Aliko Farms Business Plan

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DESCRIBE YOUR BUSINESS:

Aliko Farms specializes in poultry farming, focusing on raising broiler chickens for affordable, high-quality meat. Our chickens are ready for sale within six to seven weeks. To ensure year-round availability, we carefully process and store the chickens under proper hygiene and preservation conditions.

EXPLAIN THE PROBLEM.

High Prices of Chicken: Chicken sold in supermarkets around Blantyre is often too expensive for many consumers, making it unaffordable for low- and middle-income households.

Health and Safety Concerns: Some poultry suppliers use chemicals or growth accelerators to speed up chicken growth. This raises concerns about food safety and may negatively affect the health of consumers

EXPLAIN YOUR SOLUTION.

High Prices of Chicken: Aliko Farms provides fresh chicken at affordable prices, making high-quality poultry accessible to a wider range of customers while maintaining fair pricing.

Health and Safety Concerns: Aliko Farms is committed to natural poultry farming methods. We do not use harmful chemicals or growth accelerators. Instead, we use recommended broiler feed to ensure healthy growth and safe, high-quality meat

BUSINESS MISSION STATEMENT:

At Aliko Farms, our mission is to make high-quality, healthy poultry accessible and affordable for everyone in Blantyre. We address the challenge of high chicken prices by offering fresh chicken at fair prices so that more families can enjoy nutritious meals. Our commitment to natural farming practices ensures that we do not use harmful chemicals or growth accelerators, delivering safe and wholesome chicken that customers can trust. Aliko Farms stands for better health, fair value, and a safer food future for our community.

Pitch Video:
https://drive.google.com/file/d/1KfUd36tRilpXpZwp4OvWmRCrq9tuC0DH/view?usp=sharing

Revenue and expenses Log [Needs to be updated through June 2026]:

https://docs.google.com/spreadsheets/d/1X1lot9eUcJRAzqTs8qQ4BAESzEyXg9MM/edit?usp=sharing&ouid=114670326799023576740&rtpof=true&sd=true

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been engaged in poultry farming for the past two years, although the business is not yet officially registered.

YOUR NET INCOME

Below is a clear summary of my financial performance:

Total Income: $1,036

Total Expenses (including salaries): $923

Net Profit: $108 [net profit of less than 50% will not sustain the business for years to come and will not allow for loan repayment]

Calculation:

$1,036 − $923 = $113 net profit

SERVICE OR PRODUCT DELIVERABLE:

Aliko Farms provides high-quality, affordable broiler chicken meat to consumers in Blantyre city and surrounding areas. The chickens are raised naturally without chemical growth accelerators, ensuring safe and healthy poultry.

The production process begins with carefully raising day-old chicks under proper feeding and health management. The chickens reach market weight within six to seven weeks. After reaching maturity, they are processed under hygienic conditions to ensure freshness and quality.

To ensure a continuous supply throughout the year, Aliko Farms also stores processed chicken properly so that customers can access fresh poultry whenever needed. This process allows us to meet customer demand while maintaining high standards of hygiene, safety, and affordability.

DESCRIBE YOUR BEST CUSTOMER:

My ideal customers are middle-class individuals and families who are employed and able to afford regular chicken purchases. Many are friends, colleagues, and community members who value both quality and affordability. And one of them is Mrs. Doreen Kambalame.

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

Customers choose Aliko Farms because we prioritize quality, affordability, and health. We use recommended broiler feed and follow proper poultry management practices to ensure healthy growth. In addition, we offer competitive prices while maintaining high standards of hygiene and safety.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

A business may appear profitable on paper but still fail due to poor cash flow management. The most common cause of failure is running out of cash to meet daily operational needs.
Unexpected increases in costs such as inflation, rising prices of feed, or external economic shocks can quickly reduce available cash. Delays in customer payments can also create financial pressure. Even when a business is profitable, poor cash flow control can lead to failure if expenses cannot be covered on time.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid this challenge, I will apply the financial management skills learned through Entrapov training. This includes maintaining accurate cash flow projections and keeping emergency cash reserves.
I will also regularly update my income statements and revenue and expense records to track all financial transactions. This will help ensure the business always has enough cash to meet its obligations and remain stable.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Product: Broiler Chicken Meat (Aliko Farms)

- We produce and sell high-quality broiler chicken meat in Blantyre and surrounding areas. The chickens are naturally raised without harmful chemicals, ensuring safe and healthy meat. [Are customers willing to pay extra for this? If not, it may noy be a good strategy]?
- Price per chicken: $11.51 [needs to be much higher so it provides a 50% margin]

Breakdown of Business Expenses:

- Self-salary and labor (for 3 months): $150
- Chicks: $150
- Feed: $560
- Bedding (shells): $7
- Transport (for 3 months): $20
- Vitamins and antibiotics: $7
- Water and electricity: $10
- Advertising: $4
- Other expenses: $15

Total for Business Expenses = $923

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Customers know about my business mainly through word of mouth and customer referrals. I also communicate regularly with customers and inform them in advance about any price changes, which helps build trust and customer loyalty.

