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What is a Business Plan?

A business plan is a basic outline of what your business is all about. It must serve as an action plan and guideline for you to use daily. The essence of it is to act as a roadmap to your desired destination. Be practical when writing it and keep it realistic.

BUSINESS PLAN ON THE PRODUCTION OF POULTRY EGGS

OBJECTIVE:

- 1) Becoming the “Best and most hygienic poultry producer in the area” complying by the national standards for food and drugs.
- 2) Turn in profits from the first six months of operations.

LAND, HOUSING AND EQUIPMENT FOR POULTRY EGG FARMING BUSINESS

The kind of housing you need and the size of the land will depend on the size of your poultry egg farming project. When choosing the location for your poultry egg production business, you have to balance the need for proximity to the market, with the cost of land, labor costs, security, and a good water supply. It is advisable not to locate the poultry egg farming project close to rivers or streams as this may result in the pollution of water by chicken drops during rainfall periods.

When you are planning to construct a layers egg chicken house, you have to select a site which is well-drained with plenty of natural air movement. Layers chickens cannot adjust well to temperature extremes, so it is very essential that the hens be housed, cared and provided with an environment that will enable them to perform egg production efficiently.

The design and size of the layers chicken house is determined by the number of layers chickens being kept, the cost and the climatic condition of the area. It is essential to house layers chickens of the same age together. This is to prevent potential problems like high risk of continuous infection. It also allows the farmer to administer the right feeds and follow the right method of lighting for the layers chickens.

Your housing for the layers chickens can be barns, layer cages, chicken runs, hutches or chicken coops. The kind of equipment you need depends on whether you are using the deep litter system or the cage system in your poultry egg production business. You should have equipment including feeders, drinkers, lighting system and waste disposal system. You will also need chicken layer nests where the layers lay eggs in. If you are doing the cage system, then you will have to purchase the cages for your layers chickens. If you purchase layer cages as housing for your layers chickens, the layer cages will already have the laying nests, poultry feeders, drinkers etc. The layer farming business plan should take into account the costs of the housing and equipment.

POINT OF LAY CHICKENS/LAYER CHICKS

When starting a poultry egg production business, you will have to make a decision of whether you start with day old chicks or point of lay birds. You can buy layer chicks and feed them till they are 19 weeks. However, its usually easier to buy point of lay chickens (Layers chickens which are ready to start laying eggs).

You should purchase your day old chicks/point of lay birds from a reliable accredited hatchery or company where the parent stocks are well managed. Layers chicks from different hatcheries vary greatly in terms of quality.

LAYERS FEEDS

Hens need plenty of calcium in their diets to lay eggs with hard, strong shells. Feed must be available in the trough at all times, as well as cool, fresh water in the bottles. On average, each laying hen requires 110g-120g of feed every day. The aim of the egg producer is to convert a given amount of feed into as many eggs as possible.

MANAGEMENT AND LABOUR

The number of farm workers you need will depend on the size of your poultry egg production project. The salaries and wages of your employees should be included in your poultry egg production business plan.

CAPITAL

The amount of capital required for the poultry egg production business depends on the scale of the project. If you don't have access to investors and bank loan, you can use your personal savings and start small, and grow your business overtime. Egg production business is very profitable. If you reinvest the profits you get, you can quickly grow.

MARKET FOR POULTRY EGGS

Eggs are considered an alternative cheap source of proteins. You can supply your eggs to individual households, supermarkets / grocery shops, wholesalers, schools, restaurants, companies, organizations, events etc.