

# **CAMPUS EGGS ENTERPRISE**

## **Complete Business Plan for Egg Distribution at LUANAR City Campus**

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## **1. EXECUTIVE SUMMARY**

Campus Eggs Enterprise is a student-focused egg distribution business that will procure fresh eggs directly from local farmers and sell them to students residing in hostels at LUANAR City Campus. The business addresses a critical need for affordable, convenient, and quality protein sources among university students.

### **Business Model**

We will purchase eggs from verified local farmers at competitive wholesale prices and retail them to hostel students at MWK 15,000 per tray (30 eggs), delivering directly to campus accommodation facilities using bicycle-based delivery and walking distribution.

### **Target Market**

Approximately 2,000+ students living in hostels at LUANAR City Campus, Lilongwe, who require convenient access to affordable, nutritious food.

### **Unique Selling Proposition**

- Direct doorstep delivery to hostels
- Quality assurance through farmer verification
- Competitive pricing below retail market rates
- Convenient payment options
- Fresh eggs sourced within 48 hours of laying

### **Financial Highlights**

- Initial Capital Required: MWK 250,000
- Projected Monthly Revenue (Month 6): MWK 2,400,000
- Break-even Point: Month 2
- Projected 12-Month Net Profit: MWK 7,558,000
- Return on Investment (ROI): 3,023%
- Net Present Value (NPV) @ 15%: MWK 6,933,000

### **Management Team**

The business will be managed by three dedicated partners - Trissah (Operations Manager), James Joseph (Finance & Marketing Manager), and Fortune (Supply Chain & Quality Manager) - all bringing complementary skills and commitment to the venture.

## **2. BUSINESS DESCRIPTION**

### **Company Overview**

Campus Eggs Enterprise is a student-run egg distribution business operating at LUANAR City Campus in Lilongwe, Malawi. We connect local farmers with campus students, providing fresh, affordable eggs through a convenient delivery service.

### **Mission Statement**

To provide LUANAR students with convenient access to fresh, affordable, and quality eggs while supporting local farmers and creating sustainable employment opportunities.

### **Vision Statement**

To become the leading student-focused food distribution enterprise in Malawian universities, known for quality, reliability, and customer service excellence.

### **Business Objectives**

- Achieve break-even by Month 2 of operations
- Serve 200+ regular customers within first 6 months
- Maintain customer satisfaction rate above 90%
- Achieve monthly revenue of MWK 2,400,000 by Month 6
- Expand to other campuses by end of Year 2

### **3. OPERATIONS PLAN**

#### **Operating Model**

Campus Eggs Enterprise operates on a lean, make-to-order model, purchasing eggs from farmers based on confirmed customer orders with minimal buffer stock. This approach minimizes waste and capital requirements while maintaining freshness and quality.

#### **Daily Operations Schedule**

##### **Procurement Days (Monday, Wednesday, Friday):**

- 5:30-7:00 AM: Bicycle to farmer (within 10km)
- 7:00-8:00 AM: Collect eggs, quality inspection
- 9:00 AM-5:00 PM: Order taking, customer service

##### **Delivery Days (Tuesday, Thursday, Saturday):**

- 8:00-10:00 AM: Pack orders, quality inspection
- 10:00 AM-1:00 PM: Morning delivery round
- 2:00-5:00 PM: Afternoon delivery round

## **4. MARKETING PLAN**

### **Marketing Strategy**

Focus on convenience, quality, and affordability messaging. Leverage social media, WhatsApp groups, and campus networks for promotion. Build trust through consistent quality and reliable delivery service.

### **Marketing Tactics**

- Flyer distribution in all campus hostels
- WhatsApp Business and hostel group messaging
- Facebook page with regular updates
- Referral incentives program

## 5. FINANCIAL PROJECTIONS

The following financial projections are based on a lean startup approach with MWK 250,000 initial capital, conservative growth assumptions, and a 15% discount rate for NPV calculations.

