



Chickens for Rwanda Worksheet Module 4 – Marketing

Chicken Business Project Reflection Plan

Name of Project: _____

Project Manager/Owner

Names: _____

District: _____

Sector: _____

Cell: _____

Village: _____

Tel: _____

Email: _____

Project address (if different from your address)

District: _____

Sector: _____

Cell: _____

Village: _____

2. What the project will do

- ✓ Selling eggs to anyone who needs them, and traders who intend to use it to make other products
- ✓ Selling chicks to people who want to start raising chickens, or chicken projects
- ✓ Selling old egg laying hens and roosters for meat
- ✓ Providing manure to fertilize local gardens

3. Market

Who will buy your products?

- ✓ Chickens
- ✓ Eggs
- ✓ Meat
- ✓ Manure

Example: Schools, hotels, restaurants, convenience shops

4. Estimated budget

Item number	Source of funds (RWF)	Estimates (RWF)
1	Total estimated budget	
2	Owner's funds Project planning fees	
3	Bank loan	

5.

5.1. Startup Expenses

Item	Quantity	Cost (RWF)
Chicken house		
Day-old chicks		
Eg-laying hens		
Roosters		
Feed		
Water		
Vaccines and medication		
Veterinary services		
Labor costs		

5.2. Income Statement

Name of business _____

Income Statement

Year ended 12/31/20__

(RWF in 000's)

Revenue -----

Cost of Goods Sold -----

Gross Profit -----

Salaries, General and Administrative -----

Operating Profit -----

Interest Expense -----

Taxes -----

Net Income -----

6. Projected egg numbers

No.	Chickens	Number	Eggs/day	Eggs/month	Eggs/year
1	Egg-laying hens				
2	Indigenous hens				
3	Roosters				

7. Projected egg costs

No.	Breeds	Eggs/day	Unit Price (RWF)	Total price (RWF)
1	Egg-laying hens			
2	Indigenous hens			
TOTALS			-	

8. Project goals

8.1. General goals

- ✓ Provide meat and eggs for the family
- ✓ Provide meat and eggs for the community
- ✓ Provide day-old chicks to other farmers, which contributes to less money spent by country to import day-old chicks
- ✓ Provide manure/organic fertilizer for the owner's and community farms
- ✓ Increase protein intake (eggs, meat) to fight malnutrition and stunting

8.2. Particular interests

- ✓ Sustainable income to cover the needs of the family
- ✓ Entrepreneurship and poverty alleviation

9. Project beneficiaries

Describe how the following beneficiaries will benefit from the project

- ✓ The owner and their family

- ✓ Neighbours and members of the wider community

- ✓ Local businesses

- ✓ Universities and research centers

- ✓ Youth & students

- ✓ The government

10. Unique Selling Proposition

1. In what ways are you, the owner, different from others?

2. In what ways is your project different from the other chicken projects out there?

11. State your elevator pitch
