

PRIME POULTRY TANZANIA LIMITED

REVISED BUSINESS PLAN

FOR

ESTABLISHING AN INTEGRATED POULTRY FARMING PROJECT IN

TANZANIA.

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1.0 COMPANY OVERVIEW

PRIME POULTRY TANZANIA LIMITED is a company incorporated in Tanzania with Certificate of Incorporation No: 154445935 issued on 6th December 2021. The company is planning to be engaged in the integrated poultry farming business. The Board of Directors currently have identified ideal land suitable for poultry farming investment. At **Farm No.1691, Mangae -Mvomero Distrct -Morogoro Region &Mgaugau Village, Mwanga District, Kilimanjaro Region, Tanzania**

This business plan proposes the establishment of a commercial integrated poultry farm in Tanzania covering parent stock / hatchery (optional), broiler production, layer egg production, feed milling, processing, and distribution. The project targets the fast-growing demand for affordable animal protein driven by population growth, urbanization, hotels, institutions, and food processors.

2. BUSINESS DESCRIPTION

2.1 BUSINESS MODEL

The project is an integrated poultry operation comprising:

- Poultry feed manufacturing
- Broiler farming (meat production)
- Layer farming (egg production)
- Slaughtering & basic processing (optional phase)
- Distribution & sales

Integration ensures control over input costs (feed = 60–70% of cost), quality, and supply reliability.

2.2 VISION

To become a leading supplier of high-quality, affordable poultry products in Tanzania and the East African region.

2.3 MISSION

To produce safe, nutritious poultry products using modern technology, strong biosecurity, and sustainable practices.

2.4 THE PROJECT PROMOTERS

The shareholders of this project are all entrepreneurs with diverse professional and business backgrounds. The company is owned by 2 shareholders, namely: -

Table 1: Company shareholders

Name	Nationality	% of Shares
Omar Kasmani	British	50
Sufiaan Kasmani	Malawi	50

2.5 LOCATION

The Goat farm will be located at **Farm No.1691, Mangae -Mvomero Distrct -Morogoro Region &Mgaugau Village, Mwanga District, Kilimanjaro Region, Tanzania**

2.6 PRODUCTS OFFERING

PRIME POULTRY TANZANIA LIMITED will be involved in the production of the following products:

- Broiler chicken (live & dressed)
- Table eggs
- Poultry feed (starter, grower, finisher, layer mash)
- Manure (organic fertilizer)
- Feathers (animal feed/industrial use)
- Poultry litter (crop farming)

2.0 SECTOR OVERVIEW

Poultry farming is one of the fastest-growing livestock subsectors in Tanzania, contributing significantly to:

- Food security (eggs & meat)
- Rural employment
- Household income
- SME agribusiness growth

The sector is dominated by smallholder farmers, but commercial and integrated poultry farms are rapidly increasing, especially around urban centers.

2.1 POULTRY POPULATION & PRODUCTION

- Total poultry population: ~90–95 million birds
- Indigenous chickens: ~70–75%
- Commercial layers & broilers: ~25–30%
- Annual egg production: Over 5 billion eggs
- Annual poultry meat production: Over 150,000 metric tons

Demand is growing at 6–8% per year, driven by population growth, urbanization, and rising incomes.

2.3 MAIN POULTRY SYSTEMS IN TANZANIA

a) Indigenous / Free-Range System

- Common in rural areas
- Low investment
- Low productivity (40–60 eggs/year/bird)
- High mortality due to diseases

b) Semi-Commercial System

- Improved breeds (Kuroiler, Sasso, Rhode Island Red)
- Small to medium scale (200–5,000 birds)
- Increasing adoption by youth and women

c) Commercial / Intensive System

- Broilers and layers
- Fully housed, controlled feeding
- Medium to large scale (10,000–500,000 birds)

