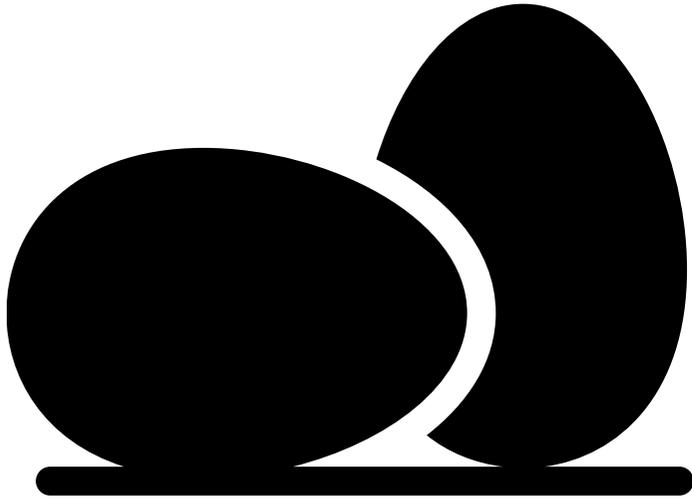


Feasibility Quick Scan

LAYER FARMING



SINGLE SPARK
Your business-in-a-box!

- **HOW TO USE**
- **ABOUT THE BUSINESS**
- **INPUT FEASIBILITY**
- **MARKET FEASIBILITY**
- **FINANCIAL FEASIBILITY**
- **SUMMARY**
- **ACTION PLAN**

HOW TO USE

this feasibility scan



This feasibility scan will guide you in investigating the potential of starting up a LAYER FARM in your country. It is based on the input of experienced entrepreneurs and successful businesses in this sector. After filling in this scan you will have an indication of what input you need to start this business, who your potential customers and competitors are, and whether or when you can be profitable.

ABOUT THE BUSINESS

First you get an introduction to Layer farming and what is required to run a successful LAYER FARM. This will help you get a better understanding of the type of company you may start up.

INPUT FEASIBILITY

This module describes which machines, materials, expertise and housing you need to start your business. You fill in the check boxes in this module to mark the items you can or can't obtain in your own country. This will help you identify which input forms a bottleneck, and whether you have to import or replace certain materials/machinery.

MARKET FEASIBILITY

This module supports you in identifying your competitors and potential customers for the product you will be selling. It contains tables to help you structure your market research. This will give you better understanding of the market: you will know your competitors and understand the needs of your customers.

FINANCIAL FEASIBILITY

The module should give you an idea if starting up a LAYER FARM in your area is financially viable. The financial feasibility module guides you to estimate your break-even point and helps you to create a simple profit and loss statement. To use this module, you have to open the excel file which came with this document

SUMMARY

In the summary you can fill in the conclusions of this feasibility scan: what are the key strengths, weaknesses, opportunities and threats you and your business will be facing?

ACTION PLAN

The action plan contains all steps needed to start up your LAYER FARM.

ABOUT THE BUSINESS

LAYER FARMING



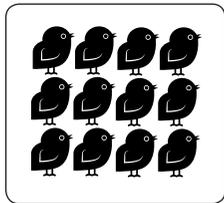
IDEA

With this business you will keep layer chickens to produce eggs for consumption. You will keep your chickens semi-confined, in a barn where they walk around free. At the sides are nests where your chickens lay their eggs in. Totally you will keep 750 birds. To run a viable layer farm it's probably necessary to make your own high nutrient chicken feed. The number of eggs you produce are about 150,000 - 200,000 eggs per year you sell to middleman or sell it yourself to restaurants and shops.

