

Roadrunners Business Plan (Shortened Free Version)

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Executive Summary

Our Poultry Farm rears roadrunner chickens and supplies them to restaurants, takeaways and hotels in Harare, Zimbabwe. The roadrunner chickens are sold as live birds. The farm is located 15km from Harare, along the Harare-Chinhoyi road.

Most important to us is our financial success and we believe this will be achieved by offering high-quality roadrunners while minimizing costs. We have created financial projections based on our experience and knowledge of the area. With a start-up expenditure of \$15,500 we can generate \$20,000 in sales by the end of the first year, and produce good net profits.

Mission, Objectives and Keys to success

Mission

Our mission is to provide high quality chicken meat and healthy roadrunners to customers at affordable prices. We value our relationships with current and future customers and hope to communicate our appreciation to them through our outstanding, guaranteed product quality, personal service, and efficient delivery. Our commitment to our customers and the country of Zimbabwe will be reflected through honest and responsible business.

Vision

To produce high quality free range chicken that can be marketed to the whole of Zimbabwe

Objectives

The objectives of our Poultry Farm are:

- Achieve first year sales of above \$20 000.
- Establish strategic relationships with 5-10 restaurants, takeaways and hotels in Harare, Zimbabwe during the first year.
- Establish a Discount Club that will build customer loyalty.
- To develop a sustainable farm, surviving off its own cash flow.

Core Values

- Customer satisfaction
- Commitment to achieving results
- Sustainability
- Corporate Social Responsibility
- Employment Creation

- Innovation
- Integrity

Keys to Success

The keys to success for our Poultry farm are:

- Our discount Club, which is a program that will create customer loyalty.
- Effectively communicating, to current and potential customers, our position as a differentiated provider of the highest quality roadrunners in Zimbabwe.
- Efficient production of the roadrunner chickens while minimizing costs

Operational Requirements

Chicken Housing

Small scale poultry houses seem to be built in almost every possible shape and size. Those building a new chicken house often ask for plans for the perfect chicken house. However, few plans for small poultry houses are available. Many existing buildings can easily be adapted to accommodate poultry. Poultry housing can be as crude or elaborate as you wish to build as long as you provide the following:

Protection

A good poultry house protects the birds from the elements (weather), predators, injury and theft. Poultry require a dry, draft-free house. This can be accomplished by building a relatively draft free house with windows and/or doors which can be opened for ventilation when necessary. Build the house on high, well-drained areas. This prevents prolonged dampness and water saturation of the floor of the house and outside runs. Allowing an adequate level of space per bird also helps keep the humidity level in the house to a minimum.

Keeping poultry totally confined together with fence and covered runs are your best protection from predators. If you are building a new facility, consider laying a concrete floor, and start the wall with one or two concrete blocks. This prevents rodents, snakes, and predators from digging under the walls and the floors. Windows and doors must be securely covered with heavy-gauge mesh wire or screening when opened.

Build your poultry house to prevent possible injury to your birds. Remove any loose or ragged wire, nails, or other sharp-edged objects from the coop. Eliminate all areas other than perches where the birds could perch more than 4 feet above the floor. Remove perching areas such as window sills, nest box tops, or electric cords whenever possible. These extra measures could eliminate any injury to you or your birds and may prevent damage to the housing, as well.

Adequate Space

Birds need adequate space for movement and exercise as well as areas to nest and roost. Space requirements vary with the type of bird you raise. For roadrunners, you should have 10 birds per square metre (0.1 square metres for each bird) in the house, and at least 1 square metre per bird in the outside run/range.

Heating System

The heating capacity requirement depends on ambient temperature, roof insulation and the degree of house sealing. Electric heat lamps (infrared bulbs) or gas or electric hover-type brooders can be used for the heat source. The electric heat lamps are a good and popular source of heat. One 125-watt bulb is needed for each 25 chicks. A light with a red finish can be used to dull the light. Also, the heat lamp should be secured so that it cannot fall into the litter, and all electrical wiring needs to be adequate for the size of bulb used.