- Mainly around Dar es Salaam, Coast, Morogoro, Arusha, Mwanza, Mbeya

2.4 MAJOR POULTRY PRODUCTS

- Table eggs
- Broiler meat
- Day-old chicks (DOCs)
- Manure (organic fertilizer)
- Processed poultry products (still underdeveloped)

2.5 FEED & INPUT SUPPLY

- Feed accounts for 60–70% of production costs
- Key ingredients; Maize, Soybean meal, Sunflower cake, Fish meal

Tanzania has strong raw material availability, but feed quality varies

3.0 MARKETING PLAN

3.1 SOCIAL MEDIA MARKETING

Social media is one of the most cost-effective and practical marketing methods for improving brand visibility. The company will use social media to develop engaging content, such as sharing pictures of the poultry farm and creating educational content about the poultry farm industry.

3.2 WEBSITE/SEO

PRIME POULTRY TANZANIA LIMITED will develop a professional website that showcases pictures of the poultry farm. It will also invest in

SEO so that the company's website will appear at the top of search engine results.

3.3 WORD OF MOUTH/REFERRALS

The Board of Directors of PRIME POULTRY TANZANIA DANIA LIMITED has a plan to build up an extensive list of contacts over Tanzania, SADC, the EAC region, and other parts of the World poultry Farm will be their supplier.

4.4 BILLBOARD

PRIME POULTRY TANZANIA LIMITED will highlight our location of poultry farm, and products on a major billboard facing the busiest highway in town. The billboard will provide the location of PRIME POULTRY TANZANIA LIMITED and the website URL.

4.5 PRICING

PRIME POULTRY TANZANIA DANIA INTEGRATED SOLUTIONS LIMITED's pricing will be moderate, so customers feel they receive great value when availing of the products. Pricing will be about 70% lower than retail prices to allow wholesalers and retailers to earn their margins.

5.0 MARKET ANALYSIS

5.1 TARGET MARKET

- Wholesalers & distributors
- Hotels, restaurants, caterers (HORECA)
- Supermarkets

- Institutions (schools, hospitals, prisons)
- Individual consumers

5.2 MARKETING & SALES STRATEGY

- Distributor contracts
- Institutional supply agreements
- Branding & packaging
- Social media & farm branding
- Competitive pricing

5.3 COMPETITIVE ADVANTAGE

- Lower feed costs through own feed mill
- Consistent quality and supply
- Strong biosecurity
- Ability to scale quickly

6.0 TECHNICAL & OPERATIONAL PLAN

6.1 Production Capacity:

- 1,200,000 broilers per cycle
- 6 cycles per year (7.2 million broilers annually)
- 200,000-layer birds (commercial eggs)
- Feed mill capacity: 30 tons/hour

- Hatchery capacity: 1.2 million DOCs/month

6.2 Infrastructure Requirement³

- Poultry houses (deep litter / cage system)
- Feed mill building
- Storage silos & warehouses
- Office & staff housing
- Water supply (borehole)
- Power (grid + generator/solar)
- Waste management system

6.3 Equipment

- Feed mill (grinder, mixer, pelletizer)
- Drinkers & feeders (automatic)
- Brooders & heaters
- Egg trays & grading equipment
- Cold room (if processing)

6.4 Biosecurity & Health

- Controlled access
- Vaccination schedule
- Foot baths & sanitation
- Veterinary supervision

6.5 REGULATORY & COMPLIANCE (TANZANIA)

- Business registration (BRELA)
- TBS certification (products)
- TFDA/TMDA (processing, if applicable)
- Environmental Impact Assessment (NEMC)
- Local authority licenses

7.0 ORGANIZATION & MANAGEMENT

7.1 MANAGEMENT STRUCTURE

- Managing Director
- Farm Manager
- Feed Mill Manager
- Veterinarian / Animal Health Officer
- Sales & Marketing Officer
- Finance & Administration

