

MUDO Poultry Límited



Business Plan

Chicken Day-Old Chicks Hatcheries

@2025

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1.0 Industry Overview

Poultry farming is the form of animal husbandry which raises domesticated birds such as chickens, ducks, turkeys and geese to produce meat or eggs for food. Poultry most chickens are farmed in great more than 60 billion chicken are killed for consumption annually.

A chicken hatchery is a facility where chicken eggs are hatched under artificial conditions. Chicken hatchery business is under Poultry Raising industry which consist of businesses that operate hatcheries to produce chicks DOC's(daily old chicks).

The Poultry Raising industry has experienced positive trends in the demand for artificially hatched chicks and eggs. Of course, increasing health consciousness among Tanzania meat consumers has boosted consumption of white meat such as chicken, which is also more affordable than beef or pork.

In Tanzania, the poultry sector is still at infantry stage both in the commercial and traditional subsectors. However, poultry farming does play a pivotal role in both urban and rural settings in terms of food security, source of income, manure and meeting social obligations such as dowry and rituals. The growth of the poultry sector is steady. Indigenous chickens are mainly raised by rural dwellers and contribute to almost 100% of poultry meat and 20% of eggs consumed in the rural and urban areas respectively, while layers and broilers are raised by urban dwellers. The commercial poultry industry includes the breeder farms, hatcheries, poultry farms (layers and broiler farms), traders and processors. Poultry as a source of protein has a competitive advantage over other livestock such as cattle, goat, sheep, and pig due to the fact that it can be produced in large quantities within minimum space and time. As eating habits are changing from red meat to white meat and the economy is growing, disposable income is increasing and the demand for poultry products is likely to keep increasing. The major barriers facing new entrants in the industry include the competitive nature of a contract based income system, the medium level of investment required and of course compliance with various environmental regulations.



2.0 Executive Summary

Mudo Poultry Limited is a licensed poultry farm to be located at Visanze Sungwi, Kisarawe District, Pwani Region -Tanzania. Basing on market research and feasibility studies we have secured 12 acres of land for the initial establishment of Poultry farm. This farm is expected to be a standard commercial poultry farm that is expected to leverage the vast opportunities available in the poultry industry, to contribute our quota in growing the United Republic of Tanzania (URT) economy, in national food production.

Mudo Poultry is well positioned to become one of the leading supplier of broilers and layers chicks in Tanzania, with the best machines and qualified man power to run the business.



At MudoPoultry our customer's best interest will always come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Mudo Poultry is a private registered commercial company owned by SONG JIANXIONG (36%), CHEN MENGYAN (32%) and MAO XIAOJIANG (32%) who are expected to be initial financiers of the business.

3.0 Our Products and Services

Mudo Poultry is a standard commercial business company which is committed to follow rules and regulations governing poultry industry in Tanzania at a WIN-WIN situation. Therefore our main products and services offered will be to **supply broilers and layers day-old chicks.**

4.0 Vision Statement

Our vision as a company is to become one of the leading broilers and layers chicks supplier in Tanzania by the year 2026.

5.0 Mission statement

Customer satisfaction and employee empowerment are the key element of our corporate company philosophy, we are committed to provide safely working environment and employee growth opportunities through commitment to fulfill quality and deliverable obligation to our customers in poultry industry.

6.0 Production, Productivity and Farming System

Chicken farming in Tanzania is a vital part of the agricultural sector, with a mix of traditional and commercial systems. Productivity is improving, but challenges remain in genetics, feed, and disease control.

6.1 Chicken Production in Tanzania

- **Scale:** Tanzania has over **85 million chickens**, with about **80% being indigenous breeds** raised under traditional systems.
- **Types of Chickens:**
 - *Indigenous (local):* Hardy, disease-resistant, low productivity.
 - *Improved dual-purpose breeds:* Kuroiler, Sasso—used in semi-intensive systems.
 - *Commercial breeds:* Broilers (e.g., Cobb 500) and layers (e.g., Lohmann Brown) dominate intensive systems.
- **Production Output (2022 targets):**
 - **465,600 tonnes of chicken meat**
 - **4.2 billion eggs**

