



WOW FEATHERS OF HOPE



# BUSINESS PROJECT PROPOSAL

PREPARED FOR :  
GLOBAL GIVING

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# PROJECT OVERVIEW

WOW Tanzania is a registered national charitable NGO situated in Arusha, Tanzania (Registration Number: ooNGO/R/3114). Our core mission centers around promoting economic sustainability within our community. We are deeply committed to empowering the most disadvantaged members of our region. Recognizing the increasing demand for high-quality and affordable poultry products, we are embarking on an initiative to start a chicken farming operation. Through this endeavor, we aim to offer training, create employment opportunities, and provide nutritious poultry products to the most vulnerable individuals in our society. Our overarching goal is to foster economic sustainability, breaking the cycle of multi-dimensional poverty and hardship faced by single-parent families, orphans, widows, and street children within our community. We believe that by focusing on the chicken business, we can make a meaningful impact and improve the lives of those in need.





# ABOUT OUR COMPANY

WOW Tanzania is dedicated to establishing a thriving community-based chicken farming enterprise in Arusha, Tanzania. We are committed to implementing sustainable and environmentally friendly practices while utilizing locally sourced resources to produce high-quality poultry products at an affordable cost. As part of our mission to uplift the community, we are passionate about creating opportunities for the most vulnerable members of our society. Through our chicken farming venture, we aim to provide employment and training to individuals within our community, particularly those with limited formal education but a strong desire for personal growth and development. In addition to our commitment to economic sustainability, we are determined to ensure that our community has access to nutritious and affordable poultry products, thereby enhancing food security and improving the overall well-being of our residents.

# OBJECTIVES AND BENEFITS

## OBJECTIVES

1. To establish a community-based chicken farming enterprise in Arusha.
2. To create local employment opportunities in poultry farming and related activities.
3. To provide affordable and sustainable poultry products to the local community.
4. To empower low-income families by offering them training and stable employment in the chicken farming sector.
5. To contribute to community development through economic growth and improved access to quality poultry products, enhancing food security and well-being.

## BENEFITS

**Food Security and Nutrition:** Our chicken farming program not only provides economic opportunities but also addresses food security. By producing a consistent supply of high-quality chicken products, we enhance access to nutritious food options within the community, improving overall health and well-being.

**Empowering Women and Orphans:** Our initiative prioritizes empowerment. By actively involving women and Orphans individuals in chicken farming and related activities, provide opportunities for skill development and economic independence.

**Income Diversification:** Our chicken farming program offers a means for income diversification. This reduces dependency on a single source of income and enhances financial stability for participating families.

**Health and Nutrition Education:** In addition to chicken farming, we provide health and nutrition education to community members. This knowledge empowers individuals to make informed dietary choices and lead healthier lives.

# OUR TEAM

In the realm of the chicken business, WOW Tanzania will take charge of setting up and managing the Poultry Enterprise in close collaboration with local leaders, ensuring that the project harmonizes with the community's larger objectives. We will actively source talent from within the community and implement training initiatives aimed at developing a skilled workforce proficient in management, material handling, quality control, and distribution.



**Drew McGregor**  
NGO Vice-Chairman



**Mike Chomba**  
NGO Executive Director



**Paula Comba**  
NGO Chairman



**Betsie Green**  
NGO Treasurer



**Tia Sternberg**  
Head of Human  
Resources



**Ben Shirima**  
Translator/Consultant

# BUSINESS STRATEGY DEVELOPMENT

## Market Research and Needs Assessment:

1. Conduct in-depth market research to understand the specific demands and preferences of the local customer base, considering factors such as chicken preferences, pricing expectations, and dietary trends within the target market.
2. Identify potential competitors in the local poultry industry, assess their pricing strategies, and explore opportunities for collaborations with local suppliers or government programs that support poultry farming.

## Product Development:

3. Invest in modern and efficient poultry farming equipment to ensure the production of high-quality chicken products while maximizing operational efficiency.
4. Innovate by exploring sustainable and cost-effective feed options, as well as environmentally friendly practices in poultry farming to meet the growing demand for ethically raised poultry products.

## Quality Assurance:

5. Implement stringent quality control measures throughout the chicken farming process, from feed quality to animal welfare, to ensure that our products consistently meet safety and health standards.
6. Regularly monitor and improve the quality and safety of our chicken products, focusing on factors such as taste, tenderness, and nutritional value.

## Local Workforce Development:

7. Prioritize the training and employment of local residents, offering job opportunities and skill development within the community.
8. Emphasize workplace safety and fair wages to create a positive impact on the local labor force and foster a sense of community involvement.

## Accessibility:

9. Make our chicken products accessible to all income levels within the community through pricing strategies that cater to diverse economic backgrounds.

## Community Engagement:

10. Collaborate with local organizations, government agencies, and community leaders to identify opportunities for sustainable chicken farming practices that align with community needs and values.
11. Involve the community in decision-making processes related to poultry farming initiatives to ensure local ownership and long-term sustainability.

## Sustainable Practices:

12. Adopt environmentally friendly practices in poultry farming, including responsible sourcing of feed ingredients, waste management, and energy efficiency.
13. Promote sustainable and ethical chicken farming practices among customers to foster trust and support for our brand.

## Monitoring and Evaluation:

14. Establish a robust monitoring and evaluation system to track the impact of our chicken farming initiatives on local livelihoods, food security, and community development.
15. Continuously gather feedback from customers and community members to improve our poultry products and services, ensuring they align with evolving preferences and needs.

## Legal Compliance and Regulations:

16. Ensure full compliance with all local regulations, permits, and safety standards relevant to poultry farming and food production, prioritizing the health and well-being of both consumers and animals.

# PROJECT TIMELINE

The project timeline for the WOW Tanzania Chicken Farm business proposal spans a duration of 12 months, covering a range of activities including market research, farm site selection, regulatory compliance, equipment acquisition, infrastructure development, workforce recruitment and training, poultry care protocols development, trial production, and the official launch of full-scale chicken farming operations.

- 1. Conduct Comprehensive Market Research and Feasibility Study.**
- 2. Develop a Detailed Business Plan.**
- 3. Establish Site Infrastructure and Install Farming Equipment.**
- 4. Recruit and Provide Training to Employees.**
- 5. Commence Production and Implement Ongoing Quality Control Measures.**
- 6. Finalize Distribution Channels and Family Selection Processes.**
- 7. Regularly Review Operations and Financial Performance to Identify Opportunities for Continuous Improvement and Expansion.**

# PROJECT BUDGET

ACTIVITIES PERFORMED	FEEES REQUIRED
Facility rental costs	<b>\$200</b>
Equipment	<b>\$3,000</b>
Transportation	<b>\$100</b>
Vaccines, Medicines, and health care for the chickens	<b>\$500</b>
Initial marketing and advertising budget, (brochures, website development)	<b>\$800</b>
Chicken Feed	<b>\$600</b>
Utilities setup costs (electricity, water)	<b>\$200</b>
Initial staffing costs	<b>\$600</b>
2000 Chicks and Broilers	<b>\$4000</b>
<b>Total cost</b>	<b>\$10,000</b>



## WOW FEATHERS OF HOPE

"FEEDING COMMUNITIES,  
ONE CLUCK AT A TIME"

# THANK YOU

We hope that this proposal meets your  
company's needs and expectations.

## CONTACT

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