

LAYER FARM STARTER KIT

START

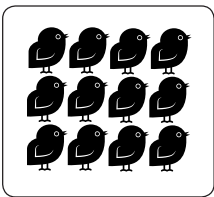


LAYER FARM

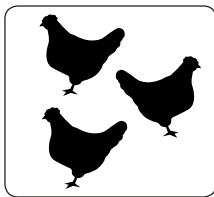
ABOUT THE BUSINESS

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.

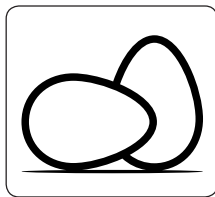
- 1 You buy spreaded over the first year 3 times 250 1-day-old chicks
- 2 This lets you grow chickens in cages or free range barns.
- 3 These eggs you sell to dealers or selling your self on the market
- 4 Once the laying chickens about two years old you are sell them for meat and buy new chicks



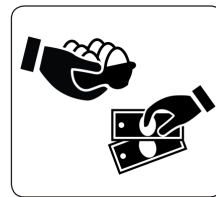
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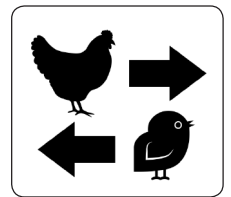
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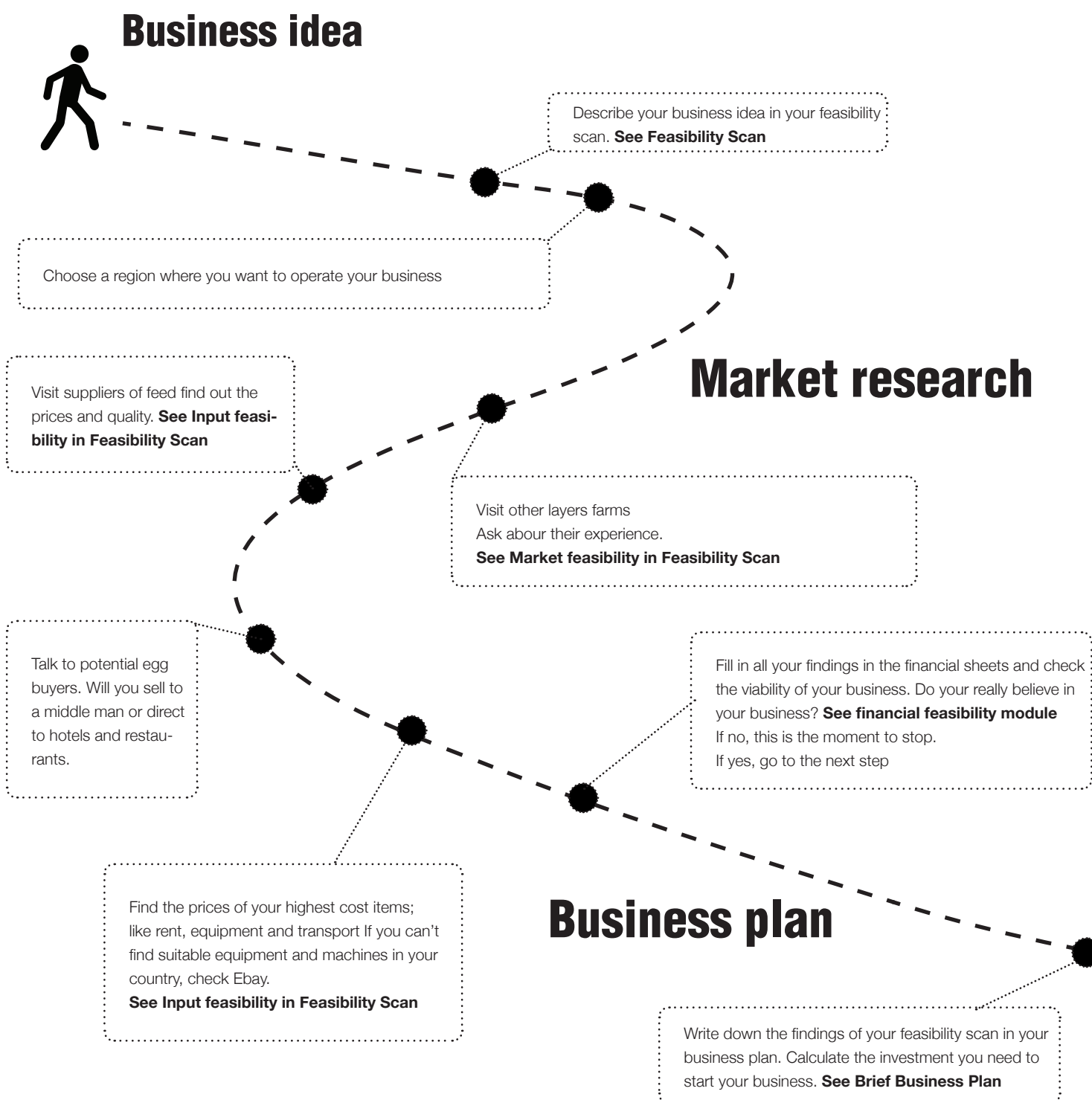