6.2 Productivity

- **Indigenous Chickens:**
 - Egg production: ~40–100 eggs/year
 - Growth rate: Slow (mature at 6–8 months)
- **Improved Breeds:**
 - Egg production: 180–220 eggs/year
 - Meat yield: Faster growth, better feed conversion
- **Commercial Layers:**
 - Egg production: 280–300 eggs/year
- **Broilers:**

- Reach market weight (2–2.5 kg) in 5–6 weeks
- Feed Conversion Ratio (FCR): ~1.6–1.8

6.3 Farming Systems

System Type	Description	Characteristics
Traditional	Backyard, low input	Scavenging, local breeds, minimal vet care
Semi-intensive	Mid-scale, improved breeds	Partial housing, supplemental feeding
Intensive	Commercial farms	Full housing, automated systems, biosecurity

- **Geographic Spread:**
 - Traditional systems dominate rural areas.
 - Intensive systems are concentrated around urban centers like Dar es Salaam, Arusha, and Mwanza.

6.4 Challenges and Opportunities

Challenges:

- High feed costs
- Disease outbreaks (e.g., Newcastle disease)
- Limited access to quality chicks and vaccines
- Poor infrastructure in rural areas

Opportunities:

- Expanding hatchery and feed mill capacity
- Promoting improved dual-purpose breeds
- Strengthening veterinary services and farmer training
- Export potential to East African markets

7.0 Marketing, Trade and Investment Opportunities

Tanzania offers strong marketing, trade, and investment opportunities for day-old chicks due to rising demand, government support, and regional export potential. Commercial hatcheries and integrated poultry farms are expanding rapidly.

7.1 Marketing Opportunities

- **Growing Demand:** Urbanization and changing diets have increased demand for poultry meat and eggs, boosting the need for day-old chicks.
- **Target Markets:**
 - Smallholder farmers transitioning to improved breeds
 - Commercial poultry producers
 - NGOs and development programs promoting food security
- **Marketing Channels:**
 - Agrovets shops and feed stores
 - Direct farm-to-farmer sales
 - Online platforms and mobile apps for farm inputs
- **Branding Potential:** Hatcheries like Silverlands and Interchick have built strong reputations by offering vaccinated, high-quality chicks.

7.2 Trade Opportunities

- **Domestic Trade:**
 - High demand in regions like Mbeya, Arusha, Mwanza, and Dar es Salaam
 - Seasonal spikes during holidays and festivals
- **Regional Export:**
 - Potential to export day-old chicks to neighboring countries like Rwanda, Burundi, Zambia, and Malawi
 - Tanzania's strategic location and improving logistics support cross-border poultry trade
- **Challenges:**
 - Need for cold chain and transport infrastructure
 - Harmonization of veterinary and trade regulations

7.3 Investment Opportunities

- **Hatchery Expansion:**
 - Establishing new hatcheries or upgrading existing ones with climate control and automation

- **Feed Production:**
 - Investing in feed mills to support chick growth and reduce reliance on imports
- **Training and Extension Services:**
 - Providing farmer education on chick handling, brooding, and disease prevention
- **Government Support:**
 - Backing from the Ministry of Industry and Trade and Tanzania Agriculture Development Bank (TADB) for poultry sector investments
- **Public-Private Partnerships:**
 - Opportunities to collaborate with NGOs and government programs focused on nutrition and rural development