Lighting

If you wish to produce eggs from your flock year-round, you must have a source for electric light. One electric light every 12 metres at ceiling height is appropriate. Most small poultry houses do very well with one light above the feeding and watering area. Windows placed in the house will also be a good source of light and warmth in winter and a good source of ventilation in summer.

Ventilation

Ample air movement without a draft is essential. Fresh air brings in oxygen while excess moisture, ammonia or carbon dioxide are removed the stale air moves out of the house. Dampness and ammonia build-up are a sign that there is not enough ventilation. For small houses, windows or vents on one side of the house usually provide plenty of ventilation. Well-ventilated houses must also have plenty of insulation and a good vapour barrier. Failure to insulate or ventilate properly causes moisture to accumulate on the walls and ceiling in cool weather. Poultry can handle cold very well if they are dry. However, cool and humid conditions can create many health problems. Locate openings on the side away from prevailing winds. The south or east side is usually best.

Appearance

The appearance of any poultry house or outside run that is visible to the neighbourhood should never detract from the over-all appearance of the surroundings. Exteriors of structures should be kept painted and well-maintained. Weeds and trash should be removed from around all facilities. Proper landscaping can provide screening and also help muffle sounds from the birds. Unsightly structures are not good for the image of bird raising.

Use Common Sense

When building a poultry house, use common sense in designing the structure. Build the roof high enough and situate such permanent structures as nests, roosts, and feeders for easy access and to make it easier to clean all areas of the house. Install doors so that they open inward. Using sliding windows so that the birds cannot roost on them rather than windows which swing in or out. Use building materials which will be easy to clean and disinfect. Slightly sloping the floor toward the door can help prevent puddling in the building and will make the building easier to spray out and dry between uses.

Bedding

Bedding type and maintenance in chick housing is critical to the health and success of free-ranging pastured poultry operations. Chicken growers consider a number of factors when determining which material to use as bedding in their facilities, with cost and availability being a major consideration. The floor should be covered with a 5cm to 10cm deep litter of grain husks (maize or rice), straw, wood shavings or a similarly absorbent (but non-toxic) materials. Wood shavings are highly recommended for use since birds cannot eat them. Wood chips are too big for chickens to scratch around and wire mesh floors should not be used, because they do not allow the chickens to scratch and are devoid of beneficial microorganisms that contribute to the health of young, growing birds. Litter provide insulation from the floor and soaks up moisture from the droppings. It also helps to prevent damage to the birds' legs due to slippery surfaces. Usually old litter is renewed when replacement stock arrives. It is advisable not to re-use old

litter. After old litter has been removed out of the house, the floor should be cleaned and disinfected.

Bedding materials generally needs to be very absorbent, and must have a reasonable drying time. Many paper products, for instance, absorb moisture well but do not dry out appropriately. The material should also have a useful purpose once it has been used as a bedding material. Without a useful purpose for the used litter, poultry growers would need to dispose of unmanageable quantities of old litter. Large accumulations of litter stored unused for long periods of time are not ecologically acceptable even on a small scale, and would be non-sustainable from an industrial perspective. Examples of materials which can be used as bedding include wood shavings, sawdust, hay, pine chips, hardwood chips, rice hulls, peanut hulls, ground corncobs, chopped straw, sand, and leaves.

Equipment

Feeders

Chickens should never be debeaked, if they are expected to forage on plants and critters; debeaked chickens are useless on pasture. There is no need for debeaking chickens in non-caged systems, because cannibalism in open systems is not a problem. The birds are not stressed, bored, and there should be no nutritional deficiencies. When feeders are set out for chicks, there should be enough linear space to accommodate 35-50% of the flock at any one time. It is not necessary to accommodate feeding space for all of them at one time, since chicks will spend a lot of time sleeping. When the chicks line up at the feeder count them, and if it is full of birds and not at least 35% of them, add some more feeders.

