



BUSINESS PLAN

FALCON ANIMAL FEEDS LIMITED

1. Executive Summary

FALCON ANIMAL FEEDS LIMITED is an agribusiness company focused on the manufacturing of quality animal feeds, mixed farming, poultry production, and livestock farming. The company will supply affordable and nutritious feeds to farmers while also operating its own poultry and cattle farms.

The business aims to improve livestock productivity and support the growing demand for meat, milk, eggs, and animal feed in Tanzania.

Business Activities

Manufacturing and preparation of animal feeds

Mixed farming

Supporting activities for animal production

Poultry farming

Cattle and buffalo farming

Business Location: Tegeta and Kibaha, Tanzania

Business Type: Agriculture and Animal Production

2. Business Description

FALCON ANIMAL FEEDS LIMITED will produce and sell high-quality animal feeds for poultry, cattle, poultry products, goats, and other livestock.

The company will also operate mixed farming, combining crop production with livestock farming. Crops like maize and soybeans will be used as raw materials for feed production.

This integrated system will reduce production costs and increase profitability.

3. Vision Statement

To become a leading producer of high-quality animal feeds and livestock products in Tanzania and East Africa.



4. Mission Statement

To provide affordable, nutritious, and reliable animal feeds while promoting sustainable livestock farming and improving farmers' productivity.

5. Objectives

Establish a modern animal feed production facility.

Produce affordable and high-quality livestock feeds.

Develop poultry and cattle farms for commercial production.

Supply feeds to farmers, agro-dealers, and livestock farms.

Create employment opportunities in the agricultural sector.

6. Products and Services

Animal Feed Products

Poultry feed (starter, grower, layer)

Broiler feed

Dairy cattle feed

Beef cattle feed

Livestock Production

Poultry (eggs and broiler meat)

Buffalo farming

Other Services

Animal nutrition advice for farmers

Feed supply to farms

Support services for livestock production

7. Market Analysis

The demand for animal feeds in Tanzania is rapidly growing because:

Poultry farming is increasing.

Demand for meat and eggs is rising.

Dairy farming is expanding.



Farmers need affordable and reliable feed suppliers.

Target Customers

Poultry farmers

Dairy farmers

Livestock farmers

Agro-dealers

Agricultural cooperatives

Commercial farms

8. Competitive Advantage

FALCON ANIMAL FEEDS LIMITED will have advantages such as:

Production of high-quality feeds

Use of own farm products as feed ingredients

Affordable pricing

Reliable supply to farmers

Integrated farming system

9. Operations Plan

Raw Materials

Maize

Soybean meal

Fish meal

Vitamins and minerals

Wheat bran

Sunflower cake

Equipment Required

Feed mixer

Hammer mill

Pellet machine



Weighing machines

Packaging equipment

Storage warehouse

10. Management Structure

Managing Director

Responsible for overall company management.

Production Manager

Supervises feed production.

Farm Manager

Manages poultry and cattle farming.

Sales and Marketing Officer

Handles distribution and customer relations.

Accountant

Manages finances and records.

11. Marketing Strategy

The company will promote its products through:

Agro-dealer partnerships

Farmer training programs

Agricultural exhibitions

Social media marketing

Direct farm sales

Distribution networks

12. Financial Plan (Example Estimate)

Startup Costs

Feed production machines

Land and buildings



Poultry houses

Livestock purchase

Raw materials

Transport and logistics

Estimated startup capital: USD 450,000 – 850,000 depending on scale.

Revenue Sources

Sale of animal feeds

Sale of eggs

Sale of broiler chickens

Sale of milk

Sale of cattle

13. Risk Analysis

Possible risks include:

Fluctuation of raw material prices

Animal diseases

Market competition

Climate challenges

Mitigation Measures

Disease control and vaccination

Diversified farming

Long-term supplier contracts

14. Sustainability Plan

FALCON ANIMAL FEEDS LIMITED will promote sustainable agriculture by:

Recycling farm waste

Producing feed from local crops

Supporting small-scale farmers

Promoting efficient livestock production



15. Conclusion

FALCON ANIMAL FEEDS LIMITED has strong potential to grow into a major supplier of animal feeds and livestock products while supporting agricultural development and food security.