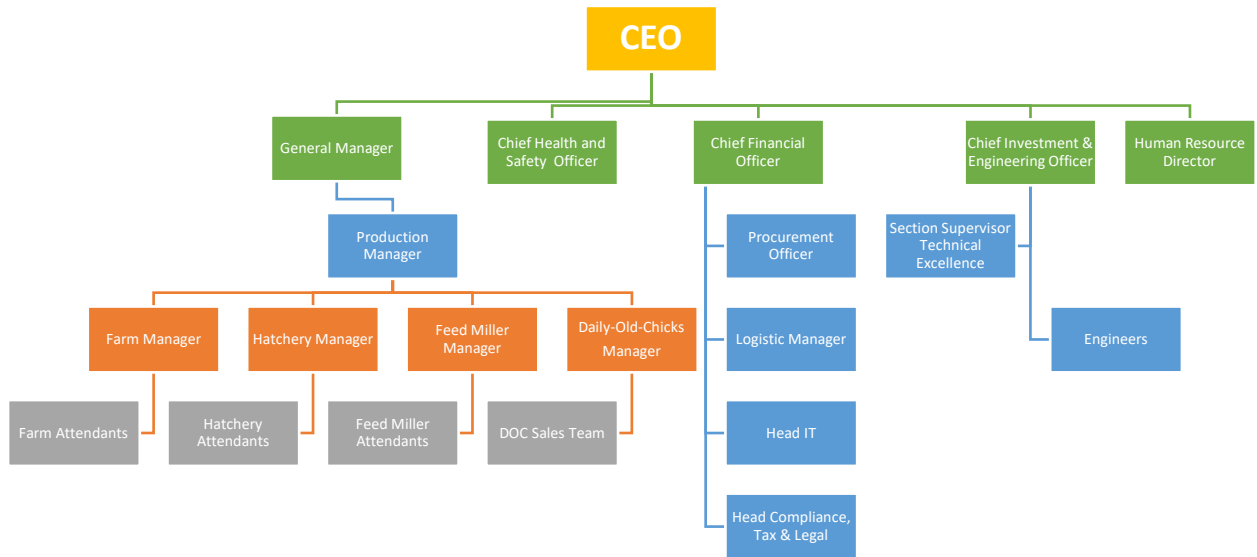
7.4 Strategic Insights

- **Silverlands Tanzania** has become a key player by combining production with farmer training and regional outreach.
- **SAGCOT (Southern Agricultural Growth Corridor of Tanzania)** highlights poultry as a priority value chain with potential for job creation and food security.

8.0 Organization Structure

Mudo Poultry is a private business entity owned and managed by SONG JIANXIONG (36%), CHEN MENGYAN (32%) and MAO XIAOJIANG (32%). Their aim at Mudo company limited is to ensure that hired people are qualified, hardworking, creative, result driven, customer centric and are ready to help build a prosperous business that will benefit key stake holders (the owners, workforce, and customers).

Therefore profit-sharing arrangement will be made available to all our senior management staff and it will base on their performance for a period of ten years or more. In view of the above, organization structure look will be as below chart explain:



9.0 Job Creation and opportunities

Mudo Poultry intend to produce 60-80 direct vacancies and 200 indirect vacancies. The aim is to provide employment to local Tanzanians especially in the area surrounding the project and personnel with the expertise.

10.0 Supply of Poultry Inputs

Poultry inputs are critical ingredients, which together enable poetry farm to make great products. We at MUDO Poultry we are intend to use domestic raw materials by more than 65% of our capital.

S/N	ITEM	QUANTITY	UNIT	ORIGIN
1.	Chicken Cages	600	Set	China
2.	Feed Mill	1	Set	China
3.	Prefabricated Chicken House	6000	SQM	China
4.	Environmental Controlled System	12	Set	China
5.	Premix	60	Ton	China
6.	Truck	4	5 Tones	China
7.	Parent Stock Chicks	60000	Pc	Holland
8.	Maize	800	Ton	Tanzania
9.	Other Raw Materials	800	Ton	Tanzania
10.	Feeders	2000	Pc	Tanzania
11.	Drinkers	2000	Pc	Tanzania

11.0 SWOT Analysis of Day-Old Chick Production in Tanzania

Mudo Poultry do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in

creating the foundation that will help us build a standard poultry farm that will favorably compete with other poultry companies in Tanzania.

We engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured commercial poultry farm. Part of what the team of business consultant did was to work with management in conducting a SWOT analysis for Mudo Poultry farm Limited.

Here is a summary from the result of the SWOT analysis that was conducted on behalf of Mudo Poultry Limited;

11.1 Strengths

- **High Demand:** Rising urban populations and changing diets have increased demand for poultry meat and eggs.
- **Established Hatcheries:** Companies like Silverlands, Interchick, and AKM Glitters provide quality chicks and training.
- **Government Support:** Poultry is prioritized in Tanzania’s Livestock Master Plan, with targets to boost meat and egg production.
- **Adaptable Breeds:** Improved breeds like Sasso and Kuroiler perform well across various agro-ecological zones.