Every few days, feeder space will change as the birds grow, so fewer will fit around the feeders. Experienced producers say that, one of the easiest ways to foster leg problems in chicks is associated with the stress resulting from inadequate feeder space. It is also important that you make sure that the chicks never run out of feed; it is better to waste some feed rather than have them not have enough to eat.

Trough type feeders will provide more linear space than round types. Chicks should not have to stretch for their food, so the feeder should be nested into the bedding a half-inch or so to make sure the feeder lip does not exceed beak height. Birds want to search down in the feeder for food and stretching too much can cause leg problems. The lip of the feeder should hit the birds at about breast height. Waterers should be elevated as chicks grow for both cleanliness and drinking efficiency. For this reason, the waterer lip should be higher than the feeder trough.

Drinkers

At day-old, provide a minimum of 6 bell drinkers of 40 cm (16 in) diameter per 1,000 chicks; 6 mini-drinkers or plastic trays per 1,000 chicks should also be available as an additional source of water. As the birds become older and the area of the house in use is expanded, provide a minimum of 8 bell drinkers of 40 cm (16 in) in diameter per 1,000 chicks. Place these evenly throughout the house so that no birds is more than 2 m (6.6 ft) from water. As a guide, the water level should be 0.6 cm (0.25 in) below the top of the drinker until approximately 7–10 days. After 10 days there should be 0.6 cm (0.25 in) of water in the base of the drinker. Within 3–4 days, gradually remove any additional mini-drinkers and trays that were used at day-old so that all chicks are drinking from the automatic drinkers. Drinkers should be checked for height daily and adjusted so that the base of each drinker is level with the base of the roadrunners back from day 18 onwards.

Nest Boxes

The basic purpose of a nest box is to encourage hens to lay their eggs in a clean cubicle in relative peace and privacy. A properly built nest assures that eggs are kept in a good environment for collection or hatching. Chickens are not particular about where they lay their eggs; however, a suitable nest box in which to lay eggs can make things flow more smoothly around the farm. Most chicken experts recommend an average of one nesting space per five birds.

Market Analysis

Demand

The demand for chicken in Zimbabwe is very high. Zimbabweans consume chicken worth \$400 million every year, and the demand for chicken continues to increase. The average demand of chicken per month in Zimbabwe is 11000 metric tonnes, and it has been on the rise since the dollarization of the economy in 2009. Data is not available for the demand of specifically roadrunners.

An increasing number are preferring roadrunners to broilers. This is because roadrunners are highly nutritious, delicious, organic, and have no chemicals injected in them. Thus the demand of roadrunners continues to rise.

The demand for eggs in Zimbabwe is very high. Eggs are considered an alternative cheap source of proteins. Almost every household consumes boiled/fried eggs. Zimbabweans consume eggs worth over \$100 million every year, and the demand for eggs continues to increase. The average demand of eggs per month in Zimbabwe is about 48 million eggs, and it has been on the rise since the dollarization of the economy in 2009.

Market Segmentation

Potential customer groups for our poultry farm are:

Hotels, restaurants and fast food outlets

This is the largest market for roadrunners. They buy roadrunners in bulky to cook meals for their customers. Some of their customers love roadrunners, because they are nutritious, delicious and organic. Not all restaurants serve roadrunners, but those who offer traditional foods usually offer roadrunners also. Our company will provide live and dressed roadrunners to hotels, takeaways and restaurants in various parts of Harare. Some supermarkets have restaurants within them, thus we will also supply the roadrunners to them. Our company will provide discounts and promotions to restaurants so as to create customer loyalty and secure them as its customers.

Butcheries and Supermarkets

This is an untapped market. We would love to go into all the major supermarkets in Zimbabwe one day, and see dressed organic roadrunners on sale. We would love to see roadrunners for sale in butcheries.