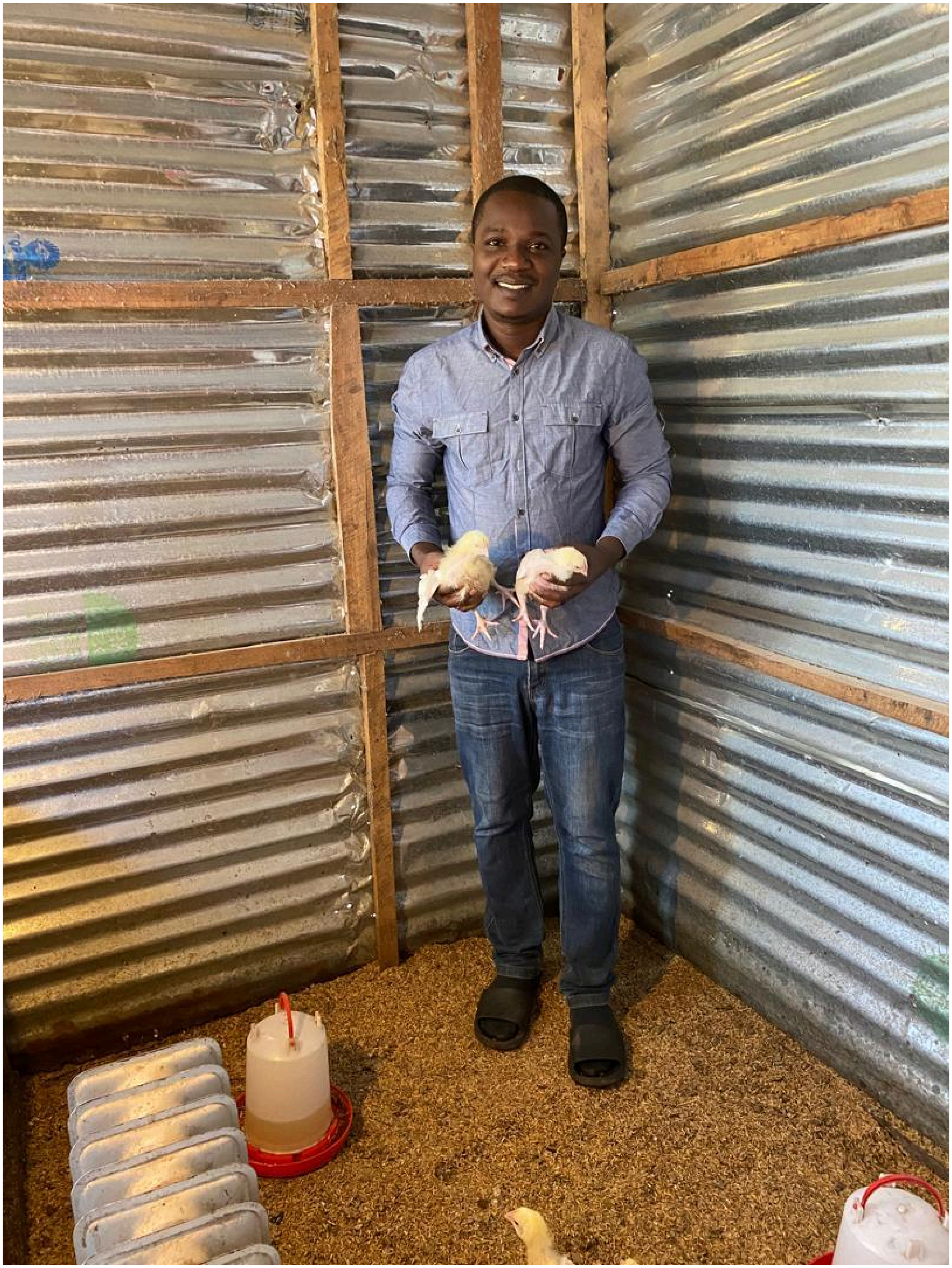
WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business because it serves two important purposes: it provides affordable food (chicken meat) to the community and also produces manure, which can be used as a valuable agricultural byproduct.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

I use social media platforms, especially WhatsApp, to reach new customers. I apply digital marketing skills learned through my social media marketing training to promote my products and communicate with clients effectively.

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



These are day-old chicks. We provide them with starter feed (their first food), along with vitamins and antibiotics to support their healthy development.

The chicks are now two weeks old. They are still being fed starter feed and have begun drinking water.

Three-week-old baby chicks are now eating grower feed.

Ensure that the four-week-old chickens are kept in the kraal and that the temperature is properly maintained to promote healthy growth.

Seven-week-old chickens are now available for sale.

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

Total Amount Requested: $900

My business operates on a three-month production cycle, during which customer demand often exceeds supply. For example, at one point, I had 90 chickens and quickly sold 55 due to high demand, with some customers purchasing more than one chicken. I was left with 35 chickens, which were later sold at $11.51 each. However, I was unable to fulfill a large order of 50 chickens at $10.51 per chicken, which was a fair price for both the customer and the business. This was due to limited stock. As a result, I missed an important business opportunity.

