

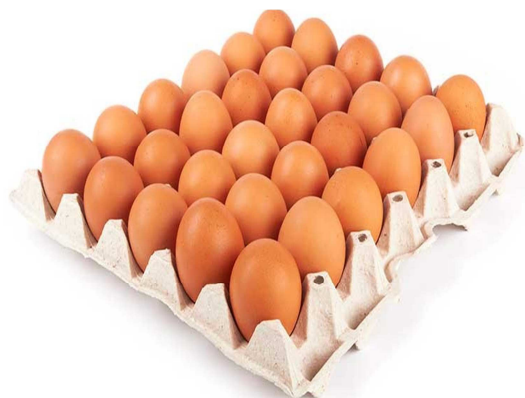
SUNRISE INTEGRATED FARMS LTD

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DAR ES SALAAM- TANZANIA.

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Mob:



BUSINESS PLAN

FOR THE ESTABLISHMENT OF COMMERCIAL POULTRY FARMING PROJECT

Submitted to:

TANZANIA INVESTMENT CENTRE (TIC)
P.O. BOX 938
DAR ES SALAAM



DATE
FEBRUARY-2025

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1. EXECUTIVE SUMMARY

1.1 About the Company

SUNRISE INTEGRATED FARMS LTD is the Private Company that is incorporated in Tanzania in the year 2021 with the main objective of dealing with poultry activities. Chicken and its by-products have stable and growing demand in Tanzania population.

Apart from poultry farming, the company also will engage in other related farming activities so as to capture the market opportunity in Tanzania.

1.2 Description of Project/Business Idea

The business idea is about the establishment of mega poultry project which will be dealing with the rearing of layers chicken and hence selling of eggs to the market. The population of Tanzania is fast growing and urban life has become so predominant something which creates a very reliable and strong market for the chicken and chicken by-products. There are few big reliable companies which deal with the poultry activities and the dominance is on the small scale farmers who are feeding the market.

Basing on that fact, **SUNRISE INTEGRATED FARMS LTD** is intending to embark on the Mega Poultry Farming whereby the company is going to employ modern technology in the rearing of chicken.

1.3 The Market Need

Poultry products play very vital role in the food sector in Tanzania. The chicken and eggs are mostly used for fast food in Tanzania both in urban and rural areas. This creates the huge demand and the need in the market especially when it comes to the food.

SUNRISE INTEGRATED FARMS LTD saw the opportunity of investing in the farming of poultry which are currently having the high demand. The market

for the poultry is very big in Tanzania as there are few established companies dealing with the poultry activities.

1.4 Market Overview

The target market for our products is the entire population of Tanzania which is estimated to be around **60** million people. The economy of Tanzania is on the rise and that growth is mostly accompanying with the need for good and quality food products like chicken and eggs.

The main market focal point for our market will start from Dar es Salaam City and then expand in other regions of Tanzania. The main goal is to continue adding more product lines as the company expands like chicks breeding.

1.5 Investment Plan

The investment plan comprise of own contribution and the application of the loan from the Banks. Tanzania Investment Bank (TIB) has already offered the company the loan of **800,000,000/-TZS** purposely for the implementation of this project.

The implementation of the project is expected to be done on the three major phases

1.6 Project Location

The project is located at Miono, Chalinze District, Coastal Region.

2. COMPANY DESCRIPTION

2.1 Background

SUNRISE INTEGRATED FARMS LTD is the Private Company that is incorporated in Tanzania in the year 2021 with the main objective of dealing with poultry activities. Chicken and its by-products have stable and growing demand in Tanzania population.

Apart from poultry farming, the company also will engage in other related farming activities so as to capture the market opportunities in Tanzania

2.2 Vision

Our vision is to become the leading poultry farming company in East Africa.

2.3 Mission

SUNRISE INTEGRATED FARMS LTD's Mission is to produce eggs through intensive poultry farming.

2.4 Core Values

The Core Values for SUNRISE INTEGRATED FARMS LTD are;

- **Quality of Work & Products** – We make every effort to perform at an excellent level in everything we do. We are reliable. We are committed to producing and delivering products to the highest standard possible every time.
- **Teamwork** - We work together collectively to achieve our common vision and goals. We have one spirit of working as a team. We recognize positive efforts of others and praise them. We also encourage constructive criticism when needed, and esteem for the contribution of each individual to the total team efforts of the members of the business.
- **Honesty & Integrity** - We are truthful and our actions are consistent with our words.

- **Respect & Dignity** - We demonstrate respect for and appropriate loyalty towards our customers, colleagues and the suppliers.
- **Innovation & Improvement** – We drive change and challenge the status quo to exceed our customers' expectations.
- **Accountability**- Working as one team means that we are competent in our actions. Our employees are professionals who use their expertise in making effective, efficient and reliable decisions which will result into quality service to our customers.

2.5 Objectives

We, SUNRISE INTEGRATED FARMS LTD , we know that a satisfied customer will require our products to be of high standard, competitive prices and that are unique and in order for us to achieve the above vision, mission and values, we are obliged to pursue among others, the following objectives:

- To acquire the best standard machinery,
- To source quality raw materials from the reputable and reliable suppliers at affordable prices,
- To recruit competent workforce and management team,
- To create most efficient distribution channels to ensure our products reach customers on time,
- To boost local suppliers and distributors of raw materials by using the locally available raw materials in farming of product.

3. BUSINESS DESCRIPTION

3.1 Description of the Business Idea

The business idea is about the establishment of mega poultry project which will deal with the rearing of layers chicken and hence selling of eggs to the market. The population of Tanzania is fast growing and urban life has become so predominant thus creates a very reliable and strong market for the chicken and chicken by-products. There are few big reliable companies which deal with the poultry activities and the dominance is on the small scale farmers who are feeding the market.

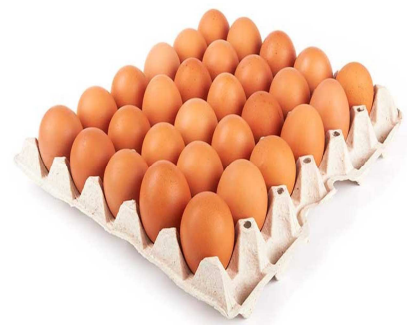
3.2 Products Description

The Company will specialize in farming poultry specifically rearing of layers chicken for production of eggs.