Wholesales and Supermarkets

We will supply branded packaged eggs to wholesales, large and small supermarkets in Harare. By creating and maintaining good relationships with the wholesales and supermarkets, we will end up having long term contracts with them. This will create predictable income and stability for the company.

Tuck-shops and Vendors

We will supply packaged eggs to tuck-shops and vendors in Harare. By creating and maintaining good relationships with the tuck-shops and vendors, we will end up having long term contracts with them. This will create predictable income and stability for the company.

Individuals

Live birds, dressed chickens and eggs will be sold to individuals especially to those who buy in bulky. Individuals buy birds in bulky for various reasons including for weddings, parties and family functions. Selling direct to consumers allows producers to set a price that covers costs and provides a profit.

Organisations

Our company will supply live birds, dressed chickens and eggs to various organisations like boarding schools, hospitals, prisons and churches in Harare, Zimbabwe.

Price of roadrunners

Hotels, restaurants, and takeaways buy roadrunners at \$7-\$10 depending on the weight, location and quantities. Roadrunners are more expensive than broilers because roadrunners are highly

nutritious, delicious, organic, and have no chemicals injected in them. The traditional meals with roadrunners are usually more expensive in restaurants than meals with broilers.

Price of eggs

The end consumer buys eggs at \$1 for five from supermarkets, which translates to \$6 a crate.

The vendors and tuck-shops sell their eggs at \$1 for 5 or \$1 for 6. The producers of eggs supply them to supermarkets and retailers at a price of \$4-\$4.50, depending on the size of eggs, branding, and location.

Industry Analysis

Small and medium scale poultry production

Many households in the rural areas keep roadrunners. In Zimbabwe, indigenous chickens are estimated to be 30 million. The average household flock numbers 20 birds, and is composed of eight chicks, six to seven growers, four to five hens and one cock. Indigenous poultry and other small livestock is a preferred method of investment in rural areas where few investment alternatives exist and is used mostly as “cash” for exchange even in shops. These chickens play an integral role in the smallholder farming systems. They are used to meet the multiple household social, economic and cultural needs. Village chickens are part of the total poultry genetic diversity that comprises of chickens, turkeys, quails, ducks, goose, guinea fowls and pheasants.

Unlike pure breeds and hybrid layers, village chickens easily go broody and are generally good mothers. The breeding of village chickens in Zimbabwe is usually at peak from September to April. Poultry management is usually in the hands of women and children. Women attach more value to chickens while men value large animals like cattle more.

Despite their current importance and future potential, very little is known about the genetic composition of local chickens in Zimbabwe and most developing countries. Although village chickens are considered an important genetic reservoir, the genetic diversity contained in these populations and its distribution has not been comprehensively quantified. At present local chickens in Zimbabwe are commonly referred to as ‘village’, ‘roadrunner’ or just ‘indigenous’ chickens without differentiating them into any populations.

A growing number of farmers are keeping pure breeds of roadrunners for commercial purposes. The most popular breed is Boschveld. Some breeds which are also kept include Rhode Island, Australorps, Leghorn, Light Sussex, among others. There are no large scale producers of roadrunners in Zimbabwe. The farmers who keep pure breeds of roadrunners for commercial

purposes usually have flocks of 500-3000 birds. They usually have contracts with various hotels and restaurants which they supply.

The number of producers of eggs has been increasing in the past years in Zimbabwe due to the high unemployment levels thus people are now resorting to various kinds of projects including keeping hybrid layers. About 55% of the eggs produced in Zimbabwe are from the small and medium scale egg producers. These layers projects are found in rural areas, resettlement areas, A1 farms, A2 farms and in urban areas. Almost all the eggs produced for commercial purposes in Zimbabwe are from hybrid layers, and not roadrunners. The eggs produced by small scale poultry producers are usually unbranded rather than branded packaged eggs. Thus the targeted market of these producers includes the low income to middle income earners who are sensitive to the price of the branded found in supermarkets. These producers also supply to restaurants, organisations such as boarding schools, churches, prisons, and other small supermarkets.

