

# PIGLET FARM STARTER KIT

# START



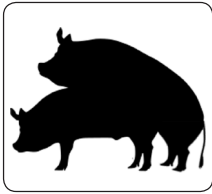


## PIGLET FARM

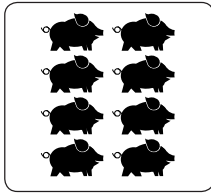
# ABOUT THE BUSINESS

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.

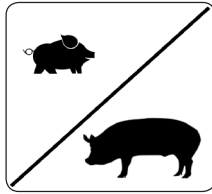
- 1 Mating of sow and boar.
- 2 After 115 days about 8 piglets are born
- 3 After 6 weeks piglets are separated from their mother
- 4 Grow and sell your piglets
- 5 This cycles will be repeated every 5 to 6 weeks



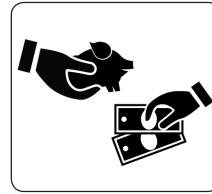
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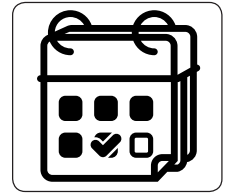
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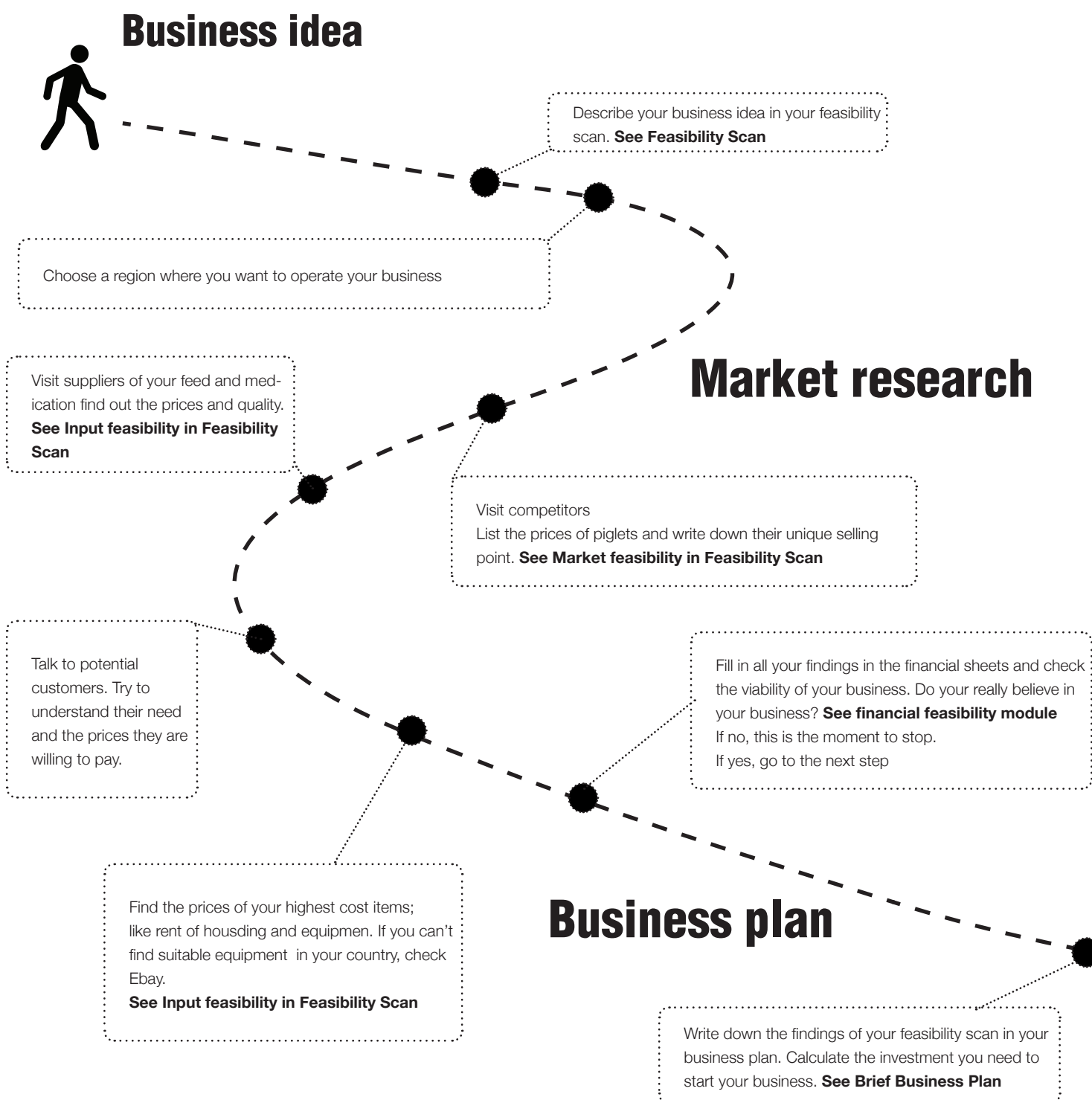


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# CHAPTER ONE

# STEPS

As a starting entrepreneur you are going to walk an uncertain path. You will have to meet challenges and will have a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Further, 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

Stay in touch with NGOs that have Agricultural Programs. They might have projects where they want to donate piglets to farmers. You could be the supplier of those piglets. Make sure you have nice brochures for those NGOs to look professional.

Keep records to stay within your budget and to measure your success!

**See Record Keeping in Financials**

## Sales

Try to get pre-orders, so you are sure you can sell your piglets at 6 to 8 weeks old. The older they get, the more you have to feed them, and the more they cost.

Make sure you are well prepared when visiting potential customers like traders, farmers and NGO's. Take your marketing materials with you, and try to understand the market.

### Production

Decide how many production cycles you want each year. Plan your cycles so you have a constant cash flow and sales of piglets throughout the year.

**See Production Manual**

Prepare your marketing materials. Adjust and print the brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

## Start

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.

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

## Investor

Finish your business plan

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 piglet farm starter kit

Buy sows of a good breed (see check list in production)

**Build** good housing for your pigs

Food is a large component of your costs and **important** for your growth. Stay focussed on giving the right food mixture

Buy the ingredients of the food in the right season and store it **if** possible. The ingredients may double in price in the wrong season.

Make a good mating planning. When all your pigs get piglets at the same time all your feeding costs come at the same time, **which** means you might get cash flow problems. It might be better to spread the mating over the year

Approach many customers, don't stay **on** your farm. Customers will offer different prices. Make sure you negotiate the right price.

An experienced pig farmer **should visit the farm at least once a week** to check the lower educated staff

# 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.

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

- Purchase the main equipment
- Purchase sows of a good breed (see checklist breed)
- Employ staff to feed the pigs or do it your self
- Rent a place or build your own

#### SALES

- Decide on your pricing. Which customer will pay what price?
- Make an order form for your customers, so they can pre order your piglets
- Prepare your 30-second pitch. Include 3 reasons why you're different than your competitors.
- Tell a lot of people about your business!
- Write down the telephone number and details of potential customers
- Visit NGOs that have Agricultural Programs. They might have project where they want to donate piglets to farmers. You could be the supplier of those piglets. Make sure you have nice brochures for those NGOs to look professional.

#### FINANCIALS

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

#### GENERAL

- Start generating revenue as soon as possible.
- Find free advice





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