

Tendi Limited Business Plan



Andrew Tendi

DESCRIBE YOUR BUSINESS:

The name of my business is Tendi Limited. We specialize in the production and sale of poultry products within the greater Bulawayo City area. We have 4 main clients that we supply, along with a considerable amount of “walk-in” business that is also conducted.

Were we to access the Entrapov business loan, we would use it to build the physical infrastructure needed to expand our production operations. Our desire to grow is also complemented by having the land for construction readily available where we are currently situated.

This would help in achieving business continuity, as a major complaint from our clients is the intermittent breaks in our ability to supply as we come to the end of each production cycle. This

forces us to seek to re-establish links with clients every other month when a new batch is ready, during which time our customers would have found new suppliers that they would have to then disappoint in favour of us. Having multiple batches of birds in production at any one time will considerably mitigate this.

We are currently unable to meet the prevailing high supply demands, and having multiple batches in production at the same time will considerably increase cash inflows, as we will no longer experience supply windows with costly breaks in between. Watching client cash-flight simply because of our own capacity issues is a challenge that we are eager to remedy.

EXPLAIN THE PROBLEM. Intermittent breaks in the supply chain occur as we come to the end of each production cycle. Clients are forced to look elsewhere when our supply window comes to an end. This causes a loss of trust in the value chain.

EXPLAIN YOUR SOLUTION.

To build multiple fowl runs so that at least 3 batches of birds are in production at any one time, which will allow perpetual supply to the market, thus ending the supply window challenge.

BUSINESS MISSION STATEMENT:

"To provide a reliable and continuous supply of premium-grade poultry products through sustainable farming practices, ensuring our community has consistent access to high-quality, nutritious protein every day."

Pitch Video:

<https://drive.google.com/file/d/1RsTQ4MUumfuwbb0UYcvt8luktpcNIWX9/view?usp=sharing>

Revenue and Expenses Log:

https://docs.google.com/spreadsheets/d/1w_Ddo7WVjtdhT7gd-ac6rJmiHCH955pr/edit?gid=1533654561#gid=1533654561

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in business for 2 years.

YOUR NET INCOME

Total Income \$9189 - Expenses \$7493= Net Profit \$1696

As of 30 June 2026

SERVICE OR PRODUCT DELIVERABLE:

We ensure a continuous market supply of high-quality poultry, with the value chain being seamlessly managed in a "farm-to-fork" process. The end user experience is augmented by the product reaching the customer in peak condition.

- **Retail/Wholesale Delivery:** For supermarkets and butcheries, the service includes reliable, scheduled deliveries and professional packaging that is "shelf-ready."
- **The Consumer Table:** For the family or individual consumer, the final product is a succulent, clean, and nutritious chicken that is easy to prepare and safe to eat.

DESCRIBE YOUR BEST CUSTOMER:

My best customer is Hamara Foods. They operate as wholesalers of poultry products thus they order chickens from producers in large quantities to supply their own retail shops and other supermarkets.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Clients prefer to do business with me because I have built a reputation of consistently supplying larger and healthier birds. Furthermore, I am a man of my word; I always promise to deliver when and where and at what time I say I am, and clients appreciate honesty in doing business.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL? The most common cause of business failure in this sector is **Mismanagement of Cash Flow**. Poultry requires a lot of "upfront" money. You must pay for chicks, charcoal/heating, vaccines, and weeks of feed before you realize any revenue.

Initial capital outlay in equipment and buildings may leave no cash to buy the final (and most expensive) bags of "Finisher" feed, resulting in the birds starving or experiencing stunted growth just as they are about to reach market age.

HOW CAN YOU AVOID THIS PROBLEM?

In poultry, cash flow is "lumpy"—you spend a lot of money every day for weeks and only get paid on one single day at the end. The Staggered Production System of having separate batches of birds at different stages in the production cycle permits continuous cash inflows and mitigates against losses if some batches are less successful. 6 weeks of zero income while you pay for new chicks and feed can easily become challenging.

Secondly, ensuring there is no mixing of personal money with business money. We intend to open a separate bank account or use a dedicated mobile money wallet for the poultry business. When chickens are sold, all cash goes into the business account. Only after we have subtracted the cost of the next batch of chicks, feed, and medicine should we consider taking a small "salary" for ourselves.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Live chickens: USD \$7 each

Dressed chickens: USD \$8 each

Chicken Offals & Feet: USD \$1 per packet

Chicken Manure: USD \$2 per 50kg sack

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

They know us through advertising our services on various social media platforms and by door to door deliveries, and by word of mouth.

WHY DID YOU CHOOSE THIS BUSINESS?

I have had professional training in poultry production; hence, I decided to use a skill I already possessed, and it is a passion of mine.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Through advertising on WhatsApp.