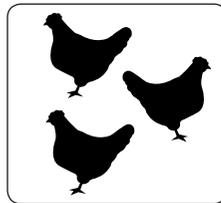


PRODUCTION
PROCESS

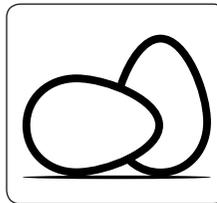
- 1 You buy spreaded over the first year 3 times 250 1-day-old chicks
- 2 This lets you grow chickens in cages or free range barns.
- 3 These eggs you sell to dealers or selling your self on the market
- 4 Once the laying chickens about two years old you are sell them for meat and buy new chicks



1



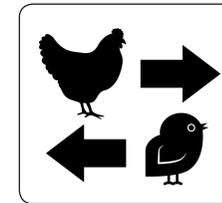
2



3



4



5



KEY ISSUES

These are the key issues regarding LAYER FARMING:

1. Feed is a large part of the cost price.
2. The shelf life of eggs is short, so you need stable sales.
3. To make your business profitable it is essential that all the input and output are properly registered. Such as food, water, medication, eggs, droppings and mortality.

ABOUT THE BUSINESS

LAYER FARMING



INPUT



EQUIPMENT

- 1000L water tank
- 200L water tank
- Lighting
- Heat lamps
- Feeders and drinkers
- Laying nests
- Generator



RAW MATERIALS

- One day old chicks
- Eggs trays
- Feed
- Water
- Hay/wood-chips
- Vaccinations



STAFF

- 1 person full-time



LAND/ BUILDING

- 5 chicken houses of each 30m2 and 20m2 for feed storage. Total 170m2.



INVESTMENT

- \$10.000 USD

SWOT



STRENGTH

- Big demand for eggs



WEAKNESS

- Small profit margin
- Feed prices are crucial
- Unsold eggs



OPPORTUNITIES

- Easy to expand business
- Grow your own feed ingredients



THREATS

- Illnesses

YOUR COMPETENCES

LOW

HIGH



TECHNICAL KNOW-HOW



YOU NEED TO BE INNOVATIVE



YOU LIKE TO SELL PRODUCTS



HANDY



SOCIAL SKILLS

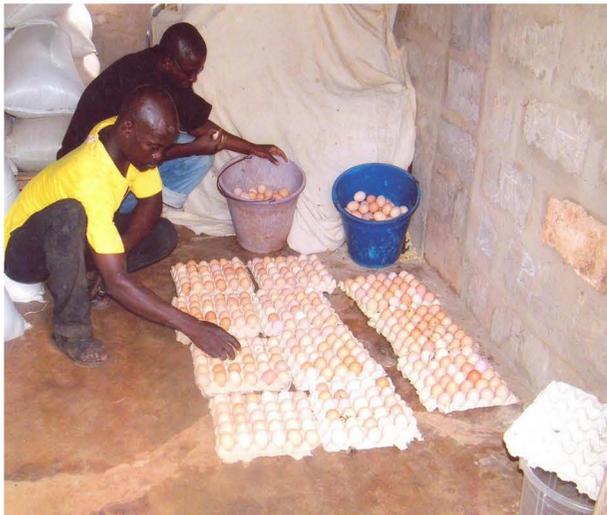
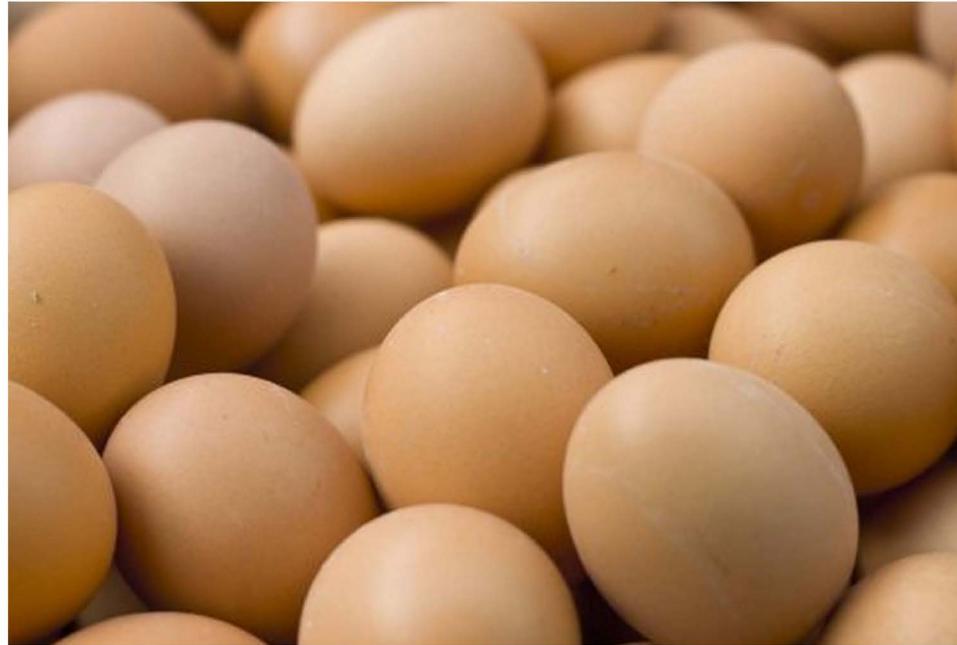
BACKGROUND INFO



