Table of Contents

Executive Plan 4
Mission, Objectives and Keys to Success 5
Mission 5
Vision 5
Objectives 5
Core Values 5
Keys to Success 6
Company Summary 7
Business Description 7
Company Location 7
Products and Services 7
Ownership 8
Choosing and Managing the Ownership Structure 8
Company Structure 9
Detailed Staff Responsibilities 10
Operational Requirements 12
Production Systems 12
Land, Location and Infrastructure 12
Equipment and Utilities 14
Selecting and Receiving Layers 15
Nutrition and Feed Management 15
Water Management 16
Lighting and House Environment 17
Egg Collection, Grading and Storage 18
Flock Health and Biosecurity 19
Manure, Mortality and Flock Replacement 20
Practical Management Guide 21
Organising the Daily Farm Routine 21
Reading Production Records 21
Feed Efficiency and Cost per Egg 22
Managing Egg Size and Quality 22
Scheduling Replacement Flocks 23
Purchasing Birds and Inputs 23
Sales Planning and Customer Agreements 24
Pricing and Payment Terms 24
Packing, Stock Rotation and Delivery 25
Biosecurity as a Working Routine 25
Responding to Production Problems 26
Staff Training and Welfare Responsibilities 26
Cash Planning and Operating Reserves 27
Manure, Neighbours and Environmental Care 27
Reviewing Performance and Expansion 28
Reconciling Eggs From Collection to Cash 28
Designing a House Record That Supports Investigation 29
Avoiding Misleading Production Percentages 30
Locating Breakages Along the Handling Route 31
Matching the Egg Size Mix to Confirmed Orders 32
Comparing Packaging Formats by Retained Return 33
Planning a Customer Route From the Packing List 34
Managing a Pullet Delivery as a Controlled Handover 35
Building a Replacement Flock Cash Calendar 35
Investigating a Feed Delivery Difference 36
Checking Whether a Bulk Feed Purchase Saves Money 37
Testing Product Traceability With an Actual Dispatch 38
Preparing a Relief Worker for Essential Daily Care 39
Distinguishing a One Day Change From a Continuing Trend 40
Assessing a New Egg Customer Before Increasing Supply 41
Reviewing a Packaging Shortage Before It Repeats 42

Separating Customer Credits From Physical Egg Returns 42
Comparing Delivery Days Before Adding Another Route 43
Using a Weekly Exception List 44
Operational Strategy 46
Flock and Production Management 46
Packing and Market Supply 46
Marketing Strategy 47
Product Presentation and Local Recognition 47
Retail and Trader Relationships 47
Food-Service and Institutional Sales 47
Direct Customers and Community Networks 48
Retention and Sales Review 48
Sales Strategy 49
Market Analysis 50
Demand 50
Uses of Eggs 50
Prices and Pack Sizes 51
Wholesalers and Supermarkets 51
Tuck Shops and Local Traders 51
Restaurants, Hotels and Caterers 52
Institutions and Organisations 52
Direct Household Customers 52
Competition and Buying Patterns 53
Freshness and Customer Confidence 53
Industry Analysis 54
Scale and Economic Role 54
Breeding and Point-of-Lay Supply 54
Production Systems and Flock Management 55
Feed and Input Costs 55
Grading, Packing and Distribution 56
Major Producers and Smaller Farms 56
Disease, Recovery and Market Cycles 57
Secondary Outputs and Resource Use 57
Industry Development and Commercial Position 58
SWOT Analysis 59
Strengths 59
Weaknesses 59
Opportunities 59
Threats 59
PEST Analysis 60
Political and Regulatory Factors 60
Economic Factors 60
Social Factors 60
Technological Factors 60
Financial Statements 61
Start up Costs 61
Financing and Bank Loan Amortisation 62
Loan Repayment and Cash Coverage 63
Projected Income Statement 64
Forecast Assumptions 65
Staffing and Salary Assumptions 66
Revenue and Expenses 67
Monthly Cash Flow Statement 68
Projected Annual Cash Flow 71
Projected Balance Sheet 72
Breakeven Analysis 73
Payback Period Analysis 74
Financial Graphs 75
Risk Analysis 77
Disease and Biosecurity 77
Feed Cost and Feed Quality 77
Production and Replacement Performance 77
Water, Heat and Equipment Failure 78