11.2 Weaknesses

- **High Mortality Rates:** Poor brooding practices and limited access to veterinary services lead to chick losses.
- **Feed Costs:** Rising prices of maize and soybeans affect profitability for chick growers and buyers.
- **Limited Cold Chain Infrastructure:** Transporting chicks over long distances remains a challenge.
- **Low Farmer Awareness:** Many smallholders lack training in chick handling and biosecurity.

11.3 Opportunities

- **Regional Export:** Potential to supply day-old chicks to neighboring countries like Rwanda, Burundi, and Zambia.
- **Digital Marketing:** Mobile platforms and e-commerce can expand reach to remote farmers.
- **Public-Private Partnerships:** Collaborations with NGOs and government programs can scale production and training.

- **Feed Mill Investment:** Local feed production can reduce costs and improve chick survival.

11.4 Threats

- **Disease Outbreaks:** Newcastle disease and avian influenza pose serious risks to chick survival and trade.
- **Climate Variability:** Heat stress and erratic weather affect hatchery operations and chick transport.
- **Market Saturation:** In urban areas, competition among hatcheries may reduce margins.
- **Policy Gaps:** Inconsistent enforcement of veterinary and trade regulations can hinder growth.

Strategic Insight: Investing in hatchery automation, farmer training, and regional logistics can turn weaknesses into strengths and unlock export potential.

12.0 Market Analysis

12.1 Market Trends

The technology that is used in poultry farming is greatly improved from when it first came into the industry. In recent time, commercial poultry farm is now easier to operate, the technology is much simple and you can predict the outcome with almost 100 percent accuracy.

12.2 Our Target Market

The target market of the commercial Mudo poultry farm will base on customer who benefit from the value chain of the business such as small poultry farmers who demands to raise chickens in their house holder yards and farms.

12.3 Our competitive advantage

Mudo Poultry is fully aware that there are competitions when it comes to operating poultry farms, which is why we decided to carry out thorough market research to take advantage of the available market in Tanzania.

We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are effective and reliable egg hatchery process that can help us hatch eggs at competitive prices, good network and excellent relationship management.

Another competitive advantage that we are bringing to the industry is the fact that we have healthy relationships with loads of small poultry farmers who don't have their own hatcheries. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in Tanzania regions under our payroll.



13.0 Project Capacity & Sales Forecast for Day-Old Chicks

13.1 Infrastructure Assumptions

- **Hatchery Capacity:** 200,000 eggs per batch
- **Hatch Rate:** 85%
- **Production Cycles:** 4 batches/month
- **Monthly Output:** $200,000 \times 85\% \times 4 = 680,000$ chicks
- **Annual Output:** ~8.16 million chicks

13.2 Sales Forecast (Year 1–5)

Year	Chicks Sold	Price/Chick (TZS)	Revenue (TZS)	Notes
2026	4,000,000	1,800	7.2 billion	Ramp-up year (50% capacity)
2027	6,000,000	2,000	12.0 billion	75% capacity
2028	8,000,000	2,200	17.6 billion	Full capacity
2029	9,000,000	2,400	21.6 billion	Expansion + exports
2030	10,000,000	2,500	25.0 billion	Peak capacity

Total 5-Year Revenue: TZS 83.4 billion

13.3 Operating Costs (Annual Estimates)

Category	Cost (TZS)
Salaries & labor	300 million
Feed & utilities	1.2 billion
Vaccines & vet care	200 million
Transport & logistics	400 million
Maintenance & repairs	150 million
Marketing & admin	250 million
Total	~2.5 billion/year

13.4 Profitability Snapshot (Year 3 Example)

- **Revenue:** TZS 17.6 billion
- **Operating Costs:** TZS 2.5 billion
- **Gross Profit:** TZS 15.1 billion
- **Net Margin Estimate:** ~60–70% (after depreciation, taxes, etc.)