7.2 STAFFING (PHASE 1)

- 250 full-time employees

7.3 ENVIRONMENTAL & SOCIAL IMPACT

- Waste recycling into organic fertilizer
- Job creation
- Support to smallholder out-growers (future)

- Reduced imports of poultry products

7.4 RISK ANALYSIS & MITIGATION

Risk	Mitigation
Disease outbreaks	Strict biosecurity
Feed price volatility	Own feed mill & contracts
Market price fluctuations	Diversified products
Power/water outages	Backup systems

7.5 IMPLEMENTATION SCHEDULE

Activity	Duration
Licensing & permits	2–3 months
Construction	4–6 months
Equipment installation	1–2 months
Trial production	1 month
Full operation	Month 9

8.0 PROJECT INVESTMENT COST STRUCTURE

The development cost of the entire project has been estimated to be around US \$18m. The major factors

contributing towards the cost of the project are the cost of acquiring land, farm preparation and setting up, machinery and equipment, and Working capital

It has been conveyed to us that the promoters have already mobilized some amount to be used as investment capital US\$2,000,000, will be contributed by company shareholders and the remaining US\$16,000,000 will be from loans from financial institutions

The finance for the project is already arranged for by the promoters. The table below indicated in detail how the investment is going to be arrange

PRIME POULTRY TANZANIA LIMITED INVESTMENT COST US\$

Land and Buildings	4,500,000
Machinery & Equipment	8,000,000
Motor Vehicles	2,000,000
Furniture & Fixtures	15,000
Pre exp	100,000
Others	135,000
Working Capital	3,250,000
TOTAL	18,000,000

8.1 FINANCING PATTERN

The financing pattern being considered is that the project will be financed by shareholders and loans from financial institutions

Table8: Project investment pattern (US\$)

FOREIGN		LOCAL	
Equity	Loan	Equity	Loan
2,000,000	16,000,000	NIL	NIL

8.2 PROJECT OPERATING COSTS

To realize its intended objective the project will have to meet the operating costs estimated to be 70% of total revenue.

PRIME POULTRY TANZANIA LIMITED's revenues will come from the sales of goat meat and dairy products to its customers. The major operating costs for the company will be operational costs. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

8.3 PROJECT REVENUE

The following outlines the key assumptions required to achieve the revenue and cost numbers in the financials and pay off the startup business loan.

- Number of Broilers sold
- Number of Eggs
- Feed sales

9.0 FINANCIAL ASPECTS OF THE PROJECT

- Projected Profit and Loss Statement

The schedule below shows the projected income for the 6 years. The position depicted is that the project earns profit throughout its life. Accumulated after-tax profits grow from **US\$ 1,984,500** to **US\$ 22,883,693** in the 8th year.

- **Projected Cash Flows**

The project's cash flows depict a good liquid position right from the first year. Cash accumulation builds up from **US\$ 3,649,500** in the first year to **US\$ 33,163,693** at the end of the 8th year of the project's operations.

- **Projected Balance Sheet**

The project's owners' equity grew from **US\$ 2,00,000** in the first year to **US\$ 24,883,693** at the end of 8th year of the project's operations

- **Payback Period**

Total investment is **US\$18,000,000** with projected cash projections has brought the net positive inflow of **US\$ 19,423,238** in the 5th year making the Pay Back Period of 5 years.

10.0 CONCLUSION AND RECOMMENDATION

10.1 Conclusion

- Bridging the gap between theory and practice; the poultry farming project will make educational partnerships to bridge the gap between what they're learning in the classroom and how they would apply it in the real world. By collaborating with local educational institutions and training providers, the company will design

customized training programs that equip individuals with the specific skills needed for the jobs