Therefore, the main products of the company will be;

(1) Eggs

The eggs with good color and bigger in size, full of nutrients will be available for the customers



(2) Chicken



(3) Chicken Manure

The company is also expecting to earn revenue from the chicken manure which will be sold to the farmers and other customers for agricultural and other related uses. The chicken manure is enriched with the high level of the organic materials which help in improving the soil structure, aeration and drainage which leading to high yield of crops especially for vegetables.



3.3 Products Benefits

The main benefits of our products will be;

- Good Taste
- Healthy
- Hygienic.

3.4 Location of Business

SUNRISE INTEGRATED FARMS LIMITED is located at Miono Area, Chalinze District Pwani Region.

4. MARKET & COMPETITION

4.1 Target Market & Customer Base

SUNRISE INTEGRATED FARMS LTD is targeting local market chiefly the people living in the major cities like Dar es Salaam, Arusha, and Bagamoyo etc. We shall design proper and modern marketing strategies to ensure that our market share will be more than 20 percent in the next five years. This will be done together with the creation of the most efficient distribution channel.

The following will be our distribution channel;

- Walk in customers
- Food Vendors & Suppliers
- Hotels
- Events Hall
- Supermarkets.

The main categories for our target market can further be described as follows:

- 1) **Work in Customers/individuals** – It includes people in communities or client who are not in other channel and wish to buy our product.
- 2) **Foods Vendors** – These are the mostly prominent customers for the company. They include all the food suppliers in the hotels and supermarkets whereby we are going to create a reliable source for their needs.
- 3) **Hotels** – The hotels and restaurant will be making the orders for the products and the company will deliver direct to them.
- 4) **Supermarkets** – We will create the connection with supermarkets for the delivering of the products.

4.2 Market Trends

There is positive growth trend of food products especially chicken and its by-products. Communities are on the verge of social development, they are in need of good meals and different categories of food. There are also increase of the new hotels and supermarkets which create huge demand for chicken and eggs.

Based on above fact, the demand for the chicken and eggs is very high something which substantiate the success of the company.

4.3 Competition

There are some big companies which are dealing with the poultry farming activities and selling of chicken and eggs but their presence in the market does not mean that no new entrant can come in as the market potential is still huge and many opportunities remain untapped.

The following are some the main competitors;

- Interchick Company
- Mkuza Chicks
- Hill Group
- National Poultry Company (NAPOCO)
- Organia Company
- Silverland Company

4.4 Competitive Advantages

Despite of the presence of competition and existence of major players in the market we have conducted an intensive market survey and come up with our own competing advantage.

- The demand chicken and eggs is huge and prominent.
- We need to be consistent in Delivery
- Establishment of reliable distribution Channel

5. OPERATION/PRODUCTION PLAN

5.1 Production Plan & Processes

The process of keeping chicken in the cages offers many benefits, allowing large-scale and efficient egg farming while achieving far fewer birds' health problems when compared to other types of farming. This is largely due to the high bird's hygiene standards that can be achieved through mechanised feed delivery and the removal of faecal matter. Automated egg collection and efficient use of land also means that conventional cage farming is less costly, allowing eggs to be supplied to the consumers at lower price which is an important issue to consumers.

Layout of the farm buildings

The site is fenced from all sides to prevent trespasses of stray animals or human beings and there is only one entrance with a proper gate large enough for a truck to enter easily. The office, stores and selling booth is situated near the entrance of the farm, the feed godown is constructed near the entrance so that vehicles carrying the feeds do not have to go inside for unloading. The poultry sheds is constructed after the office and godown maintaining a minimum distance of about 85 × 25 meters. The sheds face east-west direction length wise and minimum distance between two sheds is a meter.

Layer (Egg production)

In the layer farms, eggs laying hens are reared for eggs production. Typical egg laying cycle starts around 19 weeks age of the bird and continues up to 72–75 weeks of age and thereafter diminished gradually to become uneconomical. Birds less than six months of age are termed as pullets and will be raised on the cages. The birds are kept and raised in three different houses based on its age;

- a) Chick house: 0 to 45 days,
- b) Grower House: 45 days to 18 weeks and

c) Layer House: 18 weeks to 72 to 75 weeks.

The birds start laying eggs from 19 weeks on-wards. There are two phases of growing period i.e. brooding and growing phase. The brooding phase extends from day one to three to four weeks depending upon the season of rearing. During this period, the birds are provided extra warmth in an enclosed quarter by means of the electric hovers. After this initial period, the birds are moved to growing establishments. The brooding and growing houses will be in cage type. After the completion of the growing phase, the birds are moved to laying cages where they remain there till the end of their laying cycle (72 to 75 weeks of age).

Phase 1: Small chicks or brooders. This phase lasts from 0 to 2 months (0-8 weeks) during which time small chicks are kept in facilities (brooder houses) separate from laying birds.

Phase 2: Growers. This phase lasts about 3 months, from the ninth to the twentieth week of age. Growers may be either housed separately from small chicks or continue to be reared in brooder-cum-grower houses. It is important to provide appropriate care to the growers particularly between their seventeenth and twentieth week of age as their reproductive organs develop during this period.

- **Phase 3: Layers.** Growers are transferred from the grower house to the layer house when they are 18 weeks old to prepare for the laying cycle. Birds typically lay for a twelve-month period starting when they are about 19 weeks old and lasting until they are about 72 weeks old.

5.2 Company Address & Location

SUNRISE INTEGRATED FARMS LIMITED is located at Chalinze Council, Pwani Region at Miono administrative ward.

The location of the business is potential due to the following reasons:

- (i) The business is located in the city centre where there all weather roads and other needed services like banks are nearby.
- (ii) It is easy to plan distribution strategy right from this location. It makes it easier for distribution of our products to the final consumers and some other key customers who are found in the outskirts of Pwani and other parts of the country. Pwani is the city whereby it is easy to plan distribution from this town to other parts of the country.

5.3 Production Planning

The layout for the packaging and storing facility is of great importance for efficient and effective management. The various rooms should be kept clean, well ventilated and, where necessary, refrigeration provided. All personnel working in the facility should wear clean outer garments, use caps or head bands and wash their hands when handling eggs and equipment. All equipment used should be clean.