13.5 Strategic Expansion Opportunities

- **Export Markets:** Rwanda, Burundi, Zambia
- **Diversification:** Add layer chick lines or broiler integration
- **Branding:** Launch starter kits and mobile ordering platforms

13.6 Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means to advertise and promote their business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

Below are the platforms we will leverage on to boost our chicken egg hatchery brand and to promote and advertise our business;

- Place adverts on community based newspapers, radio and TV stations

- Encourage the use of word of mouth publicity from our loyal customers
- Leverage on the internet and social media platforms to promote our business.
- Ensure that we position our banners and billboards in strategic positions all around major cities and town in Tanzania
- Distribute our fliers and handbills in target areas in and around our neighborhood
- Advertise our business in our official website and employ strategies that will help us pull traffic to the site
- Brand all our official cars and trucks and ensure that all our staff members wear our branded shirt or cap at regular intervals.

13.7 Our Pricing Strategy

We will ensure that we peg the price for DOC's based on what is obtainable in the industry; we have also resolved to place our price a little bit below the industry's average for the first 3 months of operation to attract new customers.

This forecast aligns with Tanzania's poultry sector growth, which saw over 95 million chicks produced in 2025/2026—a 13.9% increase from the previous year.

In summary, Mudo Poultry will adopt the following strategies in marketing our services;

Introduce our business by sending introductory letters alongside our brochure to stake holders in the poultry farms industry, small poultry farms and free range chicken farmers.

14.0 Our Payment Options

The payment policy adopted by Mudo Poultry is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United Republic of Tanzania.

Here are the payment options that Mudo Poultry will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via cheque
- Payment via bank draft
- Payment via Mobile Money

In view of the above, we have chosen banking platforms that will enable our client make payment for hatched eggs without any stress on their part. Our bank account numbers will be made available on our website and promotional materials.

15.0 Startup Expenditure (Budget)

With a capital of TZS 5 billion, we established a medium-scale day-old chick hatchery farm in Tanzania. The startup expenditure will cover land, infrastructure, equipment, staffing, and working capital. Here's a detailed budget breakdown:

15.1 Startup Expenditure for Day-Old Chick Factory (TZS 5 Billion)

1. Infrastructure & Construction – TZS 1.2 Billion

- Hatchery building (climate-controlled): TZS 600 million
- Brooding and storage facilities: TZS 300 million
- Office and staff housing: TZS 300 million

2. Equipment & Machinery – TZS 1.3 Billion

- Incubators and hatchers (automated): TZS 800 million
- Generators and solar backup: TZS 200 million
- Feeders, drinkers, and brooding lamps: TZS 150 million
- Water purification and plumbing: TZS 150 million

3. Vehicles & Logistics – TZS 400 Million

- Delivery trucks (2–3 units): TZS 300 million
- Motorcycles for field agents: TZS 100 million

4. Staffing & Training – TZS 300 Million

- Salaries for hatchery manager, vet, technicians, laborers
- Training programs for staff and farmers

5. Biosecurity & Veterinary Setup – TZS 200 Million

- Vaccines and cold storage
- Disinfection systems and quarantine pens

6. Marketing & Branding – TZS 100 Million

- Packaging, signage, digital platforms
- Outreach campaigns to farmers and agro-dealers

7. Working Capital & Contingency – TZS 1.5 Billion

- Feed, utilities, chick starter kits
- Emergency funds and operational buffer

15.2 Summary Table

Category	Budget (TZS)
Infrastructure & Construction	1.2 Billion
Equipment & Machinery	1.3 Billion
Vehicles & Logistics	400 Million
Staffing & Training	300 Million
Biosecurity & Vet Setup	200 Million
Marketing & Branding	100 Million
Working Capital & Contingency	1.5 Billion
Total	5 Billion

This setup supports a hatchery producing **8–10 million chicks annually**, with potential for regional exports and integration into feed and broiler operations.

Would you like help drafting a phased investment plan or calculating ROI based on this budget?

16.0 Generating Startup Capital

Mudo Poultry is a private limited owned by three shareholders. They do not intend to welcome any shareholders that are why we have decided to restrict the sourcing of the startup capital to three major sources.

