

BUSINESS PLAN 2024

ENTERPRISE/FARMER NAME: IDAYMANE FARMING
(PTY) Ltd

FARMER CATEGORY: POULTRY PRODUCTION –
BROILER AND DUAL- PURPOSE
CHICKENS

REGISTRATION NUMBER: 2019/539137/07

DISTRICT: KING CETSHWAYO

LOCAL: UMFOLOZI MUNICIPALITY

ISIGODI/WARD: THUTHUKANI, WARD 16

PHYSICAL ADDRESS: THUTHUKANI, WARD 16
NZALABANTU
KWA-MBONAMBI

GPS COORDINATES: 28.7292776
32.159387

CONTACT NUMBER: 067 602 7009
061 3900 524

ALTERNATIVE NUMBER: 079 108 1228 (Xolani)

BUSINESS DESCRIPTION

Idaymane Farming is an agricultural business specialising in Broiler Production, poultry processing and selling of Live broilers and farmer aids i.e; sawdust, etc. We are situated at Thuthukani, Ward 16, Nzalabantu, Kwa Mbonambi.

Idaymane Farming was registered in 2019, the company boasts of its young blood. It is 100% Black, Female Youth owned. We have 4 immediate beneficiaries, an aspiring farmer- a young matriculant who will be doing a Diploma in Agriculture next year. In 2023 he had obtained impressive grades. We also have a young Gentlemen who has business acumen who is our Operations Manager. We also pride ourselves of our female veteran who has acquired a vast collection of valuable skills, and she is responsible of running the business working closely with the Operations Manager. A sports-oriented person and a Philosopher. Finally, but not least our CEO, She's a young, Black Female, has Marketing and Management Skills – a peoples person.

Here at Idaymane Farming we buy Day Old Chick to brood to maturity until they ready for the market or processing. The challenge is that the current Chic Supplier doesn't do justice. They supply us the undergrade that don't meet our standards as stipulated by The Poultry Industry Association, when defining a healthy chick. We hope to acquire a brooder and a hatcher with a Solar Generator to solve this challenge. We will buy Fertile Eggs and Hatch our own Chicks to raise and some sell to other farmers who are experiencing the same pain of being supplied 3rd grade chicks. These kind of chicks, are prone to many illnesses and most of them they don't live to see 7 days.

Overcoming the current challenges, we would like to have the supporting equipment that will aid us in solving this and also a support the other Farmers as well. We all know how our Country's Electrical

Power supply is like. The never-ending outages are a great concern to businesses as they disrupt the operations. The need for a good chilling storage is a must when doing processing to keep produce fresh. Having such equipment can assure us as having means to secure big orders from retailers, supermarkets and local b n b's. Just a minimum requirement for an effective mini processing unit.

For ordering & storing bulk feed securely away from infestation predators requires us to have Silos. We would order in Bulk and re-package in our own branding and re-sell.

The Implements:

- Improved Structure – fitted with Auto drinkers and feeders (2000 birds)
- Silos
- Brooder & Hatcher Combo
- Solar Powered 12kva Generator
- Walk-In Fridge
- Feather Plucker and Chicken Cutter Combo
- Bar Coding
- Gas Brooder for young birds
- Display Fridge

EXECUTIVE SUMMARY

Idaymane Farming is a growing farming business, we have considered adding value to our business thus differentiating ourselves from our competitors. Having to process our products, directly impacts on our customer's needs. They talked and we listened, then serve them accordingly.

We offer the service of convenience, making sure they are getting what they wanted. Our customers are a driving force behind our growth. Adding value from just raising and selling live broilers into processing, it's just what makes a lot of sense. We aim to please while growing our brand and creating a generational wealth.

Our Farm caters for live Broiler and Dual-Purpose Chickens, we also enhance our business by offering Value add services, such as chicken processing, and other services that support other farmers.

Poultry Farming is one of the lucrative operations in Agriculture when done the right way. Loads of Poultry products are consumed daily, yet the demand remains unmatched.

Idaymane Farming have opted to focus on the vast opportunities available in Agriculture to contribute to our Quota in growing our Local Economy, thus strengthening South African's Economy.

Idaymane Farming is well positioned to become the well-known poultry products and services supplier in our area and the surroundings.

We have process strategies in place that assist us employ best practices in growing our business.

At Idaymane Farming our customers best interest always comes as our priority and all we do is guided by our values and professional ethics.

We would always ensure to hold ourselves countable to the highest standards by meeting our customer's needs as required. Idaymane

Farming always cultivates an ethical working environment for our employees and partners.