Quality, Breakage and Traceability 78
Market Prices and Customer Concentration 78
Working Capital and Credit 79
Security, Environmental and Continuity Risks 79
Reviewing and Responding to Risk 79
Potential Sources of Finance 80
Equity Financing 80
Debt Financing 83
Development Finance and Business Support 85
Preparing a Funding Application 87
Comparing Offers and Managing Funds 87
Financing a Phased Improvement Programme 88
Top Reasons Why Layer Farms Fail 89
Entering Production Without Practical Knowledge 89
Buying Poorly Reared or Unsuitable Birds 89
Inconsistent Feeding and Excessive Waste 89
Weak Water and Environmental Control 90
Treating Biosecurity as Occasional Cleaning 90
Producing Without a Dependable Sales Route 90
Ignoring Breakage and Product Handling 90
Running Short of Cash Before Replacement 91
Weak Records and Owner Dependence 91
Directory 92
Other Business Plans 101
BIZBOLTS Disclaimer and Copyright 104

Other Business Plans

We offer the following business plans in PDF, Word & Excel. Visit www.bizbolts.co.za to learn more or purchase.

- Animal Feed Manufacturing Business Plan
- Auto Parts Store Business Plan
- Bakery Business Plan
- Beef Cattle Farming Business Plan
- Bottled Water Business Plan
- Brick Manufacturing Business Plan
- Broiler Chicken Farming Business Plan
- Butchery Business Plan
- Cabbage Farming Business Plan
- Car Wash Business Plan
- Catering Business Plan
- Cattle Fattening Business Plan
- Cleaning Services Business Plan
- Clothing Boutique Business Plan
- Coffee Shop Business Plan
- Construction Company Business Plan
- Courier Services Business Plan
- Dairy Farming Business Plan
- Detergents Manufacturing Business Plan
- ECD Day Care Centre Business Plan
- Fast Food Restaurant Business Plan
- Food Truck Business Plan
- Free Range Chickens Farming Business Plan
- Funeral Parlour Business Plan
- Furniture Manufacturing Business Plan
- Goat Farming Business Plan
- Guest House Business Plan

- Gym Business Plan
- Hair & Beauty Salon Business Plan
- Hardware Store Business Plan
- Hatchery Business Plan
- Honey Beekeeping Business Plan
- Hydroponics Farming Business Plan
- Internet Cafe Business Plan
- Laundry Business Plan
- Layers Egg Farming Business Plan
- Liquor Pub Business Plan
- Macadamia Nuts Farming Business Plan
- Maize Farming Business Plan
- Meter Taxi Business Plan
- Minibus Taxi Business Plan
- Mutton Sheep Farming Business Plan
- Onion Farming Business Plan
- Petrol Station Business Plan
- Pharmacy Business Plan
- Pig Farming Business Plan
- Potato Farming Business Plan
- Rabbit Farming Business Plan
- Recycling Business Plan
- Rental Property Business Plan
- Security Company Business Plan
- Sheep Farming Business Plan
- Shisa Nyama Business Plan
- Solar Installation Business Plan
- Spaza Shop Business Plan
- Supermarket Business Plan
- Toilet Paper Manufacturing Business Plan

- Tomato Farming Business Plan
- Trucking Business Plan
- Tyre Fitment Centre Business Plan
- Waste Management Business Plan

Business Plan Packages (PDF, Word & Excel)

Our business plan packages generally include these four files:

1. Comprehensive business plan - PDF
A detailed guide covering the business, market, operations, management, financial projections and practical guidance for running the business.

2. Comprehensive business plan - editable Word document
The detailed plan in Word format, ready to customise for your business.

3. Funding business plan - editable Word document
A shorter version to personalise for a bank loan, investor or other funding application.

4. Automated financial statements - Excel workbook
Update the inputs to reflect your business. The linked financial statements and forecasts update automatically.

Contact Bizbolts

Website: www.bizbolts.co.za
Email: sales@bizbolts.co.za
Call / WhatsApp: +27 60 633 4830