1. Eggs enter the packing/storage room. Eggs from production are brought into the packing/storage facility. Eggs shall be brought by conveyor belt. As it is an intensive egg production, the birds lay eggs that roll out of the cage onto conveyor belts, which transport the eggs directly to the packing/storage facilities.

2. Temporary storage room. Here eggs are stored temporarily before they are moved to the candling room.

3. Candling room. Eggs are brought into the handling room, where handlers verify the interior and external quality of eggs.

4. Cleaning and weighing room. After candling, eggs are transported by conveyor belts to the cleaning and weighing room. Here eggs are cleaned with abrasives, where possible, and sorted by weight. Usually the size indicates which category eggs should fall into - small, medium

or large. This can be done by hand; however, automated weighing machinery is available.

5. Packaging area. After weighing, the eggs are taken to the packaging area. Packaging can be done either by hand or automatically by machinery.

6. Post-production facilities. Farmers should be advised on facilities that are required once eggs are produced, such as storage facilities, and cleaning, grading and packing facilities. Information concerning the cost of such facilities and where materials can be obtained should be provided.

5.4 Suppliers of Raw Materials

The machinery and equipment will be sourced from China while the other raw materials like chicken feed will be sourced locally.

5.5 Production Capacity

Production capacity depends on the number of birds in the farm. Other parameters are breed of bird, egg production per day, and the size of the egg. Each layer hen is capable of laying an egg every 24 hours.

Point of lay birds will start laying from 19 weeks, peak at 30 weeks, sold 72 weeks of age. SUNRISE will have an outlet store for wholesalers, retailers. The store serves a dual purpose of storage facility and sales outlet.

6. MARKETING & SELLING STRATEGIES

6.1 SWOT ANALYSIS

STRENGTHS

- Proximity to the Market
- Quick and easy delivery
- Large Production something which create the strong and reliable supply for the customers
- Affordable price
- Best automated Machinery
- Enough land for further expansion

WEAKNESSES

- New in the market with no previous track records

OPPORTUNITIES

- Rapidly increasing demand
- Room for export opportunities
- Government support of Industrialization

THREATS

- Major competitors (local & imports) may react to our competing strategies.

6.2 Marketing Strategy & Promotion

The company is going to implement intensive marketing strategies to penetrate products to all described level. The following are the strategies;

- **Media Campaign**

We shall set a budget for running advertising in the television, Radios, Newspapers & magazines with regards to our products.

- **Road Show**

We shall conduct continuous road show in the Region, district, ward, villages and streets. Also, we shall focus on high dense areas to do road show.

- **Promotional Materials**

It will involve the production and distribution of promotion materials like Product catalogues, Brochures, Business cards, T-shirts, cups, Umbrella, Tea drop, and Roll ups

- **Online Marketing**

Online marketing is also our main marketing strategies. It involves the use of websites, blogs and social media like Face book, Instagram, and Twitter etc.

- **Public Relation Activities**

In an effort to maintain our brand image, SUNRISE INTEGRATED FARMS LTD will be presented in all seminars, showcase, exhibitions, and public or government events to get media coverage to keep our brand relevant.

- **Corporate Social Responsibility**

SUNRISE INTEGRATED FARMS LTD will be having strong link to the communities to get engagement. Any corporate activities that will be linked to provision of foods products in the schools and orphanage centres, our company will be responsible.

6.3 Pricing Strategies

SUNRISE INTEGRATED FARMS LTD will follow the modern and realistic pricing method of the products. The following are the pricing strategies;

- **Price will depend on the availability of raw materials:** Once we get the raw materials on lower price, then we lower the price of our products
- **Transport cost:** Changes in transport sector will affect the price of

our products. Once it goes up price will raise, once down price will lower too.

- **Operation cost:** We need to ensure that our operation costs are at minimal level in order not to affect the price of final product.

6.4 The Price List of Products

The price list of the products is given in the schedule below:

S/N	PRODUCT DESCRIPTION	UNIT OF MEASURE	PRICE
1	Eggs	TRAY	8,500
2	Chicken	PC	12,000
3	Chicken Manure	50kg bag	3,000

6.5 Distribution Plan

The distribution of SUNRISE INTEGRATED FARMS LTD will be done through the **direct delivery** whereby the products will directly be delivered to customers. The rest of distribution will be done from the food distributors and agents.

7. MANAGEMENT & ORGANIZATION PLAN

7.1 Management Overview

The overall organization structure of the company is going to dwell on the directors who will be formulating the strategies for the company and also overseeing the overall management activities.

7.2 The Proposed Management Team

SUNRISE INTEGRATED FARMS LTD will employ customer centric and skilled people to occupy the following position;

- Board of Directors
- Managing Director
- Veterinary Officer
- Finance and Administration Officer
- Marketing Officer
- Chicken Attendants
- Office Secretary
- Drivers
- Security Personnel

7.3 Roles and Responsibility of key management Personnel

The duties and responsibilities of each member of management team and staff can be described as follow;

a) Board of Directors

- Increasing the effectiveness of management by; - recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountability; planning, monitoring, and appraising job results; developing incentives; developing a state for offering information and opinions; providing educational opportunities.

- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals.
- Responsible for providing direction for the business.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company.
- Evaluates the success of the organization.

b) Managing Director

- Responsible for overseeing the smooth running of the firm.
- Map out the strategies that will lead to efficiency amongst workers.
- Responsible for training, evaluation and assessment of workers.
- Ensures the operation of the equipment by completing the preventive and maintenance requirements; calling for repairs.
- Ensures that the firm meets the expected safety and health standard at all time.

c) Veterinary Officer

- Responsible for overseeing the chicken health.
- Responsible for vaccination of chicken.
- Responsible for creating the feeding formula.
- Preparation of Poultry Report.

d) Accounting & Administration Officer

- Responsible for preparing financial reports, budgets, and financial statements for the company.
- Provides managements with financial analyses, development budgets, and accounting reports; analyses financial feasibility for the most

complex proposed projects; conducts market research to forecast trends and business conditions.

- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting.
- Responsible for developing and managing financial systems and policies.
- Responsible for administering payrolls.
- Ensures compliance with taxation legislation.
- Handles all financial transactions for the organization.
- Serves as internal auditor for the organization.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

e) Security Personnel

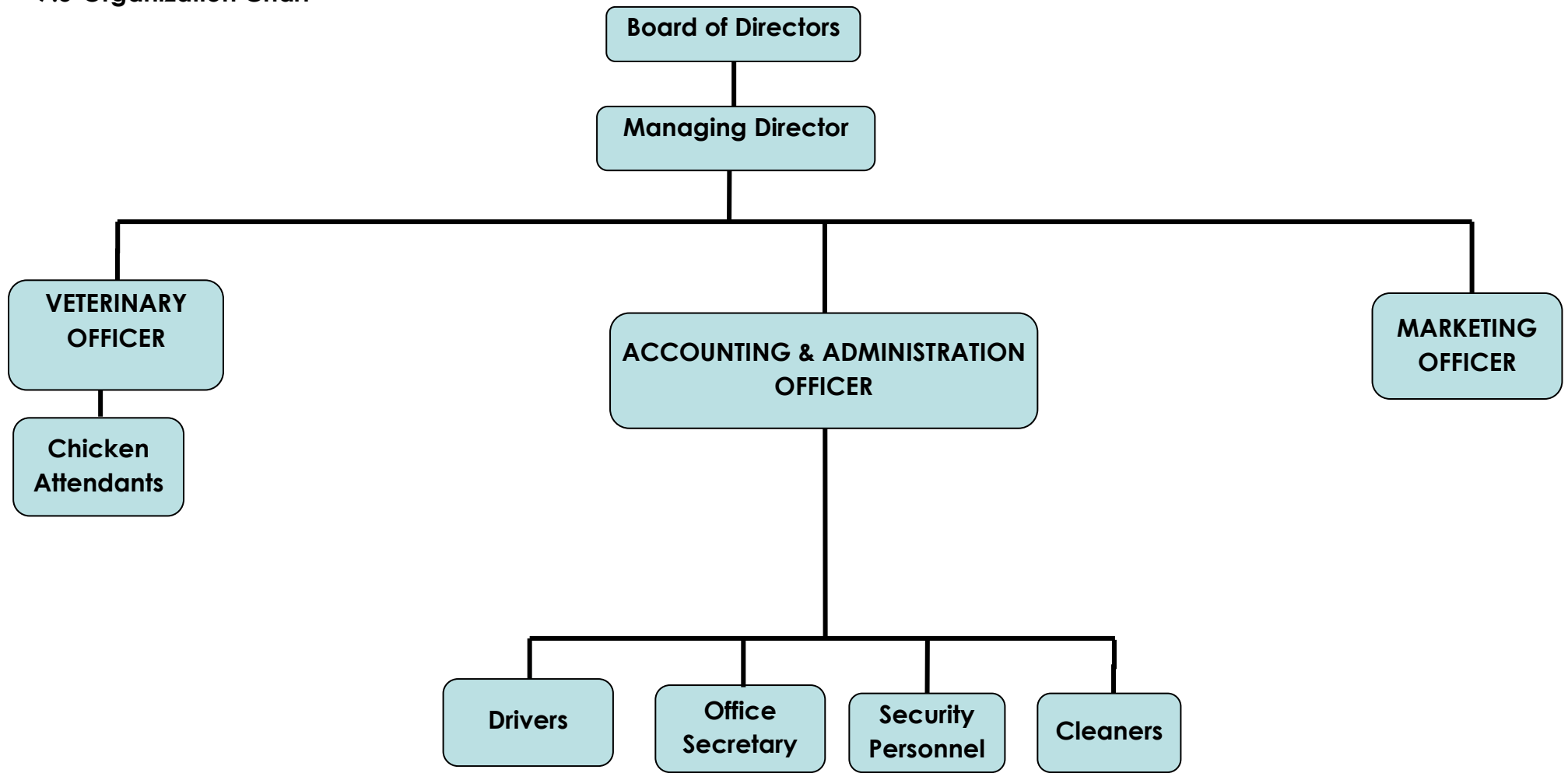
- Ensures that the facility is secured at all time.
- Controls traffic and organize parking.
- Gives security tips to staff members from time to time.
- Patrols around the building on a 24 hours basis.
- Submits security reports weekly.
- Handles any other duty as assigned by the top managers

7.4 Number of Employees

	SUNRISE INTEGRATED FARMS LTD			
	EMPLOYEES REQUIREMENTS			
S/N	POSITION	MALE	FEMALE	TOTAL
	ADMINISTRATIVE DEPARMENT			
1	Managing Director	1		1

2	Finance and Administration Officer		1	1
3	Human Resource Manager		1	1
4	Sales and Marketing Officer	1	1	2
5	Selling Outlets Attendants	6	12	18
6	Office Secretary		2	2
7	Drivers	5	2	7
8	Security Personnel	6	3	9
9	Cleaners		2	2
10	Kitchen		6	6
11	Chicken Specialist Doctor	1		1
	PRODUCTION DEPARTMENT			
1	Veterinary Officer	1		1
2	Chicken Attendants	6	10	16
3	Technician	1		1
4	Cleaners	2	4	6
	MILLING & WAREHOUSE			
1	Procurement Officer	1		1
2	Store Keeper	1	1	2
3	Milling & Packaging Personnel	6	4	10
4	Other Subordinates	2	4	6
	FARMING DEPARTMENT			
1	Farm Manager	1		1
2	Farm Personnel	4	4	8
	TOTAL	45	57	102

7.5 Organization Chart



8. INVESTMENT PLAN

8.1 Fund Requirements & Uses

SUNRISE INTEGRATED FARMS LTD is hereby requesting the loan of One Billion Tanzania Shilling (**1,000,000,000/- TZS**) and the remaining balance will be the own contribution from the company.