**Table 1: Startup Capital Requirements**

Item	Qty	Unit Price (MWK)	Total (MWK)
<b>A. FIXED ASSETS</b>			
Bicycle (for delivery)	2	35,000	70,000
Delivery backpacks/carriers	2	8,000	16,000
Digital scale	1	12,000	12,000
Egg candling lamp	1	5,000	5,000
Plastic shelving units	2	8,000	16,000
Office supplies	1	10,000	10,000
<b>Subtotal - Fixed Assets</b>			<b>129,000</b>
<b>B. WORKING CAPITAL</b>			
Initial inventory (15 trays)	15	11,000	165,000
Marketing materials	1	25,000	25,000
Business registration	1	15,000	15,000
Permits and licenses	1	10,000	10,000
Miscellaneous/Contingency	1	11,000	11,000
<b>Subtotal - Working Capital</b>			<b>226,000</b>
<b>TOTAL STARTUP CAPITAL</b>			<b>355,000</b>

**Table 2: Capital Structure**

Source of Capital	Amount (MWK)	Percentage
Partner 1 - Trissah	83,333	33.3%
Partner 2 - James Joseph	83,333	33.3%
Partner 3 - Fortune	83,334	33.4%
<b>TOTAL CAPITAL</b>	<b>250,000</b>	<b>100.0%</b>

**Table 3: Monthly Revenue Projections (12 Months)**

Month	Trays/Week	Trays/Month	Revenue (MWK)
Month 1	15	60	900,000
Month 2	20	80	1,200,000
Month 3	25	100	1,500,000
Month 4	30	120	1,800,000
Month 5	35	140	2,100,000
Month 6	40	160	2,400,000
Month 7	45	180	2,700,000
Month 8	50	200	3,000,000
Month 9	55	220	3,300,000
Month 10	60	240	3,600,000
Month 11	65	260	3,900,000
Month 12	70	280	4,200,000
<b>TOTAL</b>		<b>2,040</b>	<b>30,600,000</b>

**Table 4: Monthly Operating Expenses**

Expense Category	Month 1-3	Month 4-6	Month 7-12
Cost of Goods Sold (Eggs)	700,000	1,320,000	2,200,000
Partner Salaries (3 × 50,000)	150,000	150,000	180,000
Delivery Personnel	0	20,000	30,000
Storage (room, utilities)	0	15,000	20,000
Bicycle maintenance	3,000	5,000	8,000
Communication	10,000	15,000	20,000
Marketing & Advertising	20,000	15,000	25,000
Packaging materials	8,000	12,000	20,000
Miscellaneous expenses	10,000	15,000	20,000
<b>TOTAL EXPENSES</b>	<b>901,000</b>	<b>1,567,000</b>	<b>2,523,000</b>

**Table 5: 12-Month Cash Flow Projection**

Period	Revenue	Expenses	Net Profit	Cumulative
Month 1	900,000	901,000	-1,000	-1,000
Month 2	1,200,000	901,000	299,000	298,000
Month 3	1,500,000	901,000	599,000	897,000
Month 4	1,800,000	1,567,000	233,000	1,130,000
Month 5	2,100,000	1,567,000	533,000	1,663,000
Month 6	2,400,000	1,567,000	833,000	2,496,000
Month 7	2,700,000	2,523,000	177,000	2,673,000
Month 8	3,000,000	2,523,000	477,000	3,150,000
Month 9	3,300,000	2,523,000	777,000	3,927,000
Month 10	3,600,000	2,523,000	1,077,000	5,004,000
Month 11	3,900,000	2,523,000	1,377,000	6,381,000
Month 12	4,200,000	2,523,000	1,677,000	8,058,000
<b>TOTAL</b>	<b>30,600,000</b>	<b>23,042,000</b>	<b>7,558,000</b>	<b>8,058,000</b>