- Driving Innovation through Access to Industry Expertise; industry. Though practical training and working together schools and PRIME POULTRY TANZANIA LIMITED's, it's possible to drive innovation to solve problems with creative solutions.
- PRIME POULTRY TANZANIA LIMITED's project will provide links to larger national and export markets, access to high-quality, and reduce risk.
- PRIME POULTRY TANZANIA LIMITED's will be engaged in providing Corporate social responsibility (CSR) to communities and neighboring villages, on various forms – including pro-bono work (involves providing free services, rather than cash or goods, to those in need), volunteer activities, product donations, financial contributions, employee community service days, eco-friendly practices and many more creative activities
- The contributes to government revenue by way of taxes.
- The project has multiplier effect in the economy whereas it brings in modern animal farming technologies, create employment through different initiatives.
- The project employs **250 people**

10.2 Recommendation

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all

the support required by all the concerned Government Ministries and Agencies, including the Tanzania Revenue Authority (TRA), TISEZA, National Environment Management Council (NEMC), Local Government Authorities (LGAs), Government Ministries etc. The project deserves this support because of its viability, since it is technical feasible, economically viable and socially acceptable

14.0 APPENDICES

Appendix (I)

PRIME POULTRY TANZANIA LIMITED'S COST STRUCTURE

Land and Buildings	4,500,000
Machinery & Equipment	8,000,000
Motor Vehicles	2,000,000
Furniture & Fixtures	15,000
Pre exp	100,000
Others	135,000
Working Capital	3,250,000
TOTAL	18,000,000

PRIME POULTRY TANZANIA LIMITED'S FIXED ASSETS US\$

NAME OF ASSETS	1	2	3	4	5	6	7	8
Land And Buildings	4,500,000	4,410,000	4,320,000	4,230,000	4,140,000	4,050,000	3,960,000	3,870,000
Machinery, Tools & Equipment	8,000,000	7,920,000	7,840,000	7,760,000	7,680,000	7,600,000	7,520,000	7,440,000
Motor Vehicles	2,000,000	1,800,000	1,600,000	1,400,000	1,200,000	1,000,000	800,000	600,000
Furniture & Fixtures	150,000	135,000	120,000	105,000	90,000	75,000	60,000	45,000
Total	14,650,000	14,265,000	13,880,000	13,495,000	13,110,000	12,725,000	12,340,000	11,955,000
DEPRECIATION	1	2	3	4	5	6	7	8
Land and buildings	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000
Machinery tools & Equipment	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000
Motor Vehicles	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Furniture & Fixtures	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
ANNUAL DEPRECIATION	385,000	385,000	385,000	385,000	385,000	385,000	385,000	385,000

PRIME POULTRY TANZANIA LIMITED's PROJECTED INCOME & EXPENDITURE STATEMENT (US\$)

	1	2	3	4	5	6	7	8
Revenue -Industrial textiles	18,000,000	18,900,000	19,845,000	20,837,250	21,879,113	22,973,068	24,121,722	25,327,808
Total Cost	13,500,000	14,175,000	14,883,750	15,627,938	16,409,334	17,229,801	18,091,291	18,995,856
Profit before Depreciation &Interest	4,500,000	4,725,000	4,961,250	5,209,313	5,469,778	5,743,267	6,030,430	6,331,952
Interest	1,280,000	1,120,000	960,000	800,000	640,000	480,000	320,000	1,600,000
Depreciation	385,000	385,000	385,000	385,000	385,000	385,000	385,000	385,000
Gross Profit	2,835,000	3,220,000	3,616,250	4,024,313	4,444,778	4,878,267	5,325,430	4,346,952
Tax (30%)	850,500	966,000	1,084,875	1,207,294	1,333,433	1,463,480	1,597,629	1,304,086
Profit After Tax	1,984,500	2,254,000	2,531,375	2,817,019	3,111,345	3,414,787	3,727,801	3,042,866
Accumulated Profit	1,984,500	4,238,500	6,769,875	9,586,894	12,698,238	16,113,025	19,840,827	22,883,693