S/N	NAME OF SOURCE	AMOUNT (TZS)
1	Contribution from Directors/Shareholders of SUNRISE INTEGRATED FARMS LTD	500,000,000
2	Loans- TIB	1,000,000,000
	TOTAL	1,500,000,000

8.2 Investment Already Done

The company has already invested more than **1.6 Billion** Tanzania Shilling in this project. The investment covers:

- i. Construction of Chicken Houses
- ii. Construction of Warehouse
- iii. Construction of Office Building
- iv. Water Drilling
- v. Purchase of Land and Land Clearing Activities

8.3 Investment Plan

The investment of the project will be undertaken into phases basis:

INVESTMENT PLAN							
PHASE 1							
A:	FIXED ASSETS						
S/N	ITEM NAME	HS CODE	MODEL/SPECIFICATIONS	UOM	QNTY	UNIT PRICE	TOTAL
							TZS
1	LAND & BUILDING						
1.1	Land		For Project	Acres	100	1,448,740	144,874,000
1.2	Growers House (1 Building)		17M x 85m		1	410,000,000	410,000,000
1.3	Layers House (2 Buildings)		17M x 85m	Pc	2	450,000,000	900,000,000

1.4	Warehouse Building			Pc	1	572,000,000	572,000,000
1.5	Office Building			Pc	1	50,000,000	50,000,000
	SUB TOTAL						2,076,874,000
2	MACHINERY & EQUIPMENT						
2.1	FULL AUTOMATIC CAGE SYSTEM - Automatic water system, Automated Egg collection System, Automated Feeding System, Automated Manure Removal System, Exhaust fan controller etc)	8436290000	Automated Cages (H-Type)	Set	6	450,000,000	2,700,000,000

2.2	FULL AUTOMATIC CAGE SYSTEM - Automatic water system, Automated Egg collection System, Automated Feeding System, Automated Manure Removal System, Exhaust fan controller etc)	8436290000	Automated Cages A-Type)	Set	2	450,000,000	900,000,000
2.3	Generator	85016200	100 – 500 KVA	PC	2	40,000,000	80,000,000
2.4	Transformer		315 KVA	PC	1	33,000,000	33,000,000
2.5	Transformer		200 KVA	PC	1	25,000,000	25,000,000
2.6	Transformer		500 KVA	PC	1	50,000,000	50,000,000
2.7	Water Pumps			Pcs	4	1,500,000	6,000,000
2.8	Water Storage Tanks - 10,000lts			PCS	15	2,000,000	30,000,000
	COLD ROOM STORAGE FACILITY -						

2.9	Cold Rooms		Cold Rooms	PCS	5	75,600,000	378,000,000
	SUB TOTAL						4,202,000,000
3	VEHICLES & MOTOR CYCLES						
3.1	Tractors	8701200000	Horsepower (75 to 600)	PC	4	75,000,000	300,000,000
3.2	Trucks	8704223000	(3-15 Tons)	PC	4	90,000,000	360,000,000
3.3	4WD Pick - ups	8704100000	Double cabin	PC	3	150,000,000	450,000,000
3.4	Motor Cycles			PC	8	2,700,000	21,600,000
3.5	Fork Lift		2 tons	PC	5	5,000,000	25,000,000
3.6	Jakes		2 tons	PC	3	2,000,000	6,000,000
	SUB TOTAL						1,162,600,000
4	OFFICE EQUIPMENT						
4.1	Computers		Desktops	PCS	15	1,000,000	15,000,000

4.2	Computers		Laptops	PCS	10	1,200,000	12,000,000
4.3	Printers			PCS	5	600,000	3,000,000
4.4	Scanner			PCS	3	300,000	900,000
4.5	Photocopy Machines			PCS	5	3,000,000	15,000,000
4.6	Telephone Receivers		PCS	PCS	10	200,000	2,000,000
4.7	Flat Screen Television		52 Inches	PCS	4	1,600,000	6,400,000
4.8	CCTV Camera			Set	8	4,000,000	32,000,000
4.9	Digital Cameras			PCS	2	500,000	1,000,000
	SUB TOTAL						87,300,000
	TOTAL - PHASE 1						7,528,774,000
	PHASE- 2 & PHASE 3						
A:	FIXED ASSETS						

S/N	ITEM NAME	HS CODE DESCRIPTION	MODEL/SPECI FICATIONS	UOM	QNTY	UNIT PRICE	TOTAL
							TZS
1	LAND & BUILDING						
1.1	Growers House (1 Building)		17M x 85m		2	410,000,000	820,000,000
1.1	Layers House (2 Buildings)		17M x 85m	Pc	4	450,000,000	1,800,000,000
	SUB TOTAL						2,620,000,000
2	MACHINERY & EQUIPMENT						
2.1	FULL AUTOMATIC CAGE SYSTEM - Automatic water system, Automated Egg collection System, Automated Feeding System, Automated Manure Removal System,	8436290000	Automated Cages (H-Type)	Set	15	450,000,000	6,750,000,000

	Exhaust fan controller etc)						
2.2	FULL AUTOMATIC CAGE SYSTEM - Automatic water system, Automated Egg collection System, Automated Feeding System, Automated Manure Removal System, Exhaust fan controller etc)	8436290000	Automated Cages A-Type)	Set	2	450,000,000	900,000,000
2.3	Full Automatic Brooder Cage		Automated Brooder Cage	Set	2	250,000,000	500,000,000
2.4	Water Storage Tanks - 10,000lts			PCS	15	2,000,000	30,000,000

	COLD ROOM STORAGE FACILITY -						
2.5	Cold Rooms		Cold Rooms	PCS	10	75,600,000	756,000,000
	SUB TOTAL						8,936,000,000
3	VEHICLES & MOTOR CYCLES						
3.1	Tractors	8701200000	Horsepower (75 to 600)	PC	3	75,000,000	225,000,000
3.2	Trucks	8704223000	(3-15 Tons)	PC	6	90,000,000	540,000,000
3.3	4WD Pick - ups	8704100000	Double cabin	PC	2	150,000,000	300,000,000
3.4	Motor Cycles			PC	7	2,700,000	18,900,000
3.5	Fork Lift		2 tons	PC	5	5,000,000	25,000,000
3.6	Jakes		2 tons	PC	2	2,000,000	4,000,000
	SUB TOTAL						1,112,900,000

4	OFFICE EQUIPMENT						
4.1	Computers				10	1,000,000	10,000,000
4.2	Computers		Laptops	PCS	5	1,200,000	6,000,000
4.3	Photocopy Machines			PCS	1	3,000,000	3,000,000
4.4	Telephone Receivers		PCS	PCS	5	200,000	1,000,000
4.5	Flat Screen Television		52 Inches	PCS	5	1,600,000	8,000,000
4.6	CCTV Camera			Set	7	4,000,000	28,000,000
	SUB TOTAL						56,000,000
	TOTAL - PHASE 2 & 3						12,724,900,000
	GRAND TOTAL						20,253,674,000

8.4 Plan for Funding

The funds are expected to be secured from the following sources:

S/N	NAME OF SOURCE	AMOUNT (TZS)
1	SUNRISE INTEGRATED FARMS LTD	500,000,000
2	TIB LOAN	1,000,000,000
	TOTAL	1,500,000,000

8.5 Break Even Analysis & Payback Period

The payback period of the project is expected to be SEVEN years.