These are the areas we intend generating our startup capital;

- Generate part of the startup capital from personal savings
- Source for soft loans from family members and friends
- Apply for loan from Banks

17.0 Sustainability and Expansion Strategy

The future of a business lies in the number of loyal customers that they have the capacity and competence of their employees, their investment strategy and the business structure. If all of these factors are missing from a business, then it won't be too long before the business closes shop.

One of our major goals of starting Mudo Poultry is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers

over is to hatch our eggs a little bit cheaper than what is obtainable in the market and we are prepared to survive on lower profit margin for a while.

Mudo Poultry will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

18.0 5-Year Financial Reports for a day-old chick hatchery

These projections assume a large-scale commercial hatchery with gradual expansion and reinvestment.

18.1 Startup Capital Allocation (Year 0)

Category	Amount (TZS)
Land acquisition	500,000,000
Hatchery construction	600,000,000
Equipment & incubators	800,000,000
Vehicles & logistics	400,000,000
Staff recruitment & training	300,000,000
Biosecurity & vet setup	200,000,000
Marketing & branding	100,000,000
Working capital	1,500,000,000
Contingency reserve	600,000,000
Total Capital Used	5,000,000,000

18.2 Income Statement (Year 1–5)

Year	Revenue (TZS)	Operating Costs (TZS)	Depreciation (TZS)	Net Profit (TZS)
1	7,200,000,000	2,500,000,000	300,000,000	4,400,000,000
2	12,000,000,000	2,800,000,000	300,000,000	8,900,000,000
3	17,600,000,000	3,200,000,000	300,000,000	14,100,000,000
4	21,600,000,000	3,500,000,000	300,000,000	17,800,000,000
5	25,000,000,000	3,800,000,000	300,000,000	20,900,000,000

18.3 Cash Flow Statement (Year 1–5)

Year	Operating Cash Flow	Capital Expenditure	Net Cash Flow
1	4,400,000,000	(500,000,000)	3,900,000,000
2	8,900,000,000	(300,000,000)	8,600,000,000
3	14,100,000,000	(200,000,000)	13,900,000,000
4	17,800,000,000	(200,000,000)	17,600,000,000
5	20,900,000,000	(200,000,000)	20,700,000,000

18.4 Balance Sheet (End of Year 5)

Assets	2026	2027	2028	2029	2030
	TZS	TZS	TZS	TZS	TZS
Fixed Assets (net)	4,700,000,000	4,400,000,000	4,100,000,000	3,800,000,000	3,500,000,000
Cash & Equivalents	3,900,000,000	12,500,000,000	26,400,000,000	43,800,000,000	64,700,000,000
Inventory & Receivables	300,000,000	500,000,000	700,000,000	900,000,000	1,000,000,000
Total Assets	8,900,000,000	17,400,000,000	31,200,000,000	48,500,000,000	69,200,000,000
Liabilities & Equity	TZS	TZS	TZS	TZS	TZS
Long-term Liabilities	0	0	0	0	0
Retained Earnings	3,900,000,000	12,400,000,000	26,200,000,000	43,500,000,000	64,200,000,000
Shareholder Equity	5,000,000,000	5,000,000,000	5,000,000,000	5,000,000,000	5,000,000,000
Total Liabilities & Equity	8,900,000,000	17,400,000,000	31,200,000,000	48,500,000,000	69,200,000,000

18.5 Key Financial Ratios

Metric	Value (Year 5)
Net Profit Margin	83.6%
Return on Investment	1,254% (5-year ROI)
Breakeven Year	Year 1
Payback Period	< 1 year

19.0 Check List/Milestone

- Company Name Availability Check: **Completed**
- Company Registration: **Completed**
- Application for business license and permit: **Completed**
- Opening of Corporate Bank Accounts: **Completed**
- Securing Point of Sales (POS) Machines: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Tax Payer's ID: **In Progress**
- Purchase of Insurance for the Business: **Completed**
- Purchasing of farm land and building of standard hatcheries and poultry cages: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital from shareholders: **Completed**
- Applications for Loan from the bank: **In Progress**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Printing of Promotional Materials: **In Progress**
- Recruitment of employees: **In Progress**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **Secured**
- Opening party/launching party planning: **In Progress**
- Establishing business relationship with vendors – key players in the industry such as small poultry farmers and free range chicken farmers: **In Progress**