,000-$10,000 = $4,000

Therefore, our Profit margin = 28.6%

**MARKET OPPORTUNITY**

Target Audience/Customers.

We currently cover a market worth approximately $2,000 with 20 youths under our support. We are targeting to serve at least 70% of unemployed youths in Mitooma District i.e. 700 youths by the year 2023 both directly and indirectly and serve agriculture practitioners in every homestead with manure which may be worth about $20,000.

Marketing & Sales- Your Marketing Plan

We reach out to our customers through community outreaches and talks. 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 to broaden our market and profits. We shall have a business website, email and telephone contacts to enable our access online.

**BUSINESS ANALYSIS**

SWOT Analysis (Strengths, Weaknesses, Opportunities, & Threats).

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| **Strength** | **Weaknesses** |
| * We serve trustworthy youths * We collaborate with a few pork joints to increase our sales. * We work with experts in the field of piggery. * We earn from various sources | * We currently only focus on growing pigs. * We lack enough resources to scale-out our services and capture the whole of our target market. |
| **Opportunities** | **Threats** |
| * We provide good quality pigs, piglets and pork. * Moslems constitute a small percentage of about 10% in Mitooma. | * Competitors like the existing pork joints and people that give out piglets for rearing. * Moslem community that protests against piggery and its products. |

**YOUR NEEDS.**

Resource Requirements.

The Enterprise currently needs funds to construct good shelter and provide better meals and medical care services for the pigs. We as well need to scale out our services so as to hit our target goal of 1000 clients by the end of 2025 hence need to employ more team members to help on the task.

We need to start-up pork joints as soon as possible to ensure adequate market for our grown pigs. This will come with the need for more employees.

Building a Team

**Team Members.**

**Tumwebaze Peterson (Founder and Project Manager):** Coordinates all the activities of the business and has worked as project manager for over 5 projects.

**Mwesigwa Onesmus(Secretary):** Takes and keeps all the records of the enterprise on financial reports, meetings and budgets. She has a bachelors degree in Accounting and finance.

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

**Amutuhaire Joan (Advisor):** Worked with NAADs on a similar project for goats for over 20years, he gives us the right path to run the business through.

**Over 10 Clients.**

**YOUR PLANS**

Business Forecasting and Planning.

TAMP PES is already in market with over 20 clients served both directly and indirectly by the business. These include 15 supported youth who are running piggery projects under our support and over 5 pork joints supported with our pigs to provide pork to their customers.

The numbers have kept low mainly due to limited funds to support scaling out of our business but we predict to hit our target of over 1000 clients of our business by the end of the year 2025 both with the piggery projects and pork joints which will be possible with much efforts and funds used to scale-out.

**What are the next steps for your business?**

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|  | **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 |  |  |  | |  |  |  |  |  |  |  |  |  |

**Rows** 🡪 Milestones to hit.

**Columns** 🡪 Timescale.