For videos and documentation see USB-stick.

IMAGES

LAYER FARMING



DEFINE YOUR BUSINESS IDEA

LAYER FARMING

Now that you know more about what it takes to run a successful LAYER FARM it is time to define your own business idea. What will the name of your business be? What product or service will you exactly be selling to your customers? Who are your customers? Where will your business be located? There are important decisions to make before you continue investigating and working out your ideas in more detail. Fill out this information in the section below.

Name of business:

Why do you think your business will be a success:

What customers will be targeted:

Where will the business be located:

What is the biggest challenge for this business?

INPUT FEASIBILITY

LAYER FARMING



This chapter shows you all crucial items you need to start up the business and to keep it running successfully. You should do a market research to investigate whether the items are available in your area, for what price and with what quality. You can write down all the information you will collect on the following pages.

1 EQUIPMENT

Crucial machines you need to start up your business.

2 RAW MATERIALS

Crucial materials you need to start up your business.

3 OVERHEAD

Staff/ Land/ Building/ Electricity

1 EQUIPMENT



Below you can find a list of all the essential equipment that is required to start up your LAYER FARM. For each item you should indicate where you can source it from, and what the cost of the item is at that source. If there are multiple sources please include those that are most conveniently located and/or sell the item at the lowest price. If you don't need an item then please score it out, and provide a short explanation why you do not need it. If you think you will need additional items that are not included in the list then please add them on the empty lines on the next page.

WHAT	COST	WHERE
1000L water tank		
Lighting		
Heat lamps		
Feeders and drinkers		
Laying nests		
Generator		
Feed mixer (200L drum)		

1 EQUIPMENT



WHAT	COST	WHERE

2 RAW MATERIALS



Having thought about the equipment you will need, the next step is to define the raw materials you will need to keep your business running smoothly. These are materials you will need to purchase regularly. As such, these raw materials should not only be available locally and at a good price, but the supply should also be reliable. Not being able to purchase any of these materials regularly will seriously threaten your business. Feel free to add any additional materials you think you will need on the empty lines below.

WHAT	COST/ UNIT	WHERE
One day old chicks		
Eggs trays		
Starter feed		
Layer feed		
Water		
Hay/wood-chips		
Vaccinations		



TIP: To reduce costs you need to buy/ grow your own feed ingredients and mix it yourself. You can make a simple hand mixer of a 200L drum. See USB-Stick for a video.

2 RAW MATERIALS



WHAT	COST	WHERE

3 OVERHEAD



A large part of your costs can be overhead: costs that cannot be directly related to your LAYER FARM. Your overhead costs will be made up of the expenses you make for staff, costs related to the location of your LAYER FARM, and the costs for marketing. In this sheet you should try to fill in as much information as possible to make your financials as accurate as possible.



STAFF

COST/ YEAR

1 Person full time (calculate allowance for yourself or salary for a staff member)



LAND/ BUILDING/ ELECTRICITY

COST/ YEAR

BUILDING: 3 barns of 30m2 for your layers, 1 barn for raising your chicks 30m2 , 1 simple shed for unsold chickens.

ELECTRICITY: 230Volt for heating lamps to raise your chicks, and lights for the layers.



TIP: As a business owner you are not really a staff member, so you don't calculate a salary for yourself. Because the profit of the business is your income. But probably you will not make directly a profit in the first year. So how to survive? Calculate a reasonable allowance for yourself (and your family).