9. FINANCIAL PROJECTIONS

9.1 Key Assumptions

Many businesses in Tanzania are affected by the fluctuations of prices and demands but since the products to be produced will have high and stable demand, the company does not expect the drastic changes which can affect the normal business operations.

In the calculations of financial estimations the following assumptions were:

Item	Assumption Made
Tax Rates	30%
Projections Period	5 Years
Currency Used	Tanzania Shilling
Projected Payback Period	5 Years
Sales Projections Rate	40%
Projection of the Operating Expense	30% -40%

DEPRECIATION ASSUMPTIONS

Depreciation has been calculated on the following basis:

Item	Depreciation Rates (in %)
Land	0%
Building/Premise	2%
Equipment & Machinery	10%
Motor Vehicle	12.5%
Furniture & Fittings	12.5%

9.2_Revenue & Costs Calculations

REVENUE ESTIMATES

SALES ESTIMATES							
Item	Per Day	Per Month	Year 1	Year 2	Year 3	Year 4	Year 5
Eggs (Trays)	601	18,030	156,200	216,360	432,720	432,720	432,720
Price Per Tray	8,500	8,500	8,500	8,925	9,371	9,840	10,332
Subtotal -Eggs	5,108,500	153,255,000	1,327,700,000	1,931,013,000	4,055,127,300	4,257,883,665	4,470,777,848
Chicken (Pc)			0	36,000	18,000	18,000	18,000
Price Chicken			12,000	12,600	13,230	13,892	14,586
Subtotal -Chicken	0	0	0	453,600,000	238,140,000	250,047,000	262,549,350
Chicken Manure (Pcs of Bags of 50kgs)	29	870	10,440	14,616	20,462	28,647	40,106
Price Per Bag	3,000	3,000	3,000	3,150	3,308	3,473	3,647
Subtotal -Manure	87,000	2,610,000	31,320,000	46,040,400	67,679,388	99,488,700	146,248,390
GROSS SALES	5,195,500	155,865,000	1,359,020,000	2,430,653,400	4,360,946,688	4,607,419,365	4,879,575,588

MANPOWER REQUIREMENT AND COSTS

Item			Year 1	Year 2	Year 3	Year 4	Year 5
MANPOWER REQUIREMENT AND COSTS							
Position	No.	Salary /Month					
Managing Director	1	1,000,000	12,000,000	16,800,000	23,520,000	32,928,000	46,099,200
Veterinary Officer	1	600,000	7,200,000	10,080,000	14,112,000	19,756,800	27,659,520
Finance and Administration Officer	1	500,000	6,000,000	8,400,000	11,760,000	16,464,000	23,049,600
Sales and Marketing Officer	1	400,000	4,800,000	6,720,000	9,408,000	13,171,200	18,439,680
Chicken Attendants	6	200,000	2,400,000	3,360,000	4,704,000	6,585,600	9,219,840
Office Secretary	1	200,000	2,400,000	3,360,000	4,704,000	6,585,600	9,219,840
Drivers	2	250,000	3,000,000	4,200,000	5,880,000	8,232,000	11,524,800
Security Personnel	3	150,000	1,800,000	2,520,000	3,528,000	4,939,200	6,914,880
Sub Total- Salaries	16	3,300,000	39,600,000	55,440,000	77,616,000	108,662,400	152,127,360

PRODUCTION MATERIALS

Item	Qty	Unit Price	Year 1	Year 2	Year 3	Year 4	Year 5
Chicks Purchases (pc)	41,000	2,500.00	100,000,000	55,000,000	110,000,000	55,000,000	120,000,000
Chicken Feeding (Tons)			670,000,000	1,220,000,000	1,708,000,000	2,562,000,000	3,843,000,000
Vaccination			15,000,000	21,000,000	29,400,000	41,160,000	57,624,000
Sub-Total- Production Materials			785,000,000	1,296,000,000	1,847,400,000	2,658,160,000	4,020,624,000

OTHER OPERATIONAL COSTS

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Electricity Expenses	12,000,000	16,800,000	23,520,000	32,928,000	46,099,200
Water Expenses	500,000	700,000	980,000	1,372,000	1,920,800
Internet & Telephone Expenses	600,000	840,000	1,176,000	1,646,400	2,304,960
Fuel	7,200,000	10,080,000	14,112,000	19,756,800	27,659,520
Machines & Equipment Repairs	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Building Repair & Maintenance	5,000,000	7,000,000	9,800,000	13,720,000	19,208,000
Transport & Travel Costs	3,200,000	4,480,000	6,272,000	8,780,800	12,293,120

Property Taxes/Land Rent	4,480,000	5,376,000	6,451,200	7,741,440	9,289,728
Auditing Services	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Insurance	4,200,000	5,880,000	8,232,000	11,524,800	16,134,720
Advertising & Promotion	3,000,000	4,200,000	5,880,000	8,232,000	11,524,800
Office Stationery	900,000	1,260,000	1,764,000	2,469,600	3,457,440
Miscellaneous	1,500,000	2,100,000	2,940,000	4,116,000	5,762,400
Sub-Total- Other Operational Costs	46,580,000	64,316,000	88,967,200	123,263,840	171,021,088

PRODUCTION ESTIMATE

Item	Per Day	Per Month	Per Annum	Year 1	Year 2	Year 3	Year 4	Year 5
Eggs Production in Trays	601	18,030.00	216,360	216,360	302,904	424,066	593,692	831,169
Sub-Total- Production Materials			216,360	216,360	302,904	424,066	593,692	831,169

