

THE BUSINESS PROFILE

Business Name

Beks Hogs Limited (Best producer of the only meat to meet your need)

Description of My Business

Mission Statement: To ensure effective and efficient production and distribution of meat at affordable prices.

Vision Statement: To provide top quality meat for healthy living of people all over the Tanzania.

My business is production and sales of pork and live pigs. I plan to establish a company that will produce these pigs in commercial quantity and sell to my numerous customers.

We want to feed Tanzania with healthy meat and possibly export to other countries. We will ensure that we sell the highest number of pigs for pork in Tanzania and increase production every year in order to satisfy our customers.

The most important thing in my business is hygiene and best practices in animal production.

Hotels and restaurants, pig farmers, pig butchers, wholesalers, retailers, abattoirs, meat processing companies, food packaging companies are my target customers.

My business is positioned to take advantage of growth trends in the industry.

My most important company strengths are measurement of live pigs weight, processing and packaging of pork, none of my products are exposed for contamination, and best possible hygienic measures are taken.

The company will succeed because we provide the most important basic need that is protein in form of animal meat and our products are consumed daily by majority of Tanzanians. Due to the fact that the available meats are not enough and are not of the best hygienic standard, we will provide quality meat and make profit.

With the experience, skills, and strengths of management team and workers to be employed, we will ensure that this business grows to become a household name in Tanzania and a world class company.

Targeted Market and Customers

Pig butchers in and around Dar Es Salaam, Mwanza, Arusha, Mbeya, Morogoro, Tanga and possibly all Tanzania are our valued customers. These customers buy pig from farmers in the state. It is our responsibility to locate and market our products to them.

Hotels and restaurants in and around Dar Es Salaam, Mwanza and Arusha, will be encouraged through proper marketing technique using our point of purchase sales outlet. These consumers buy pork in the market for consumption. Through proper marketing strategy, these customers will be encouraged to buy our products.

Pig farmers in the state who need boar, piglets or sows are our targeted customers. They may want to buy a boar, piglets or in- sows (pregnant pigs) for their farms. All pig farmers in Tanzania will be located and visited and how to sell products to them when they need them will be strategized.

Wholesalers and retailers of pig in the state are our valued customers. They buy from farm and resell to the butchers and consumers. They will be searched and located and their contact kept in our record. They will be contacted when they need any product.

Public markets are places where our customers may want to come and buy our product. Sellers of pork are also our targeted customers.

Abattoir and meat processing companies are our targeted market. Our product will be sold to them for further processing.

Growth Trends in this Business

In line with plans outlined in the Development Vision 2025, the Tanzania pig industry has the capacity to become a dynamic market-orientated sector, operating in a more sustainable and climate-smart manner, supplying consumers with high-quality and safe pork, contributing to increased nutritional security, livelihoods and economic growth. A number of targeted interventions in the areas of animal health, genetics, marketing and processing and policies proposed as part of the Tanzania livestock master plan, if implemented, would increase the contribution of the pork sector in Tanzania to gross national product by 83% to nearly USD 36 million over the 2017–2022 period. They would also reduce the production–consumption deficit for pork from 8,000 to 1,350 tonnes.

The proposed combined interventions of approximately USD 33 million—22% and 78% from the public and private sectors respectively—for improved family and expanded commercial specialized pig production systems would result in a 69% increase—42% and 219% respectively—in pig meat production. Production would grow from 22,025 to 37,191 tonnes between 2017 and 2022. The impact of this additional targeted investment would result in a 10% increase in income accruing to farmers in the family pig subsystems and a 57% increase to those in the specialized pig subsystem, and the return on investment to those with small and medium-sized herds would be 86% and 17% respectively, as opposed to 22% to those in specialized subsystems. In all cases the investment would be clearly justified.

Nearly USD 90 million would be required over the 15-year period to transform the sector. In the first five years, a third of investment into the sector should be directed towards animal health and food safety, followed by 29% towards product marketing. The main role of the public sector going forward is one of issuance and enforcement of regulation, facilitation, and the provision of incentives to attract and encourage private investors.

Improving pig meat requires a focus on upon controlling African swine fever, to increase pig productivity and meat production to help close the all-meat consumption gap projected over the next 15 years. In the ‘without additional investment scenario’, by year 2032, a deficit of 16,000 tonnes of pork is estimated, thereby resulting in a total all-meat deficit of two million tonnes.

However, industrializing pork production (in large commercial-scale operations) and processing for product transformation will lower domestic meat prices, while enabling an increase in exports and foreign exchange earning.

Management

We have hired a Technician specialized in Livestock. My experience in managing my father's pig farm will be brought to this business. With my management team and me as managing director, we will grow this business and provide jobs to many Nigerians. There is a plan for continuation of the business if I am dead, or incapacitated. I can be replaced by the owners of this company. Working hours will be from 8am to 4pm everyday from Monday to Friday except for security agents who will work all day and night.

Personnel

- Number of employees: 8
- Type of labor (4 skilled, 4 unskilled, and temporary labor).
- We will employ young graduates. I will pay and train them very well.

Financial Forecast (5 Years)					
	2025	2026	2027	2028	2029
REVENUE					
Estimated Product Sales	£350,000,000	£450,000,000	£550,000,000	£600,000,000	£650,000,000
Less Sales Returns & Discounts	£0	£0	£0	£0	-£234
Service Revenue	£0	£0	£0	£0	£0
Other Revenue	£0	£0	£0	£0	£0
Net Sales	£350,000,000	£450,000,000	£550,000,000	£600,000,000	£650,000,234
Cost of Goods Sold	£140,000,000	£180,000,000	£220,000,000	£240,000,000	£260,000,000
Gross Profit	£210,000,000	£270,000,000	£330,000,000	£360,000,000	£390,000,234
EXPENSES					
Salaries & Wages	£10,200,000	£15,000,000	£15,000,000	£150,000,000	£150,000,000
Marketing/Advertising	£20,000,000	£20,000,000	£20,000,000	£20,000,000	£20,000,000
Sales Commissions	£15,000,000	£15,000,000	£15,000,000	£15,000,000	£15,000,000
Temporary Labor	£5,000,000	£10,000,000	£10,000,000	£10,000,000	£10,000,000
Total Expenses	£50,200,000	£60,000,000	£60,000,000	£195,000,000	£195,000,000
Income Before Taxes	£159,800,000	£210,000,000	£270,000,000	£165,000,000	£195,000,234
Income Tax Expense	£0	£0	£0	£0	£0
NET INCOME	£159,800,210	£209,999,610	£269,999,460	£165,000,458	£195,000,145