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CHAPTER ONE

STEPS

As a starting entrepreneur you are going to walk an uncertain path. A path with challenges and a lot of questions. This image gives you an overview of all the steps you might take to start up your business. And it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and more easy to walk.



Record keeping

Keep records to stay within your budget, because layer farms have a small profit margin. Do your best and measure your success!
See Record Keeping in Financials

Stay in touch with your potential customers and make sure you can sell your eggs when your chickens start laying.

Sales

Visit potential customers well prepared, and take your marketing materials with you. Try to understand the market.

When you focus on hotels and restaurants, make, adjust and print brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

Make a planning for your production. To get a regular cash flow and spreaded sales, it is recommendable to have three batches of chickens. In this way you have a regular flow of eggs, your customer will like this.

See Production Manual

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by head. **See Golden Rules in this booklet**
If you are ready for it and you believe in your business plan, then go for it! And if necessary try to find an investor.

Investor

Finish your business plan

Start

Start small and only buy the essential equipment. To cut costs try to rent a barn. **See Equipment in Production Manual**

Follow a training in keeping poultry. Starting a laying farm without practical knowledge is not recommendable.

Ready to start?
Make a detailed planning and stick to it. **See planning in this booklet**



CHAPTER TWO

GOLDEN RULES 1

Here you read golden rules about your layer farm

70% of the costs is feed. Make sure you buy the right quality for the right price

It is in general difficult to make a profit when chickens lay less than 6 eggs a week

Give your chickens 13 hours of light. They will lay more eggs

Protect the chicks in the first month, give them extra heat with lamps or charcoal stove. Don't trust uneducated staff, they can't take care for the chicks in the first months by themselves

If the chickens act or look strange always consult a vet

Make sure you have the right amount of drinkers and feeders for the number of chickens

Don't keep chickens without experience, follow at least a practical training course and have a vet around for consultation

The floor and the area around the drinkers should be dry, otherwise the chickens can get diseases. Make sure you use enough litter

Profit margins are small with laying chickens, due to high feed cost and/or low egg production. Keep your records. Write down all your cost and income to calculate your profit and loss

Raise chickens in three batches, so you have a constant flow of eggs. Your customers like that and you have a constant flow of income

Check your staff on regular base, chickens and eggs tend to be stolen

GOLDEN RULES 2

Here you read general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase, when you have a better understanding of the market, you can expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing material right from the start, this will give your business a more professional look. Make yourself visible, meet many potential customers.

Keep your records. Write down all your costs and income to calculate your profit and loss.

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Never be afraid to ask for help – if you don't speak up, your problems could get worse.

CHAPTER THREE

PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you will have a lot on your mind. Below you can find a checklist of things which you should think about. You can add topics if necessary. We advice you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to schedule them into your private agenda, your business agenda (which you can download from your personal website) or maybe use the calendar on your mobile phone.

Once you planned an item in your agenda you can use the checkbox to mark it.
Once you completed an item from your agenda you can strike it through to finish it.

Sample:

- Choose a business name = NOT RELEVANT
- Choose a business name = PLANNED
- ~~Choose a business name~~ = DONE

CHECKLIST

MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Design a logo
- Design business cards
- Design brochure
- Order business cards
- Order a brochure
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts
- Make a list of contractors and contact these potential customers
- Make your block tester



See your personal account to download your Checklist



See your personal account to download your Business Agenda

REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account
- Apply for an Employer Identification Number (EIN)

PRODUCTION

- Follow technical training
- Set up your production planning
- Rent or build a chicken house
- Purchase the main equipment
- Purchase the main materials; like chicks, feed, heaters
- Find a good veterinarian

SALES

- Prepare your 30-second pitch. Include 3 reasons why you're different than your competitors.
- Decide on your pricing. Which customer will pay what price?
- Tell your business to family/friends about your business
- Write down the telephone number and details of potential customers
- Visit hotel, restaurants and middlemen.

FINANCIALS

- Set up your record keeping
- Create a budget
- Learn how to interpret your financial reports

GENERAL

- Hire your staff if necessary, make sure you check time regularly
- Find free advice

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Single Spark
The Netherlands
www.singlespark.nl
+31(0)646902592