9.3 Projected Income Statement (Profit & Loss Statement)

SUNRISE INTEGRATED FARMS LTD
PROJECTED INCOME STATEMENT
AS AT 31ST DECEMBER

YEAR/ITEM	Year 1	Year 2	Year 3	Year 4	Year 5
<u>SALES REVENUE</u>				TZS	TZS
Price Per Tray	1,582,700,000	3,894,480,000	4,327,200,000	4,759,920,000	5,192,640,000
Chicken (Pc)	0	234,000,000	252,000,000	270,000,000	288,000,000
Chicken Manure (Pcs of Bags of 50kgs)	31,320,000	46,040,400	67,679,388	99,488,700	146,248,390
GROSS SALES	1,614,020,000	4,174,520,400	4,646,879,388	5,129,408,700	5,626,888,390
<u>LESS OPERATING COSTS</u>					
Salaries	39,600,000	55,440,000	77,616,000	108,662,400	152,127,360
Production Materials					
Chicks Purchases (pc)	103,100,000	51,550,000	51,550,000	103,100,000	103,100,000
Chicken Feeding (Tons)	692,000,000	899,600,000	1,034,540,000	1,189,721,000	1,368,179,150
Vaccination	15,000,000	19,500,000	25,350,000	32,955,000	42,841,500

Other Operating Expenses					
Electricity Expenses	12,000,000	15,600,000	20,280,000	26,364,000	34,273,200
Water Expenses	500,000	700,000	980,000	1,372,000	1,920,800
Internet & Telephone Expenses	600,000	840,000	1,176,000	1,646,400	2,304,960
Fuel	7,200,000	10,080,000	14,112,000	19,756,800	27,659,520
Machines & Equipment Repairs	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Building Repair & Maintenance	5,000,000	7,000,000	9,800,000	13,720,000	19,208,000
Transport & Travel Costs	3,200,000	4,480,000	6,272,000	8,780,800	12,293,120
Property Taxes/Land Rent	4,480,000	5,376,000	6,451,200	7,741,440	9,289,728
Auditing Services	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Insurance	4,200,000	5,880,000	8,232,000	11,524,800	16,134,720
Advertising & Promotion	3,000,000	4,200,000	5,880,000	8,232,000	11,524,800
Office Stationery	900,000	1,260,000	1,764,000	2,469,600	3,457,440
Interest Expense	50,000,000	50,000,000	50,000,000	45,000,000	40,000,000
Miscellaneous	1,500,000	2,100,000	2,940,000	4,116,000	5,762,400
Depreciation	113,750,000	219,267,500	317,349,575	408,708,111	490,755,605
Sub Total	1,060,030,000	1,358,473,500	1,642,132,775	2,004,846,351	2,356,198,703
Profit Before Tax	553,990,000	2,816,046,900	3,004,746,613	3,124,562,350	3,270,689,686
Corporate Tax (30%)	166,197,000	844,814,070	901,423,984	937,368,705	981,206,906
NET PROFIT	387,793,000	1,971,232,830	2,103,322,629	2,187,193,645	2,289,482,781

9.4 Projected Balance Sheet

SUNRISE INTEGRATED FARMS LTD
PROJECTED BALANCE SHEET
AS AT 31ST DECEMBER

AS AT END OF	Year 1	Year 2	Year 3	Year 4	Year 5
CURRENT ASSET					
Accumulated Cash	160,790,000	398,669,900	2,468,493,813	3,264,201,903	2,682,137,087
Debtors and Prepayment	119,800,000	228,400,000	257,300,000	272,090,075	383,490,000
Stock & Stores	134,700,000	142,600,000	282,500,000	390,100,000	460,400,000
Total	415,290,000	769,669,900	3,008,293,813	3,926,391,978	3,526,027,087
CURRENT LIABILITIES					
Trade Creditors	133,520,000	155,085,000	206,380,500	277,531,000	356,709,000
Other Creditors & Accruals	2,025,000	4,490,000	5,401,000	7,200,000	11,200,000
Bank Overdraft	55,000,000	64,000,000	75,000,000	125,000,000	300,000,000
Total	190,545,000	223,575,000	286,781,500	409,731,000	667,909,000
NET CURRENT ASSETS	224,745,000	546,094,900	2,721,512,313	3,516,660,978	2,858,118,087
FIXED ASSETS (NET)	2,696,250,000	2,590,732,500	2,492,650,425	2,401,291,889	2,319,244,395
TOTAL	2,920,995,000	3,136,827,400	5,214,162,738	5,917,952,867	5,177,362,482

FINANCED BY:					
Owners' Equity	1,696,302,000	2,701,798,470	3,194,667,069	3,048,924,588	2,294,722,574
Loan	1,000,000,000	0	0	0	0
Accumulated Profit	224,693,000	435,028,930	2,019,495,669	2,869,028,279	2,882,639,909
TOTAL	2,920,995,000	3,136,827,400	5,214,162,738	5,917,952,867	5,177,362,482

9.5 Projected Cash Flow

SUNRISE INTEGRATED FARMS LTD
PROJECTED CASH FLOW
AS AT 31ST DECEMBER

ITEM/YEAR	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
	Amount (TZS)	Amount (TZS)	Amount (TZS)	Amount (TZS)	Amount (TZS)
Beginning Cash Balance	0	193,790,000	1,747,236,900	3,058,283,513	2,764,935,938
CASH INFLOWS:					
Accts Rec Collection	119,800,000	228,400,000	257,300,000	272,090,075	383,490,000
Loan Proceeds	1,000,000,000	0	0	0	0
Sales & Receipts	1,614,020,000	4,174,520,400	4,646,879,388	5,129,408,700	5,626,888,390
Total Cash in	2,733,820,000	4,402,920,400	4,904,179,388	5,401,498,775	6,010,378,390
Available Cash Balance	2,733,820,000	4,596,710,400	6,651,416,288	8,459,782,288	8,775,314,327
CASH OUTFLOWS:					
Salaries	39,600,000	55,440,000	77,616,000	108,662,400	152,127,360
Production Materials					
Chicks Purchases (pc)	103,100,000	51,550,000	51,550,000	103,100,000	103,100,000