Large Scale poultry production

These are the big players in the layers industry like Irvine's and Lunar Chickens. They produce their own day old chicks, which they rear, till they lay eggs. The large scale producers account for about 45% of the total number of eggs produced in Zimbabwe. They supply branded packaged eggs to supermarkets and other large organizations.

Competition and Buying Patterns

Restaurants, hotels and takeaways tend to buy from those who are reliable at their supply of chicken, and who also have fair prices. For live birds, they are more concerned about the weight of the birds, breed and appearance, whether they appear healthy or not. They also consider the price of the birds. They are willing to establish relationships and enter into long term supply agreements with suppliers who can reliably deliver the chicken to them when they need it. There is competition from small scale producers in and around Harare. Often demand exceeds supply, as the market is not yet flooded with roadrunners. Many farmers are not able to consistently supply roadrunners every week.

For eggs, there is competition from large scale producers like Irvine's, and also hundreds of local small scale producers in Harare. Brand names and price are important to consumers when buying eggs from the large supermarkets. Large supermarkets tend to buy packed eggs from companies such as Irvine's which are well known, as those eggs are easily marketable. This market segment can be penetrated with the right marketing and advertising techniques. . For consumers who are buying eggs from the small supermarkets, tuck shops, vendors etc., brand names are not important, but they consider the size of the eggs, and the price. This segment of the market can easily be penetrated with good marketing strategies.

Supermarkets tend to buy from those who are reliable at their supply of eggs, and who also have low prices. They are willing to establish relationships and enter into long term supply agreements with suppliers who can reliably deliver the eggs to them when they need them.

Pro Forma Income Statement

	Year 1	Year 2	Year 3
Revenue			
Roadrunner Sales	\$20,000.00	\$28,600.00	\$24,000.00
Egg Sales @ \$4.20 a crate	\$2,646.00	\$4,725.00	\$4,725.00
Cost of eggs sold	\$1,581.60	\$2,184.60	\$1,941.00
Cost of roadrunners sold	\$7,230.00	\$7,917.00	\$6,786.00
Gross Profit	\$13,834.40	\$23,223.40	\$19,998.00
Operating Expenses			
Salaries	\$1,800.00	\$1,800.00	\$1,800.00
Water	\$240.00	\$240.00	\$240.00
Depreciation	\$650.00	\$650.00	\$650.00
Company Registration	\$300.00	\$0.00	\$0.00
Repairs and maintenance	\$300.00	\$300.00	\$300.00
Contingency	\$500.00	\$500.00	\$500.00
Total Operating Expenses	\$3,790.00	\$3,490.00	\$3,490.00
Net Profit Before Tax	\$10,044.40	\$19,733.40	\$16,508.00
Tax (25%)	\$2,511.10	\$4,933.35	\$4,127.00
Net Profit After Tax	\$7,533.30	\$14,800.05	\$12,381.00

Assumptions

- The business will follow the production plan which is outlined under the Operational strategy section, meaning that in year 1 we will sell 2500 roadrunners & 630 egg crates; year 2 we will sell 3500 roadrunners, 150 off-layers, and 1125 crates of eggs; year 3 we will sell 3000 roadrunners & 1125 crates of eggs.
- The roadrunners will be sold at \$8 each, off layers at \$4 each, and eggs at \$4.20 a crate
- The business will employ one person who will be paid \$150/month
- Contingency is a provision for other smaller expenses and unpredictable expenses
- The costs of eggs sold & costs of roadrunners sold are calculated from the tables shown below.
- The feed quantities are calculated using the guidelines outlined under ‘How much to feed in free range systems?’ which is under the Operational Requirements section.
- Chick starter mash is \$0.6/Kg, while homemade feed is calculated assuming maize cost of \$300/tonne, soya meal cost of \$600/tonne, and milling cost of \$50/tonne. The soya meal and maize will be mixed in the ratio 1:5.