**Table 6: Break-Even Analysis**

Description	Amount (MWK)
Selling Price per Tray	15,000
Variable Cost per Tray (eggs)	11,000
Contribution Margin per Tray	4,000
Average Monthly Fixed Costs	250,000
Break-Even Point (Trays per Month)	63 trays
Break-Even Revenue (MWK per Month)	945,000
<b>Expected Month to Reach Break-Even</b>	<b>Month 2</b>

**Table 7: Net Present Value (NPV) Analysis**

*Discount Rate: 15% per annum*

Period	Net Cash Flow	Discount Factor	Present Value
Initial	-250,000	1.0000	-250,000
Month 1	-1,000	0.9882	-988
Month 2	299,000	0.9766	292,006
Month 3	599,000	0.9653	578,214
Month 4	233,000	0.9541	222,306
Month 5	533,000	0.9432	502,725
Month 6	833,000	0.9325	776,773
Month 7	177,000	0.9220	163,194
Month 8	477,000	0.9117	434,881
Month 9	777,000	0.9016	700,543
Month 10	1,077,000	0.8916	960,234
Month 11	1,377,000	0.8819	1,214,376
Month 12	1,677,000	0.8723	1,462,868
<b>NET PRESENT VALUE</b>	<b>7,558,000</b>		<b>6,933,132</b>

*Note: The positive NPV of MWK 6,933,132 indicates that the project is financially viable and expected to create value for the partners.*

**Table 8: Key Financial Indicators**

Indicator	Value
Initial Investment	MWK 250,000
12-Month Total Revenue	MWK 30,600,000
12-Month Total Expenses	MWK 23,042,000
<b>12-Month Net Profit</b>	<b>MWK 7,558,000</b>
<b>Net Present Value (NPV) @ 15%</b>	<b>MWK 6,933,132</b>
Return on Investment (ROI)	3,023%
Payback Period	1.5 months
Average Gross Profit Margin	26.7%
Average Net Profit Margin	24.7%
Monthly Revenue Growth Rate	15-20%
Break-Even Point	63 trays/month

## Financial Assumptions

- Purchase price: MWK 11,000 per tray (30 eggs)
- Selling price: MWK 15,000 per tray
- Contribution margin: MWK 4,000 per tray (26.7%)
- 100% equity funded - no external financing required
- No rent for first 3 months (using partner's room)
- Bicycle-based delivery keeps transport costs minimal
- Partners draw modest salaries, focus on reinvestment
- Conservative growth projections (15-20% monthly)
- Discount rate of 15% per annum used for NPV calculation

## 6. RISK MANAGEMENT

### Operational Risks

#### Risk: Bicycle breakdown/accident

- Mitigation: Regular maintenance, careful riding, backup bicycle
- Contingency: Walking delivery, minibus transport for urgent orders

#### Risk: Egg breakage during transport

- Mitigation: Proper padding, careful riding, quality backpacks
- Contingency: 10% extra stock, replacement guarantee

### Market Risks

#### Risk: Price fluctuations

- Mitigation: Long-term farmer agreements, multiple suppliers
- Contingency: Adjust selling price with customer notification

## **7. CONCLUSION**

Campus Eggs Enterprise represents a viable and scalable business opportunity that addresses a real need in the LUANAR student community. With a modest initial investment of MWK 250,000, strong operational planning, and a committed management team, the business is positioned to achieve profitability quickly and grow sustainably.

The comprehensive financial analysis demonstrates exceptional potential, with key metrics including:

- Net Present Value (NPV) of MWK 6,933,132 at 15% discount rate
- Return on Investment (ROI) of 3,023% over 12 months
- Break-even achieved by Month 2
- Payback period of just 1.5 months
- Total Year 1 net profit of MWK 7,558,000

The lean startup approach, combined with bicycle-based delivery and strategic partnerships with local farmers, enables us to minimize risk while maintaining quality standards. We are confident that Campus Eggs Enterprise will succeed as a profitable venture while contributing positively to the LUANAR community.