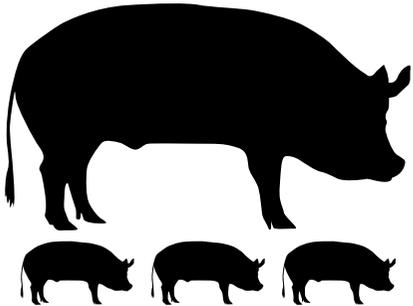


Feasibility Quick Scan

PIGLET FARMING



- **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 piglet 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 piglet farming and what is required to run a successful piglet 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 piglet 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 piglet farm.

ABOUT THE BUSINESS

PIGLET FARMING



IDEA

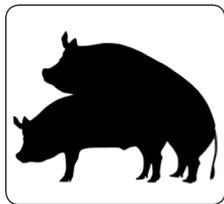
With this business concept you will raise piglets up to the age your customers want to buy them from you. This can be from weaning age. You will keep about 10 sows and a boar. They will give you about 20x 6 piglets a year, so about 120 together. Customers can be restaurants, end-consumers and other farmers. You will need one large shed with six different compartments for the different stages of your animals.



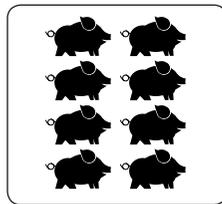
- 1 Mating of sow and boar.
- 2 After 115 days about 8 piglets are born
- 3 After 6 weeks piglets are separated from their mother
- 4 Grow and sell your piglets
- 5 This cycles will be repeated every 5 to 6 weeks



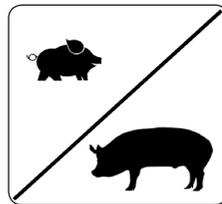
PRODUCTION
PROCESS



1



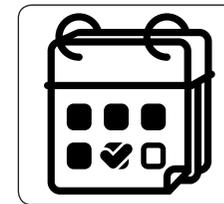
2



3



4



5



KEY ISSUES

There are three key issues regarding piglet farming:

1. 70% of your cost will consist of food, so it's crucial to grow your own feed or that you are able to buy ingredients in your area throughout the year.
2. The planning of your breeding cycles, and committing to your planning is very important.
3. You must have a reliable source from where you can buy your pigs when starting up your farm.

ABOUT THE BUSINESS

PIGLET FARMING



INPUT



EQUIPMENT

- Feeder troughs
- Drinkers
- 1000L water tank
- Buckets, Shovel, Broom
- Spring scale (50kg)



RAW MATERIALS

- Fresh water; 20 L per pig/day
- Breeder feed
- Fattener feed
- Litter



STAFF

- 1 person full-time



LAND/ BUILDING

- Shed (60m² with 5 compartments)



INVESTMENT

- \$ 3000 - 5000

SWOT



STRENGTH

Cash flow well spread over the year.
Grow your own feed



WEAKNESS

Difficult to differentiate from Competitors



OPPORTUNITIES

Unsold piglets can be fattened and sold later.
Use droppings as fertilizer
Sell fattened pigs at X-mas time



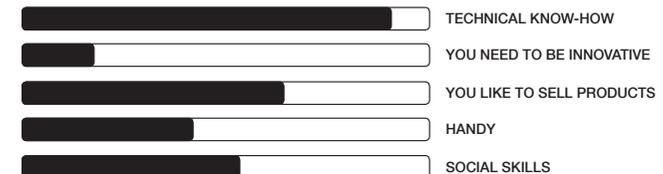
THREATS

Diseases
Inbreeding

YOUR COMPETENCES

LOW

HIGH



BACKGROUND INFO



FAO Farmer's Hand Book on Pig Production for other videos and documentation see USB-stick.

IMAGES

PIGLET FARMING



IMAGES 2

PIGLET FARMING



DEFINE YOUR BUSINESS IDEA

PIGLET FARMING

Now that you know more about what it takes to run a successful piglet 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? Will you be selling to slaughterhouses, local markets, or perhaps even end-consumers? 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

PIGLET FARMING



This chapter shows you all crucial items you need to start up your 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

1 EQUIPMENT



Below you can find a list of all the essential equipment that is required to start up your piglet 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
Feeder troughs		
Drinkers		
1x 1000L water tank. This tank will be placed outside the shed, and will serve as a buffer in times of drought.		
Buckets, Shovel, Broom		
Spring scale (50kg)		

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
Fresh water		
Breeder feed (per kg)		
Fattener feed (per kg)		
Litter		

i TIP: Probably it's hard to make a profit as a pig farmer when you buy only commercial feed. A sow eats about 1000 kg per year. Nevertheless it is important to know the market prices of different kinds of commercial feed.