Top reasons for failure of poultry business in Zimbabwe

Lack of Technical Know-how

It is regrettable that many people and organizations have ventured into poultry farming without technical knowledge. Knowledge of poultry farming techniques is required before anyone can operate the business profitably. Make sure you attend a workshop for poultry production before you start the business.

Management Problem

An incompetent management may not be able to operate a profitable poultry farm. The managers of the farm must know what they are employed to do and possess the ability to do it. Some poultry managers fail to recognize the peculiarity of poultry farming in their management style, thereby preparing good ground for losses in the venture. Many managers do not recognize the need for timely planning and control in running the farm.

Hygiene Deficiency

There is a minimum hygiene condition that must exist in any poultry farm if the birds are to remain healthy and produce maximally for profit. The poultry farm must be kept clean always; the droppings should be cleared on time before they constitute an agent of disease.

Security

A poultry farm must be established in a secured place to ward off enemies of birds, such as rats, soldier ants, snakes, wild birds, etc. Most of these enemies are agents of disease that could lead to an epidemic on the farm, and they kill the birds directly as well. There must be strict check on the farm workers who may be stealing the fowls. Also, visitors may constitute a problem to the farm if they are not properly checked.

Housing

Birds need minimum space and convenient place to grow well and produce maximally meat. Birds are spaced on the farm according to their ages; while the chicks need little space, growers

and mature birds need more space and ventilation to perform well. The services of a consultant may be needed to determine the appropriate spacing for the birds without which they may suffocate to death, which will be a big loss to the business.

Inability to prevent, detect and control disease

It is often said that prevention is better than cure, as far as disease are concerned and this is a true statement and relevant one to poultry farming. A poultry farmer should know how to prevent poultry disease, as well as how to cure them. If he or she does know anything about preventive measures, the services of consultants in the field should be engaged for good result.

Marketing

A marketing plan is absolutely necessary for successful commercial poultry farming, as any farmer ignorant of his or her marketing needs is bound to run into serious losses and eventual failure. It will be ridiculous to start poultry production without knowing when, where, how and to whom to sell the fowls, feathers and droppings as they are produced. We cannot talk of profit if the meat has no ready market. Also, birds not sold at the appropriate time will be fed at an extra cost that may make the business unprofitable. Therefore, adequate marketing strategies are needed to sell all the poultry products at the appropriate time and prices.

Ignoring the role of livestock consultants

There are always practicing experts in every profession or occupation who function as consultants. They are there to proffer solutions to problems that exist in such professions at a minimum cost. Where a livestock farmer doesn't have adequate technical and managerial experience, he or she can consult experts for necessary advice to bridge the gap. Even where the farmer thinks he or she has all it takes to run a farm successfully, there may be need to seek the services of experts in the field, as it is usually said that two heads are better than one.

Directory

This is just a directory. We do not endorse any of these companies, and we are not affiliated to them in any way.

Poultry Equipment, veterinary products, disinfectants etc.

Veterinary Distributors Cnr 4th and Kenneth Kaunda, Harare. 04 793753, 793 183, 0771 054-10.

This where you can get incubators in Harare.

Farm and City Centre, Cnr 4th and Robson Manyika, Harare

Wimpat Marketing Hardware & Vet, Cnr 2nd and South Avenue, Harare. 0774 830 726, 0772 526 696

Shalom Agrochemicals Cnr 2nd and South Avenue, Harare. 04 706835

Fivet Poultry & Livestock Centre, Cnr Robson Manyika & 4th Street

HARARE Tel: + 263 772-139-125 + 263 772-139-126 Email: poultry1@vetprod.com

For more about Fivet and contact details of other branches check their website

<http://www.fivetanimalhealth.com/contact-us>

Feeds

Fivet Poultry & Livestock Centre, Cnr Robson Manyika & 4th Street

HARARE Tel: + 263 772-139-125 + 263 772-139-126 Email: poultry1@vetprod.com

For more about Fivet and contact details of other branches check their website

<http://www.fivetanimalhealth.com/contact-us>

AgriFoods, 04-756100-5, 0712 632 333/5, 0712 620 567, Kenneth Kaunda Avenue, Harare