2. Going to introduce ourselves to supermarkets and butcheries.

Insert pictures of your business activities here and give a brief explanation of each:



Chickens in the fowl run during the growth phase having ready access to feed and water in order to meet weight targets.



Chickens during the cleaning and dressing phase. After slaughter, they are placed in this de-feathering machine whilst we spray them with water. After which they are opened, and the insides are removed and packaged to be sold separately from the body of the bird.



Where a bird is not sold live, the different parts are sold separately in order to maximize profits from each one. The illustration above shows chicken feet being packaged in preparation for sale.

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

I will use the money to build additional fowl runs on our existing property, along with putting in all the necessary supplies in order to equip them, such as additional drinkers, feeders, and heaters.



PMC
\$10.00

15bagsX\$10=150



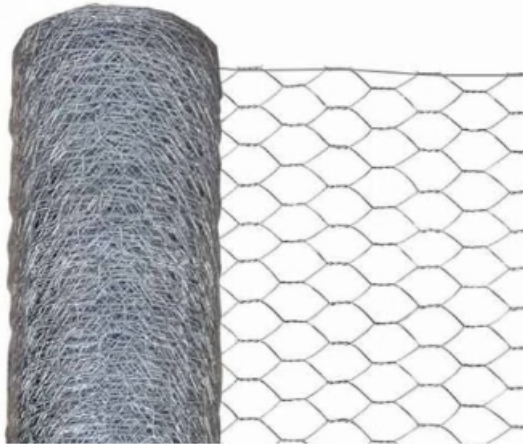
6 inch brick
\$1.70

120bricksX\$1.70=\$204



1.8m by 100 – 125mm
\$5.78

21polesX\$5.78=\$121.38



FORGE CHICKEN MESH
1INCHX1.5MX30M

USD 96.18



JUMBO CORRUGATED GALV
SHEET 3.6M 0.25 GAUGE

USD 15.40

2rollsX\$96.18=\$192.36

15sheetsX\$15.40=\$231

Total Amount: USD \$900

Insert pictures of the income statement here:

Income Statement													
Your name is:	Andrew Tendi												
Business name:	Andrew Tendi Sole Proprietor												
Current Date:	30-Jun-26												
Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	1,170	0	0	1,770	0	1,740	0	1,845	0	894	0	1,770	9,119
Total transactions or units sold	195	0	0	295	0	290	0	300	0	149	0	295	1,529
Revenue per transaction or unit	6	#DIV/0!	#DIV/0!	6	#DIV/0!	6	#DIV/0!	6.15	#DIV/0!	6	#DIV/0!	6	#DIV/0!
Expenses													
Self salary	150	0	0	150	0	150	0	350	0	100	0	200	1,150
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw Materials	700	0	0	1,050	0	1,050	0	1,148	0	525	0	1,050	5,523
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0
Transportation	100	0	0	150	0	150	0	20	0	75	0	150	625
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	50	0	0	50	0	50	0	10	0	15	0	50	225
Total Expenses	1000	0	0	1400	0	1400	0	1628	0	715	0	1450	7,403
Expense per transaction or unit	5.1	#DIV/0!	#DIV/0!	4.7	#DIV/0!	4.8	#DIV/0!	5.1	#DIV/0!	4.8	#DIV/0!	4.9	4.8
Net Income to reinvest	170	0	0	370	0	340	0	317	0	179	0	320	1,816
Net Profit Margin	15%	#DIV/0!	#DIV/0!	21%	#DIV/0!	20%	#DIV/0!	17%	#DIV/0!	20%	#DIV/0!	18%	19%

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

Roofing material: USD 300

Treatment of gum poles: USD 60

The roof of the fowl run was damaged during a hail storm and needed repair. A termite infestation was also discovered during repairs, which needed attending to as well.

Last month there was no business revenue as the birds were still in the production cycle.

**What did you learn from the practice pitch you gave to your area supervisor's Rotary Club?
What was the date of that practice pitch event?**

I pitched to the area supervisor's Rotary Club on 16 June 2026.

At the pitch meeting, I learned the value of getting input from people with considerable business experience, as I was exposed to and investigated business dynamics I had yet to consider, as well as using their insight in refining my own business operations. I also learned the value of a hands-on approach to business, as I would have been unable to answer some of the questions raised if I had not been thoroughly active in the business operations.

Share about your family and picture here:

I have a wife and 2 children, a boy 10 years old and a girl 7 years old, whom I live with. My wife is a quality & safety auditor for the Standards Association of Zimbabwe. My daughter is the sweetest little human being I have ever met and has a soul without guile. My son is autistic, so he needs extra attention and has to attend a specialized school, which is quite costly but necessary for his challenges in learning and adapting.

**CONTACT DETAILS:**

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