



How To Make a Poultry Farm Business Plan | The Hidden Recipe for Success

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how to make a poultry farm business plan. It's one of the most important but often missed recipes for Success. It positions you in an informed place, where you're more likely to succeed than your colleagues.



1 page, maximum of 2 pages.

1. Business name/Title
2. Vision/Mission
3. Goals/Objectives
4. Product
5. Unique selling point, Target market and Competition
6. Marketing
7. Requirements
8. People involved
9. Financial plan

BUSINESS NAME/TITLE

- Not mandatory
- Easy to remember
- Easy to identify with

IMPONENS-GALLINIS POULTRY FARM

HAPPY POULTRY FARM

VISION/MISSION

1. Vision
2. Mission

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VISION/MISSION

1. Vision/Mission

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You might have the vision and mission separate when seeking investors or together if self-funded.

VISION/MISSION

1. Defines the farm
2. What you're striving towards
3. What you want to achieve
4. Provides identity
5. Directs all farm activities

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VISION/MISSION

"To become the leading provider of high quality chicken for meat in Country X."

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GOALS/OBJECTIVES

Should motivate you

| Short Term | Mid-term | Longterm |
|------------|----------|-----------|
| 3-6 months | 1 year | 3-5 years |

Specific | Measurable | Attainable | Relevant | Time bound

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GOALS/OBJECTIVES

Now: 200 broilers
Goal:

- To produce 500 broilers every 2 weeks in 10 months' time.
- To produce ~~many~~ broilers in 10 months' time.

Revenue | No. of farms or outlets | No. of birds

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PRODUCT(S)

- 1 or 2 products
- The plan can always be modified later

What problem do the products solve?

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UNIQUE SELLING POINT, TARGET MARKET & COMPETITION

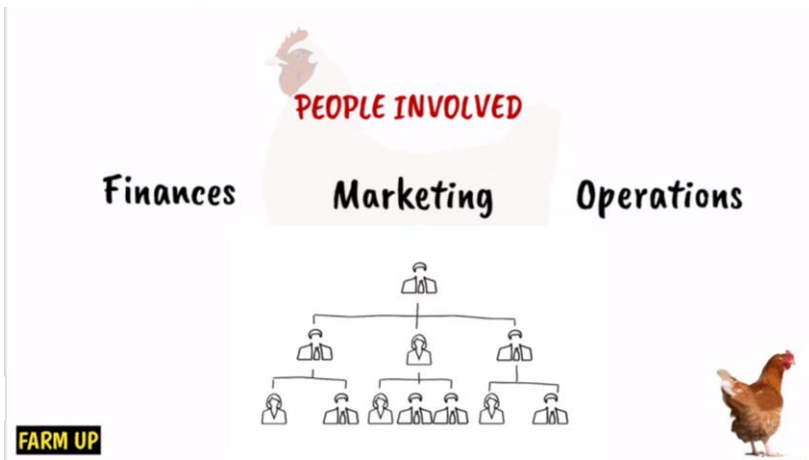
Why should they buy from you??
Who shall you sell to?
Your Competition!

Strengths | Weaknesses | How to better them

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You also need a list for all the things you will need to start out the poultry farm, from the breeding stage, egg production stage and selling off the birds eventually. You can get this by visiting a few farms around your location or locally.



You need to figure out who will be in charge of the farm finances, marketing and day-to-day farm operations. Make sure that you structure the hierarchy so it's well laid out, who reports to who? Who do you contact for any particular information?



This also involves knowing the revenue and profit forecasts at specific milestones like 1 year, 2 years of operation including knowing the expected % growth for expansion of the farm.