National Foods, 04 2922 278/81, 0731 706 441-2, Kenneth Kaunda Avenue, Harare

ProFeeds 0772 125 422, 04 661048, 666960

Novatek, 0778 055 433, 0771 452 991

Feedmix, 81 R.Manyika Road, Harare, 0771 186 889, 04 446 131/2/5, 0775 139 317

Day old chicks

There are no big producers of roadrunner day old chicks in Zimbabwe. Below is a list of some small producers of roadrunners

0775 912 554

0772 527 267

0773 473 359

0775 573 815

0775 899 844

0774 035 996

0774 995 721

Chicken House Construction

Agristtructures, <http://www.agristtructures.co.zw/>, 32 Edison Crescent, Graniteside, Harare

Zimbabwe Tel: (+263 4) 753666/7 Cell: (+263) 712 221 211 Fax: (+263 4) 756422

Email: ops@agristtructures.co.zw / sales@agristtructures.co.zw

Farmers Union

Zimbabwe Farmers Union, *102 Fife Avenue/ Sam Nujoma Harare +263 4-251861-7*

+263 771564555 / +263 771564554-5, <http://www.zfu.org.zw>

Other Business Plans

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- Butchery Business
- Broiler Production business
- Roadrunner Free range chicken business
- Layers business
- Pig production business
- Pre-school business
- Fast food restaurant business
- Trucking Business
- Public Transport (kombi) business

Coming Soon

- Mushroom Farming Business Plan
- Fish Farming Business Plan
- Gold Mining Business Plan
- Cabbage Farming Business Plan
- Horticulture Farming Business Plan
- Solar Company Business Plan

And Many More

We decided to introduce Zimbabwe business plans after noting that many Zimbabweans were venturing into businesses without a full understanding of the industry, market, how to run the businesses, the risks involved, profitability of the businesses and the costs involved, leading to a high failure rate of the start-ups.

Our business plans will make it easier for you to launch and run a business successfully, fully knowing what you are going into, and what's needed to succeed in the business. It will be easier to plan and budget as the business plans will lay out all the costs involved in setting up and running the business. They are designed uniquely for the Zimbabwean market.

These business plans can be used for many purposes including:

- Raising capital from investors/friends/relatives
- Applying for a bank loan
- Start-up guide to launch your business
- As a project proposal
- Assessing profitability of the business
- Finding a business partner
- Assessing the initial start-up costs so that you know how much to save

- Manual for current business owners to help in business and strategy formulation

All our pre-written plans include, but not limited to:

- Market Analysis
- Industry Analysis
- Financial Statements (income statements, cash flow statements, balance sheets, break even analysis, payback period analysis, start-up costs)
- Marketing Strategy
- Risk Analysis
- SWOT & PEST Analysis
- Operational Requirements
- Operational Strategy
- Why some Zimbabweans in that type of business fail, so that you can avoid their mistakes
- Ways to raise capital to start your business in Zimbabwe
- Government regulations, licences needed and their costs

All our agriculture pre-written business plans include technical aspects of how to keep and rear the animals. They also include a mini-directory with contacts which will prove to be helpful in launching and running the business. E.g. for pigs we will tell you where to buy the breeding stock, feeds e.t.c. and we will provide the contact details of the companies.

We decided to make them affordable for anyone who would want a business plan, and the price for pre-written business plans is only **\$12.50** for **soft copies** (PDF format, Microsoft word format, and a Microsoft Excel file with the financial statements), and **\$16** for **hard copies**.

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