TIP: Layers need 16 hours of light per day, so it is advisable to light your barns from 3:00 AM till sunrise.

3 OVERHEAD



MARKETING (e.g. Brochures, signposts, advertisements in newspaper, website, business cards)

COST/ YEAR



OTHERS

COST/ YEAR

MARKET FEASIBILITY



This module helps you to gain a deeper understanding of the market you will be conducting business in. Simply put, the market consists of your competitors on the one hand, and the potential customers for your products on the other. It is wise to visit several potential competitors and customers, as it will help you better understand the market. The better you know who your competitors are and how they run their business, the better you will be able to differentiate your business from theirs, giving you a competitive advantage over them. The same goes for your customers: knowing them and what they want will allow you to better address their needs, and as such to make your products and/or services more attractive to them.

1 COMPETITORS

Identifying your competitors

2 POTENTIAL CUSTOMERS

Understanding your customer need

3 SALES ESTIMATION

Estimate per product the quantity and the price your customers are willing to pay

1 COMPETITORS



Visit your competitors and try to find out as much as possible about how they run their business. For example, what is your competitor exactly selling? What is the quality? At which price is he selling his products? Are there any USP's (unique selling points: factors positively differentiating the competitors products from other competitors) he has over other competitors, and to what extent does it contribute to the success of the business? Write down all relevant information in the tables below.

PRODUCT:

Competitor	Prices	USP	Quality	Remarks

1 COMPETITORS



PRODUCT:

Competitor	Prices	USP	Quality	Remarks

2 POTENTIAL CUSTOMERS



Visit your potential customers and try to find out as much as possible about them and their needs. What type of customer is it? Is it a NGO, a government, a business or an end consumer? Is the customer already buying the product? If so, what quantities does he need? And what price is he paying, for what quality? What are the USP's of the products he is currently buying? Does he have any other needs that you could tailor to? The better you understand your customers' needs the better you will be able to serve them.

PRODUCT:

Customer name	Segment (NGO, Government, Business, Consumer)	Does potential customer already buy this product?	If yes; Price, quality, USP	Customer needs



TIP:

2 POTENTIAL CUSTOMERS



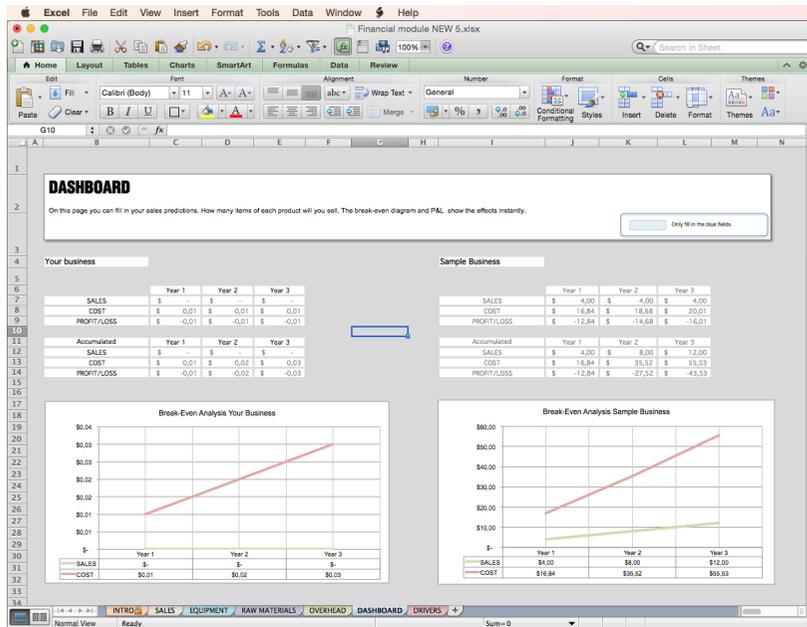
PRODUCT:

Customer name	Segment (NGO, Government, Business, Consumer)	Does potential customer already buy this product?	If yes; Price, quality, USP	Customer needs

FINANCIAL FEASIBILITY



The financial feasibility module guides you to estimate your break-even point and helps you create a simple profit and loss statement. In the attached Excel document you can fill in all the information you gathered with your market research. The module should give you an indication if the startup of a LAYER FARM in your area is financially viable.



