















Chicken Business: Road Map



| REQUIREMENTS | | STAGE 1 | STAGE 2 | STAGE 3 | STAGE 4 | STAGE 5 |
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| | | APPROXIMATE NUMBER OF BIRDS | | | | |
| | | Less than 100 Chickens  | 101-500 Chickens  | 501-1000 Chickens  | 1001-5000 Chickens  | More than 5000 Chickens  |
|  Operations | Feeds & Water | <ul style="list-style-type: none"> Buy feeds from known suppliers. Develop and follow a feeding programme, this includes setting up a store for the feeds. Give locally available supplements. | <ul style="list-style-type: none"> Buy feeds in bulk from manufacturers. Ensure a big, safe and clean feed storage. Discuss loan options with suppliers. | <ul style="list-style-type: none"> Look into ways of reducing your feed costs by making your own. Set up an automatic feeding and watering system for chickens. | <ul style="list-style-type: none"> Keep the automatic systems in good shape and upgrade if needed. Get feed mixers and raw materials for making chicken feed. Sell extra feeds to other chicken farmers. Make sure you have a reliable source of raw materials. | |
|  Hazards | Hazard Management | <ul style="list-style-type: none"> Strictly follow the biosecurity rules. Create and follow rules for keeping things safe. | <ul style="list-style-type: none"> Build separate areas to hold sick birds. Work with a vet and follow all the safety rules. | <ul style="list-style-type: none"> Train your staff on managing the birds and the safety measures to follow. Meet visitors away from the chicken house. | <ul style="list-style-type: none"> Hire experts to check and advice on safety. Work with certification groups for quality checks. Appoint a risk manager or a committee for safety. | |
|  Products | Value Addition | <ul style="list-style-type: none"> Sell live chickens or eggs in your local markets, to brokers or friends and family. | <ul style="list-style-type: none"> Sell the chicken and their products as whole to vendors or as a cooked meals in small quantities. | <ul style="list-style-type: none"> Package your products as ready-to-use, for easy use by customers. Sort and grade your chicken products to ensure good quality. Create different products and by-products. | <ul style="list-style-type: none"> Research how your products are received by customers and make improvements. Make your packages unique to attract more customers. | <ul style="list-style-type: none"> Keep improving your products, including internal features of the product e.g. colouring, flavours, etc. |

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|  Waste | Waste Management | <ul style="list-style-type: none"> • Use pits and bins for waste management. • Use waste as manure on your farm or sell it to local farmers. | | | | |
|  Human Resources | Staff | <ul style="list-style-type: none"> • Hire casual labours to feed chickens and clean house. • It is best that you handle budgeting, planning, and oversee all operations yourself. | <ul style="list-style-type: none"> • Hire two casual workers. • Give them specific jobs each day or week and keep an eye on how well they do. | <ul style="list-style-type: none"> • Bring in a supervisor. • Train your staff to learn and improve their skills. | <ul style="list-style-type: none"> • Hire a manager for the farm. • Create rules for how things should be done. • Team up with hiring agencies to find the best people for the job. | <ul style="list-style-type: none"> • Have a team that is in charge of hiring and managing the business. • This helps the farm run smoother and grow better. |
|  Infrastructure | Equipment & Housing | <ul style="list-style-type: none"> • Have a plan to maintain and keep tools in good condition. | <ul style="list-style-type: none"> • Train your staff on how to better handle equipment. | <ul style="list-style-type: none"> • Upgrade or buy new farm tools when what you have is no longer in good condition. | <ul style="list-style-type: none"> • Use machines to automate most tasks. • Create a plan for transporting goods, including having a group of vehicles as part of your set-up. | |
|  Sales | Strategy | <ul style="list-style-type: none"> • Sell to friends and family. • Find out what makes your chicken products better than others. • Build lasting relations with your new customers. | <ul style="list-style-type: none"> • Encourage customers to refer others to buy from you. • Convert customers into regular clients. • Find out how your customers like to be treated e.g., do they like follow ups? Would they like to be put in a WhatsApp group? • Understand customer needs and address them. • Set up a system to get customer feedback. | | <ul style="list-style-type: none"> • Reward loyal customers with exclusive discounts. • Expand your market by introducing new products. • Simplify the buying process for customers. • Get feedback through surveys to understand customer satisfaction. • Hire a sales manager to oversee customer relations. • Divide your sales team by areas or specialized products. • Encourage healthy competition among sales teams and reward the best performance. | |
|  Marketing | Marketing | <ul style="list-style-type: none"> • Sell your products locally. • Use social media, friends, local contacts, and middlemen to reach more customers. • Enter into contract farming with off-takers. | <ul style="list-style-type: none"> • Target to sell to schools, hotels, supermarkets, and wholesalers. | <ul style="list-style-type: none"> • Prepare a website and introduce your products online. • Engage other marketing platforms for a paid advert. • Have a marketing brand. | <ul style="list-style-type: none"> • Have influencers talk about your chicken products. • Engage customers with quizzes and polls. • Create a team for customer assistance. • Allocate funds for marketing. • Be consistent with your brand. | <ul style="list-style-type: none"> • Formalize marketing with a hired team and a plan. • Segment markets for strategic chicken product sales. Advertise on TV, newspapers, and radio. • Study the market for better understanding. • Collaborate with other companies to enhance marketing efforts. |
|  Finances | Finance & Records | <ul style="list-style-type: none"> • Develop a business plan. • Involve stakeholders in all plans and decisions to be made. • Keep records. | <ul style="list-style-type: none"> • Find ways to fund further investment into your business. • This could be a loan, grants, shares etc. Review your budget frequently. • Have a cash flow management procedure. | <ul style="list-style-type: none"> • Insure your birds with banks you have partnered with. • Hire an account and conduct financial audits. • Have a financial team/ committee. | <ul style="list-style-type: none"> • Establish digital financial systems. • Make record keeping automatic. • Have full time employees in the finance department. • Employ a finance manager. | <ul style="list-style-type: none"> • Diversify your investments. • Maximize funding opportunities. • Establish a business development department. • Check on cost cutting strategies. |