PRIME POULTRY TANZANIA LIMITED's PROJECTED CASH FLOW US\$

SOURCES:		1	2	3	4	5	6	7	8
Profit before interest and depreciation	-	4,500,000	4,725,000	4,961,250	5,209,313	5,469,778	5,743,267	6,030,430	6,331,952
Equity	2,000,000								
Loan	16,000,000								
Total Sources	18,000,000	4,500,000	4,725,000	4,961,250	5,209,313	5,469,778	5,743,267	6,030,430	6,331,952
Applications:									
Capital expenditure	14,650,000	-	-	-	-	-			
working Capital &Others	3,350,000								
Cash	-	3,649,500	3,759,000	3,876,375	4,002,019	4,136,345	4,279,787	4,432,801	5,027,866
Tax	-	850,500	966,000	1,084,875	1,207,294	1,333,433	1,463,480	1,597,629	1,304,086
Sub total	18,000,000	4,500,000	4,725,000	4,961,250	5,209,313	5,469,778	5,743,267	6,030,430	6,331,952
Total applications	18,000,000	4,500,000	4,725,000	4,961,250	5,209,313	5,469,778	5,743,267	6,030,430	6,331,952
Accumulated cash		3,649,500	7,408,500	11,284,875	15,286,894	19,423,238	23,703,025	28,135,827	33,163,693

PRIME POULTRY TANZANIA LIMITED'S PROJECTED BALANCE SHEET US \$

Fixed Assets	-	1	2	3	4	5	6	7	8
Opening balance	-	14,650,000	14,265,000	13,880,000	13,495,000	13,110,000	12,725,000	12,340,000	11,955,000
Additions	-						-	-	-
Total Long-term Assets	-	14,650,000	14,265,000	13,880,000	13,495,000	13,110,000	12,725,000	12,340,000	11,955,000
Less depreciation	-	385,000	385,000	385,000	385,000	385,000	385,000	385,000	385,000
Closing balance	-	14,265,000	13,880,000	13,495,000	13,110,000	12,725,000	12,340,000	11,955,000	11,570,000
Working capital	3,350,000	3,350,000	3,350,000	3,350,000	3,350,000	3,350,000	3,350,000	3,350,000	3,350,000
Accumulated cash	-	3,649,500	7,408,500	11,284,875	15,286,894	19,423,238	23,703,025	28,135,827	33,163,693
Total assets	3,350,000	21,264,500	24,638,500	28,129,875	31,746,894	35,498,238			
Financed by									
Equity	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Accumulated profit	-	1,984,500	4,238,500	6,769,875	9,586,894	12,698,238	16,113,025	19,840,827	22,883,693
Total equity	2,000,000	3,984,500	6,238,500	8,769,875	11,586,894	14,698,238	18,113,025	21,840,827	24,883,693
Long term loan	16,000,000	14,000,000	12,000,000	10,000,000	8,000,000	6,000,000	4,000,000	2,000,000	-
Bank overdraft	-	-	-	-	-	-			
Total debts	16,000,000	14,000,000	12,000,000	10,000,000	8,000,000	6,000,000			
Total equity and debts	18,000,000	17,984,500	18,238,500	18,769,875	19,586,894	20,698,238	18,113,025	21,840,827	24,883,693

PRIME POULTRY TANZANIA LIMITED's PROJECTED LONG TERM LOAN REPAYMENT

Repayments US\$				
Year	Principle	Loan Interest (8%)	Total Amount Paid	Loan Balance
1	2,000,000	1,280,000.00	3,280,000.00	16,000,000.00
2	2,000,000	1,120,000.00	3,120,000.00	14,000,000.00
3	2,000,000	960,000.00	2,960,000.00	12,000,000.00
4	2,000,000	800,000.00	2,800,000.00	10,000,000.00
5	2,000,000	640,000.00	2,640,000.00	8,000,000.00
6	2,000,000	480,000.00	2,480,000.00	6,000,000.00
7	2,000,000	320,000.00	2,320,000.00	4,000,000.00
8	2,000,000	160,000.00	2,160,000.00	2,000,000.00