I plan to use the loan to purchase 100 day-old chicks and sufficient feed for a seven-week production cycle. This will help me increase production capacity and meet customer demand more consistently.

This investment will also reduce supply shortages between production cycles and allow the business to grow steadily. In addition, it will create temporary employment opportunities for young people in my community.

Breakdown of Business Expenses:

- Chicks: $150
- Feed: $560
- Beddings or Shells: $7
- Vitamins & Antibiotics: $7
- Brooder bulbs: $126
- Labor: $50

Below are pictures of the products I plan to purchase once I receive the loan funds.

These chicks

These are bags of feed.

Shells or bedding are materials placed on the floor for chicks or chickens to walk on, as illustrated above.

A packet of Vitamins

a packet of Antibiotics

Brooder bulb

Income Statement: [needs to be updated through June 2026]

1	**Income Statement**	Instructions: Type your information into the white cells. Use your local currency.												
2														
7	**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**
8	**Sales revenue**	$0.00	$518.00	$518.00	$0.00	$518.00	$518.00	$0.00	$518.00	$518.00	$0.00	$518.00	$518.00	$4,144.00
9	**Total transactions or units sold**	0	45	45	0	45	45	0	45	45	0	45	45	360
10	**Revenue per transaction or unit**	$0.00	$11.51	$11.51	$0.00	$11.51	$11.51	$0.00	$11.51	$11.51	$0.00	$11.51	$11.51	$11.51
12	**Expenses**													
13	**Self salary**	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$360.00
14	**Employee salaries**	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$240.00
15	**Raw Materials**	$430.00	$280.00	$0.00	$430.00	$280.00	$0.00	$430.00	$280.00	$0.00	$430.00	$280.00	$0.00	$2,840.00
16	**Store Rent**	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
17	**Technology**	$0.00	$5.00	$0.00	$0.00	$5.00	$0.00	$0.00	$5.00	$0.00	$0.00	$5.00	$0.00	$20.00
18	**Advertising**	$0.00	$2.00	$2.00	$0.00	$2.00	$2.00	$0.00	$2.00	$2.00	$0.00	$2.00	$2.00	$16.00
19	**Transportation**	$5.00	$5.00	$10.00	$5.00	$5.00	$10.00	$5.00	$5.00	$10.00	$5.00	$5.00	$10.00	$80.00
20	**Loan repayment**	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
21	**Taxes/Fees**	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
22	**Other**	$24.00	$5.00	$5.00	$24.00	$5.00	$5.00	$24.00	$5.00	$5.00	$24.00	$5.00	$5.00	$136.00
23	**Total Expenses**	**$509.00**	**$347.00**	**$67.00**	**$509.00**	**$347.00**	**$67.00**	**$509.00**	**$347.00**	**$67.00**	**$509.00**	**$347.00**	**$67.00**	$3,692.00
24	**Expense per transaction or unit**	**$5.00**	**$5.00**	**$5.00**	**$5.00**	**$7.71**	**$5.00**	**$5.00**	**$5.00**	**$5.00**	**$5.00**	**$5.00**	**$5.00**	
26	**Net Income to reinvest**	**-$509.00**	**$171.00**	**$451.00**	**-$509.00**	**$171.00**	**$451.00**	**-$509.00**	**$171.00**	**$451.00**	**-$509.00**	**$171.00**	**$451.00**	**$452.00**
27	**Net Profit Margin**	**0%**	**33%**	**87%**	**0%**	**33%**	**87%**	**0%**	**33%**	**87%**	**0%**	**33%**	**87%**	

Aliko Farms Income Statement

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.

Over the past two months, I have chosen not to spend the profits from my business. Instead, I have saved them for future needs, such as emergencies or unexpected challenges that may arise. I made this decision because the prices of various items have increased due to a rise in Value Added Tax (VAT), which went from 16% last year to 17.5% this year. Additionally, there are concerns about potential fuel shortages in Malawi and other countries as a result of the ongoing US-Israel vs. Iran conflict. If such shortages occur, the prices of essential goods, including raw materials like chicks and feed, are likely to rise for my business. Malawi is particularly vulnerable to these external factors since we rely heavily on imports and are a landlocked country.

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?

Reflecting on the practice pitch I gave to my area supervisor's Rotary Club on June 6, 2026, I gained valuable insights into how to answer questions about Aliko Farms and better articulate aspects of my business that were not included in my written business plan. For example, I explained how I manage challenges such as power outages by using a charcoal burner to keep the chicken kraal warm when electricity is unavailable. Additionally, receiving feedback from the judges allowed me to see growth opportunities for Aliko Farms, such as expanding broiler chicken production from 100 to 500 birds, provided that I have enough space. Overall, the experience strengthened my ability to communicate about my business and highlighted practical ways to improve as well as scale my operations.

Share about your family and picture here:

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