Screenshot of the financial feasibility scan.



Open the Excel file and fill in the Financial feasibility scan.

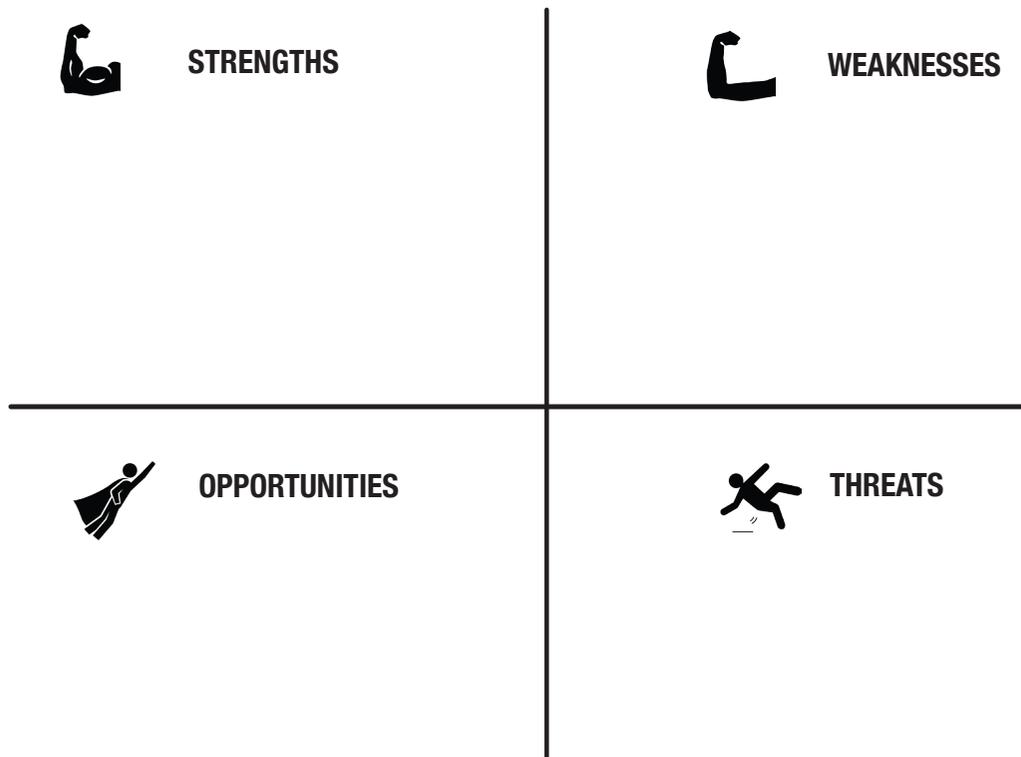
SUMMARY

LAYER FARMING



Below you can see a so-called SWOT diagram. Using the knowledge you gained from the previous sheets, in this diagram you will fill in the most important strengths and weaknesses of you and your LAYER FARM, as well as the main opportunities and threats your LAYER FARM faces in its environment. This will enable you to go to the next step: creating an action plan. There you can match strengths with opportunities to find a competitive advantage for example. Or you can define actions to convert the weaknesses and threats into opportunities or strengths.

SWOT



CUSTOMER NEED

Describe your customers, and explain why will they buy your product?

ACTION PLAN

LAYER FARMING



Steps to start your business	Completed Yes / No	Details	Next steps
Define your business idea			
Decide on your product characteristics (color, size, quality)			
Select a location			
Availability and pricing equipment			
Availability and pricing of raw materials			
Know your competitors			
Know your customer needs			
Know the price your potential customers currently pay			
Know what your potential customers are willing to pay			
Estimate your sales price			

Steps to start your business	Completed Yes / No	Details	Next steps
Estimate your costs			
Estimate your break-even point			
Do you have an idea about a successful marketing			
Do you have an idea about when you want to start your business			
Do a reality check with friends/ experts to discuss the feasibility of your business idea.			

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