2 INGREDIENTS SELF MIXED FEED FOR ONE SOW

This is an example of a mixture with the right ratio for one sow for one year. For the cost price calculation it's important to compare own mixtures with commercial feed.



WHAT	COST	WHERE
Soya Beans 150kg		
Rice bran 350kg		
Maize 300kg		
Broken rice 50kg		
Wheat bran 100kg		
Leucaena tree leaves 50kg		
Total 1000KG (average total amount of feed in right ratio for one sow per year)		



TIP: There many more mixtures and ingredients possible. Its important to find the prices of the ingredients to have different options for your feed mix. Check the FAO Farmers Handbook on pig production for more information. Don't forget 70% of your production cost will be feed cost.

3 OVERHEAD



A large part of your costs will be overhead: costs that cannot be directly related to Your overhead costs will be made up of the expenses you make for staff, costs related to the location of your piglet 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

COST/ YEAR

LAND: Recommended for growing your pig feed ingredients (Cassave, Soya, Maize etc)

RENT BUILDING: Shed of about 60m2 where you can build in 6 to 8 pigsties of about 7,5m2 each for your pigs.



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).

3 OVERHEAD



MARKETING (e.g. Brochure for offering piglets, signs at your farm, advertisements in newspaper)

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

i Example of 'product' is a piglet of 7 weeks old, 13 weeks old or pigs of 8 months old.

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: First focus on customers who can buy bigger amounts of piglets for a reasonable price.

2 POTENTIAL CUSTOMERS



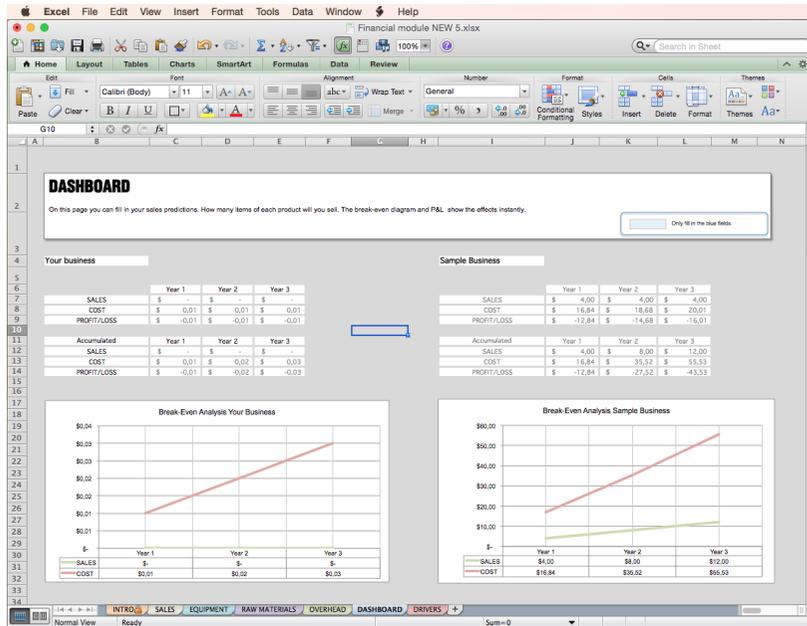
PRODUCT:

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 Pig farming in your area is financially viable.



Screenshot of the financial feasibility scan.



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

SUMMARY

PIGLET 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 piglet farm, as well as the main opportunities and threats your piglet 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



STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS

CUSTOMER NEED

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

ACTION PLAN

PIGLET 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.			

NOTES

PIGLET FARMING

A large, empty rectangular box with a thin black border, intended for taking notes. The box is positioned in the center of the page, below the title.

NOTES

PIGLET FARMING



NOTES

PIGLET FARMING



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