

Your Simple Business Plan		
<p>The business opportunity</p> <p>Why does your business exist?</p>	<ul style="list-style-type: none"> • The increasing number of poultry farm in the country especially, in bahiradr city in which for time being we planned to be in market for. • Lack of effective poultry supplement in bahirdar city. • Based on our collected data all of poultry supplements that are found in our country are imported. Hence it makes a scarcity on some places like, bahirdar city. • Find low health of chickens in bahirdar city in which many poultry farmers complain about and also their chicken death. . 	
<p>The problem</p> <p>What are you trying to fix?</p>		
<p>Target Market</p> <p>Who are you pitching to?</p>	<p>The market target group below are only found in bahirdar city.</p> <p>Target group I: household poultry farmers.(have 10-20 chickens)</p> <p>Target group II: small scale poultry farmers.(have200-500 chickens)</p> <p>Target group III: medium scale poultry farmers (have around 1000 to 200o chickens)</p> <p>The other target market group are those who are in broiler business which we hope they buy our product.</p> <p>In addition, we have a potential to grow and in to producing a product which can be be supplied to the whole country.</p>	
<p>The solution</p> <p>How will you fill the market gap?</p>	<ul style="list-style-type: none"> • We have developed a poultry health booster which it contains vitamins and minerals for the poultry industry so that the poultry animal health and immune system would increase and increase the poultry production of a poultry farm • Since our product is produced by using locally found raw material it minimize the country expenditure on foreign currencies that it uses to buy poultry supplements • Our product will fill the lack of poultry supplement in the bahirdar city. • Since, our product have sufficient nutrients in it will the chickens growth and als increase the egg production. 	
<p>The competition</p> <p>Who is already in your space?</p>	Competitor Name	Why Your Service/Product is Better?
	1.fortevit(produced in Indonesia)	<ul style="list-style-type: none"> • Since it expensive and found only in limited place it has low market in bahirdar but our product would be found in ready usage at bahirdar city • It is imported product but ours is locally made. • It is not effective if there is a fluctuation of feed that is given to the chicken but our product would be effective even there is a fluctuation of poultry feed.
	2.egg stimulate ant	<ul style="list-style-type: none"> • It only works for stimulation our product is not limited only egg stimulation. • It found on limited quantity which our product would be found in different amount..

	<ul style="list-style-type: none"> It is imported but ours is locally made.
Key milestones Your launch timeline	<p>The first step(still in a way ,will continue in the next 2 month), our company plan is to find a financial support that is helpful for us to develop our prototype and to test our product.</p> <p>The next step of our plan would be to develop the prototype. this would take us 15 days.</p> <p>After we developed our MVP we planned to test it on chicken for the next 3 to 6 months.</p> <p>After the test we planned to get a license.</p> <p>Then we planned to attend different seminars about poultry farm, go to door to door so that they would test our product give awareness about our product to the poultry farm found in bahirdar city. Lastly, we planned to produce our product up to 100 to 200 in after our first sell. We concluded that our launch day would be after 1 year of after we get a fund.</p>
Funding How much will you need	<p>Our first form of fund would be to participate in different competition and do different other works so that we would be able to develop our MVP and test it. The others form of fund we hope to find in banks.</p> <p>We have divided our needs of funds in two phases.</p> <p>1st phase: is used to develop our MVP and test it. In which would take 3000-500 birr per months it includes raw material cost, chickens cost, finding space to conduct the test and other costs.</p> <p>The 2nd phase of our fund would be used to produce in mass and get in to the market.</p> <ul style="list-style-type: none"> One pack product including packaging cost would be = 237birr. We planned to produce 200 packs after our first sell then the total cost of 200 packs would be 47,400. But as yearly we planned to produce 12,000 packs then the total cost per year would be including labor cost of 20,000 birr would be 3,363,722 birr.
Your income How much will you make?	<p>We have planned to sell our product per pack 380 birr. The if we plan to sell 11,230 packs per year</p> <p>Total revenue would be $380 \times 11,230 =$ 4,267,400 birr.</p> <p>Then our profit would be in year $= 4,267,400 \text{ birr} - 3,363,722 \text{ birr} =$ 903,678 birr.</p>
Your expenses How much will you spend?	
Startup (one-off) Costs	<p>Raw material cost for 1 pack = 150 birr</p> <p>Processing machine cost =187,722 birr</p> <p>Rent per year = 200,000 birr.</p>
Cost of Sales	For packaging 1 pack cost= 87 birr.
Recurring Costs	<p>Labor cost = 20,000 birr</p> <p>Transportation to the customer cost = 6000 birr</p>

	Utility cost(electricity and water cost) = 20,000 birr per year.	
Marketing plan How will you reach your audience?	Social Media	Creating telegram group or by joining the telegram group which are people used for poultry farm information exchange , and introducing our product on these group it is the same for facebook.
	Traditional Marketing	By going directly to the poultry farm that are found in bahirdar city and introducing and selling our product.
Your core values Your guiding principles	<ul style="list-style-type: none"> • Our product is found at affordable price at the present market. • It is high growth promoter of chickens and increase productivity and immune systems of the chickens. 	
Your unique selling points. How will you be different?	A locally made effective poultry health ,productivity and egg production booster made by Ethiopians to Ethiopians poultry farmers ,made from our locally grow plant.	