



SUNLEAF SMARTFARMS LIMITED

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BUSINESS PLAN

SUNLEAF SMARTFARMS LIMITED – CHICKEN FARM PROJECT

1. Executive Summary

Sunleaf Smartfarms Limited is a registered agribusiness company based in Dodoma, Tanzania. The company intends to establish a large-scale poultry farming project focusing on broilers (meat production) and layers (egg production).

The total project investment is **TZS 2.5 billion**, and it will create **20 direct jobs**. The project aims to enhance food security, substitute imports, generate income, and support rural development through poultry value chain integration.

2. Investment Objective, Sector and Products

- **Objective:** To establish a modern, fully integrated poultry farm that produces quality chicken meat and eggs to meet domestic demand and expand into regional markets.
 - **Sector:** Agriculture – Poultry and Agribusiness.
 - **Products:**
 - Broiler chicken (meat).
 - Table eggs.
 - Poultry feed (for internal use, surplus for sale).
 - Organic fertilizer (manure).
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3. Investment Costs and Sources of Finance

Estimated Project Cost (TZS 2,500,000,000)

Item	Cost (TZS)
Land acquisition & development	500,000,000
Poultry houses & infrastructure	250,000,000



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Item	Cost (TZS)
Hatchery & feed mill equipment	300,000,000
Cold storage & processing facility	400,000,000
Vehicles & logistics	500,000,000
Working capital (1st year)	350,000,000
Training, marketing & contingency	200,000,000
Total	2,500,000,000

Sources of Finance

- **Equity (Company contribution):** 40% (TZS 1,000,000,000).
- **Bank Loan/Investor funding:** 60% (TZS 1,500,000,000).

4. Job Creation

The project will generate **20 direct permanent jobs** (farm managers, veterinarians, technicians, drivers, accountants, support staff).

- **Indirect Jobs:** >100 (input suppliers, transporters, distributors, retailers, contract farmers).

5. Investment Funds Expenditure Breakdown

- Civil works (housing, storage, offices) – 28%
 - Equipment (feed mill, hatchery, cold storage) – 24%
 - Vehicles/logistics – 8%
 - Working capital – 10%
 - Training, marketing & contingency – 4%
 - Land & infrastructure development – 10%
 - Cold storage & processing – 16%
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6. Sources of Supply Inputs

- **Chicks:** Local hatcheries and imports of quality breeds.
 - **Feed materials:** Maize, soya, sunflower cake (Dodoma, Singida, Shinyanga).
 - **Veterinary inputs:** Certified local and international suppliers.
 - **Packaging & logistics:** Local manufacturers.
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7. Marketing Plan

- **Target Market:** Households, hotels, restaurants, schools, hospitals, wholesalers, supermarkets, regional exports (Kenya, Rwanda, DRC).
 - **Strategy:** Competitive pricing, strong branding, cold-chain logistics, retail partnerships, and digital marketing (social media & e-commerce).
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8. Implementation Schedule

Phase	Activity	Timeline
Phase 1	Land acquisition, approvals	Months 1–3
Phase 2	Construction of poultry houses, feed mill, cold storage	Months 4–8
Phase 3	Equipment installation	Months 6–9
Phase 4	Recruitment & training	Months 7–9
Phase 5	Procurement of chicks & inputs	Month 9
Phase 6	Production cycle begins	Month 10
Phase 7	Sales start	Month 11 onward



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9. Financial Projection (5 Years)

Revenue Assumptions

- **Broilers:** 20,000 per cycle × 6 cycles/year = 120,000 birds/year.
 - Selling price: TZS 10,000 each → TZS 1.2 billion/year.
- **Eggs:** 50,000 layers × 280 eggs/year = 14 million eggs/year.
 - Selling price: TZS 350 each → TZS 4.9 billion/year.
- **Total Annual Revenue:** ~TZS 6.1 billion.

Expenditure (annual average)

- Feed & vaccines: 45% of revenue.
- Labor: 10% of revenue.
- Utilities & logistics: 10% of revenue.
- Loan repayment & interest: 15% of revenue.
- Miscellaneous: 5%.

Profitability

- **Year 1:** Break-even.
- **Year 2:** Net profit ~TZS 700 million.
- **Year 3:** Net profit ~TZS 1.2 billion.
- **Year 4:** Net profit ~TZS 1.6 billion.
- **Year 5:** Net profit ~TZS 2.0 billion.

10. Capacity of the Project

- Broiler production: **120,000 birds annually.**
- Egg production: **14 million eggs annually.**
- Feed mill: **10 tons/day.**
- Cold storage: **50 tons.**