Chicken Feeding (Tons)	692,000,000	899,600,000	1,034,540,000	1,189,721,000	1,368,179,150
Vaccination	15,000,000	19,500,000	25,350,000	32,955,000	42,841,500
Other Operating Expenses					
Electricity Expenses	12,000,000	15,600,000	20,280,000	26,364,000	34,273,200
Water Expenses	500,000	700,000	980,000	1,372,000	1,920,800
Internet & Telephone Expenses	600,000	840,000	1,176,000	1,646,400	2,304,960
Fuel	7,200,000	10,080,000	14,112,000	19,756,800	27,659,520
Machines & Equipment Repairs	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Building Repair & Maintenance	5,000,000	7,000,000	9,800,000	13,720,000	19,208,000
Transport & Travel Costs	3,200,000	4,480,000	6,272,000	8,780,800	12,293,120
Property Taxes/Land Rent	4,480,000	5,376,000	6,451,200	7,741,440	9,289,728
Auditing Services	2,000,000	2,800,000	3,920,000	5,488,000	7,683,200
Insurance	4,200,000	5,880,000	8,232,000	11,524,800	16,134,720
Advertising & Promotion	3,000,000	4,200,000	5,880,000	8,232,000	11,524,800
Office Stationery	900,000	1,260,000	1,764,000	2,469,600	3,457,440
Interest Expense	50,000,000	50,000,000	50,000,000	45,000,000	40,000,000
Miscellaneous	1,500,000	2,100,000	2,940,000	4,116,000	5,762,400

Depreciation	113,750,000	219,267,500	317,349,575	408,708,111	490,755,605
Subtotal	1,060,030,000	1,358,473,500	1,642,132,775	2,004,846,351	2,356,198,703
Other Cash Outflows					
Increase of Stock and Other Working Capital	380,000,000	491,000,000	631,000,000	1,220,000,000	1,349,000,000
Purchase of Fixed Assets	1,100,000,000	1,000,000,000	1,220,000,000	2,370,000,000	2,536,000,000
Loan Repayment (Principal)	0	0	100,000,000	100,000,000	100,000,000
Subtotal	1,480,000,000	1,491,000,000	1,951,000,000	3,690,000,000	3,985,000,000
Total Cash Outflow	2,540,030,000	2,849,473,500	3,593,132,775	5,694,846,351	6,341,198,703
Ending Cash Balance	193,790,000	1,747,236,900	3,058,283,513	2,764,935,938	2,434,115,624

9.6 Ratio Analysis

S/NO		Year 1	Year 2	Year 3	Year 4	Year 5
1	Return on Assets (ROA)					
	Operating Profit	553,990,000	2,816,046,900	3,004,746,613	3,124,562,350	3,270,689,686
	Total Assets	2,953,995,000	4,485,394,400	5,803,952,438	5,418,686,902	4,929,341,019
	ROA in %	19	63	52	58	66
2	Net Profit Margin					
	Net Profit	553,990,000	2,816,046,900	3,004,746,613	3,124,562,350	3,270,689,686
	Gross Sales	1,614,020,000	4,174,520,400	4,646,879,388	5,129,408,700	5,626,888,390
	Net Profit Margin (in %)	34	67	65	61	58
3	Current Ratio					
	Current Assets	448,290,000	2,118,236,900	3,598,083,513	3,427,126,013	3,278,005,624
	Current Liabilities	190,545,000	223,575,000	286,781,500	409,731,000	667,909,000
	Current Ratio	2	9	13	8	5

4	Return on Equity (ROE)					
	Profit After Taxes	387,793,000	1,971,232,830	2,103,322,629	2,187,193,645	2,289,482,781
	Average Total Equity	2,278,156,776	2,990,111,552	3,466,061,533	3,231,493,257	2,639,858,238
	ROE in %	17	66	61	68	87
5	Debt to Asset Ratio					
	Total Debt	1,190,545,000	223,575,000	286,781,500	409,731,000	667,909,000
	Total Assets	2,953,995,000	4,485,394,400	5,803,952,438	5,418,686,902	4,929,341,019
	Debt to Asset Ratio	40	5	5	8	14

9.7 Depreciation Schedule

DEPRECIATION

DEPRECIATION (Straight Line Method)							
ITEM	Rate	Costs	Year 1	Year 2	Year 3	Year 4	Year 5
Buildings	2%	2,100,000,000	42,000,000	41,160,000	40,336,800	39,530,064	38,739,463
Machinery & Equipment	10%	590,000,000	59,000,000	53,100,000	47,790,000	43,011,000	38,709,900
Motor Vehicles	8%	75,000,000	6,000,000	5,520,000	5,078,400	4,672,128	1,074,589
Furniture & Fittings	15%	45,000,000	6,750,000	5,737,500	4,876,875	4,145,344	3,523,542
TOTAL		2,810,000,000	113,750,000	105,517,500	98,082,075	91,358,536	82,047,494
Fixed Assets at Cost			2,810,000,000	2,810,000,000	2,810,000,000	2,810,000,000	2,810,000,000
Accumulated Depreciation			113,750,000	219,267,500	317,349,575	408,708,111	490,755,605
Net Fixed Assets			2,696,250,000	2,590,732,500	2,492,650,425	2,401,291,889	2,319,244,395

10. DEVELOPMENT IMPACT

10.1 Employment Opportunities

According to projections, SUNRISE INTEGRATED FARMS LTD will provide more than 20 full time employment opportunities and casual labors by the end of first year after the establishment of the poultry project.

There will also be indirect employment opportunities which will be created by the operation of the business activities. This includes the working with suppliers and service providers.

In the next five years the company will be in the position to provide more than 200 direct employment opportunities as the business will be at the optimal level of expansion.

10.2 Taxation Revenues

The government will get tax revenues as a result of business operation of SUNRISE INTEGRATED FARMS LTD. The suppliers and distributors will also be in the position to pay their income tax.

10.3 Multiplier Effects – Value Chain Analysis

The organization expects to have direct and indirect positive impacts to both local community economy and national economy in general. Taking the local community economy in particular, our business is going to improve the life standard of the people through multiplier effects.

The company business is going to open the opportunities for other small business to run along with our business-mutually supporting each other. The business like those of Mama Nfilie (Women Food Vendors) and other related business will flourish as result of the establishment of this poultry project.

10.4 Environmental Concerns

The organization is going to make sure that its operations are not going to have adverse effects to the environment. The organization is the frontline in the campaign of environment protection and it will engage in joint efforts of environmental protection activities.

The company will use machines and equipment which cannot pollute the environment hence positive environmental impact.