We are working on means to secure assistance to have our processing unit rolling and fully functional, as it would be our added advantage for our business. We are currently selling live birds and do processing in a very small scale. Due to our limited resources and challenges, we are unable to accommodate substantial processed orders.

Getting assistance with the right equipment and improving our existing structures will enable us to negotiate contracts with local Supermarkets and Retails Stores.

Idaymane Farming is always keeping in mind that Poultry Industry is a numbers game. The more you have the more profit you gain provided you play your game wisely. The reason for us requesting for assistance is to improve our poultry houses and implements to enhance our operations to play our numbers game fairly.

OBJECTIVES

Idaymane Farming aims to increase their current production of Broilers to 2000 broilers per cycle. They will be graded by weight and according to customers preferences, which would be cleaned, packaged, labelled, priced and sold to our customers, potential buyers & re-sellers in our local area and surrounding. The sale of Live birds, we aim to support broiler re-sellers by supplying them with healthy tasty birds at a wholesale price.

Intensify our processing unit, we have acquired skills in this field. TO improve internal efficiency in service delivery. To order feed in bulk

& re-package with our own branding and resell. To support local farmers in assisting them access farming aids/needs in their backyard without (feed, medication, sawdust & vaccines) the need of incurring transportation costs transporting feed.

VISION

Our Vision is to become a well reputable brand known for its quality and affordability.

To provide healthy affordable chickens while growing steady income & subsidiary wealth development.

MISSION STATEMENT

Idaymane Farming's mission is to provide customers with quality, fresh and valuable poultry products. Quality and good service our number one priority. To provide our investors with opportunities to receive lucrative return on investment and offer stable quality growth.

To contribute to our communities by providing food security at affordable rates and improve our economic growth. Idaymane Farming intends to expand their poultry production to challenge the ever-growing demand for healthy, nutritious and affordable poultry products. Producing the fresh and nutritious, protein-rich products from our farm would always be the only choice for our consumers.

MARKETING PLAN

Idaymane Farming will always strive to produce products with highest quality and plan on employing the following strategies. Our location puts us in the proximity of a major mining company; major hotels, schools, supermarkets and the prison, we would be expanding our supply to. We are negotiating contracts with hawkers in markets to sell our live birds. We have approached some retail shops to discuss our services and their terms of engagement.

We also use social media to market our business, we are listed in google. We leverage on internet to promote our business.

MARKET ANALYSIS

The poultry production has greatly benefited from social media advertising the health benefits of protein packed meat.

OUR TARGET MARKET

We currently serve the end consumers of poultry products, based locally and the surroundings. More customers and potential customers will soon benefit from our business value chain of our products. Below is an indicative list of our served customers:

- ❖ Individuals
- ❖ Households
- ❖ Stokvel groups
- ❖ Local Traditional Healers

Soon to be added in our list:

- ❖ Local Spaza Shops
- ❖ B n B's
- ❖ Restaurants
- ❖ Supermarkets
- ❖ Government Departments

SWOT ANALYSIS

Idaymane Farming has no intention of using trial an error as we have done our research, and our strategy is a game changer. Implementing our strategies our business will be on track in no time.

❖ STRENGTHS

We have a healthy relationship with major players in the Poultry Industry, suppliers and consumers alike. We have acquired an extensive knowledge about our industry and understand the everchanging needs of your market. As a role player we make sure to adapt accordingly.

❖ WEAKNESSES

Our weaknesses could be that we are still growing and still have not fully recovered after the impact of Covid pandemic. We do not have alternate means to have an uninterrupted business while doing maintenance in our structures, so the business was almost halted during renovations. There needs to be an improvement in our security majors to be prepared for the unknown.

❖ OPPORTUNITIES

The opportunities available to us as poultry producers and processors can not be quantified as they will present themselves as we constantly market our business. We understand that a lot of households, businesses, grocery stores, bakeries, etc. they use poultry produce on regular basis. The local traditional healers are always in need of live birds to fulfil their cultural needs.

❖ THREATS

Some of the threats that we are likely to be faced with is safety of our products from thieves, natural disasters (climatic changes), Predators. There is a minimal protection that can be done to hinder drastic impact of such disasters happening but could not be totally avoided. Such as providing strong security majors, i.e. electric fence secure fences to prevent predators free access to our premises. The best could optimistic about the situation and always be on the alert.

HUMAN RESOURCES

OPERATIONS MANAGER – Xolani Moyana

- ❖ Xolani Moyana has accumulated experience working in the Company.

