

Pitch Deck

LARGE SCALE CHICKEN REARING

Alfred Ochiend, Founder & CEO

1 st June, 2024

More result to more. more
chicken rearing to more
revenue to more
employment
opportunities,

OUR MISSION

To create revenue, create employment and provide nutrition through large scale chicken rearing.

MEET THE TEAM

Founder & CEO

Alfred

Alfred has spent 10 years in rearing of chicken in small scale, with this dedication and experience he is ready to take the rearing to the next notch by provision of expertise advisory.

Founder & CTO

Munderu

With a track record of leadership in innovative technologies and finance, Munderu is now leveraging his expertise to bring new ideas to the chicken rearing industry. As an industry leader, he's dedicated to driving growth and fostering innovation in a sector that is ripe for disruption.

DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

The idea is about chicken rearing in large scale. that means rearing of more than 3000 chickens. It is known that chickens require minimal attention and majority of people with the right guidance can take care of the chicken with minimum or no supervision.

The idea is innovative because other than using chicken as food we can use their excretion as farm manure and the egg shells are used to make chicken mash.

MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.

COMPETITIVE ANALYSIS

OTHER LARGE SCALE CHICKEN REARERS

We have other large scalerer
who rear over 5000 chickens
with a great bigger market in
the country

OUR NUMBERS

1 year *in operation*

first year we are planning in raising 3000 chickens. this means for 6 months we will be raising them and the other 6 already selling eggs.

2nd year *in operation*

In second year we are planning in adding more 1 000 chickens to the old stock and hence improve the revenue aswell

Employees

We start with 3 permanent employees and some daily workers in the sight.

SIZE OF MARKET



5000 CHICKENS

4000 CHICKENS

3000 CHICKENS

TAM

In third year we are planning to get to 5000 and catch up with other large scalers interms of market

SAM

The second year we plan to add 1 000 chicken to the old stock.

SOM

We are starting with 3000 chickens and the progress slowly

Lets us embrace chicken rearing for positive impact in the region and country as a whole.

Thank you!

NEW BUSINESS OPPORTUNITY

Alfred Ochieng, Founder & CEO

1 st June, 2024