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**COURSE CODE: Gst 212**

**MATRIC NO. : 18/sci14/014**

**MY POULTRY BUSINESS PLAN**

**1)      Table of Contents**

**2)      Executive Summary:** The summary includes introduction, products and services description, marketing and sales among others

**3)      Company Overview**: this includes

a.       Mission Statement

b.      History and Current Status

c.       Markets and Products

d.      Objectives

e.      Keys to success

**4)      Product or Service description:** Where I describe the different poultry products which include chicken, eggs and waste.

5)      **Industry and Market Analysis**

a.       Introduction

b.      Industry analysis

c.       Market analysis

d.      Customer analysis

e.      Competitor analysis

f.        SWOT Analysis

**6)      Marketing Strategy**

a.       Target Market Strategy

b.      Service Strategy

c.       Pricing Strategy

d.      Distribution Strategy

e.      Advertising and Promotion Strategy

f.        Sales Strategy

**7)      Operations**

a.       Operations Strategy

b.      Scope of Operations

c.       Operating Expenses

**8)      Development**

a.       Development Strategy

b.      Development Timeline

c.       Development Expenses

**9)      Management**

a.       Company Organization

b.      Management Team

c.       Administrative Expenses

**10)   Summary of Financials**

a.       Financial Assumptions

b.      Financial Forecasts

c.       Financial Risks

i.      Projected Cash Flow

ii.      Income statement

iii.      Balance sheet

iv.      Profit and loss

**11)   Appendices**

Support for Product/Service Description (e.g., diagrams, pictures, etc.)

Financial Statements

·         Income Statement

·         Balance Sheets

·         Cash Flow Statements

·         Ratio Analysis

·         Other supporting financial statements