

LapTrack Poultry Farm – Full Business Plan

1. Executive Summary

LapTrack Poultry Farm is a small-to-medium scale poultry production business specializing in Kuroiler and broiler chickens for meat and egg production. The farm aims to supply affordable, high-quality poultry products to local markets, restaurants, and retailers. The initial setup targets 500 birds with planned scalability to 2,000 birds within two years.

2. Business Objectives

- Raise 500 Kuroiler/broiler birds per cycle
- Achieve a 90–95% survival rate
- Generate monthly profit after each 12-week production cycle
- Expand to 2,000 birds within 24 months

3. Startup Costs

- Day-old chicks (500 × \$2.00): \$1,000
- Housing & brooding setup: \$1,500
- Feed for 12 weeks (3 tons × \$550/ton): \$1,650
- Vaccination & medication: \$150
- Equipment (feeders, drinkers, lamps): \$300
- Labor: \$500
- Miscellaneous: \$200

Total Startup Cost: \$5,300

4. Operational Plan

The farm will operate on a continuous 12-week cycle including brooding, growing, and finishing. Workers will manage feeding, cleaning, vaccination, and record keeping. Mortality is controlled through strict hygiene and vaccination scheduling.

5. Marketing Strategy

LapTrack Poultry Farm will supply:

- Local butcher shops
- Hotels and restaurants
- Open markets
- Direct household customers

Marketing tools include WhatsApp advertising, local distribution networks, and partnerships with food vendors.

6. Production & Revenue Forecast (Per Cycle – 12 Weeks)

- Expected survival: 500 birds × 92% = 460 birds
- Average live weight: 2.3 kg
- Selling price: \$3.50 per kg

Total Revenue: $460 \times 2.3 \times \$3.50 = \$3,703$

7. Profit Analysis (Per Cycle)

- Revenue: \$3,703
 - Operating cost per cycle: \$2,800
- Estimated Net Profit: \$903 per cycle**

With four cycles per year, annual profit is approximately **\$3,612**.

8. Expansion Plan

Within 2 years, LapTrack Poultry Farm will expand to 2,000 birds per cycle, targeting wholesale distribution and integrating egg production units.

9. Risk Assessment & Mitigation

Risks: Disease outbreaks, feed price fluctuations, market saturation.

Mitigation: Strict biosecurity, sourcing bulk feed contracts, diversifying sales channels.