BUSINESS PLAN

NAME OF GROUP: MOUNTAIN AREAS OF GLOUCESTER, LEICESTER AND REGENT VILLAGES

TYPE OF BUSINESS: FRESH ASSORTED VEGETABLES

ADDRESS: MOUNTAIN AREAS OF GLOUCESTER, LEICESTER AND REGENT VILLAGES

CONTACT NO: 088-734013

OWNED BY:

MOUNTAIN FARMERS ASSOCIATION

MOUNTAINS AREA
BUSINESS IDEA

1.0 The most promising option for the Mountain farmers association (MoFA) is the production of assorted vegetable such as lettuce, carrot, cabbage, parsley, spring onions, Mint, cucumber, runner beans, egg plant, tomato, coriander, and radish, marketing of fresh clean and packed vegetables to urban population of Freetown.

Fresh, clean packed assorted vegetable will be cultivated, harvested, washed, sorted, packaged and sold to UN agencies, Non-governmental organizations, Offices, Hotels, Restaurants, Super markets, in nicely designed well perforated polythene bags. Each vegetable will be priced according to the local market price.

THE INNOVATIONS

1.1 Varieties of vegetables are grown throughout the country. The innovations of the business however are in the following forms:

- Terrace bed and flat beds will be laid out in clean, non contaminated environments.
- Labeling of farm beds & Proper recording of seedlings
- Bed preparation with dimension of 3ft by 9ft/12ft
- Application of Chicken manure and palm kennel.
- Farm beds will be mulch to retain soil moisture content, enhance healthy growth and adequate protection of plants especially during the dries.
- Vegetables will be irrigated with clean water
- Farmers after harvest of their product, brings them to the processing center for processing sorting and packing before it is delivered to customers at their door steps
- The development of compost will be done on the farms while practical demonstration will be encouraged by farmers.
- Clean and freshly packed assorted vegetables will packed in nice, perforated and attractive color polythene and sold to the urban population of Freetown.
- This marketing process will be supported by the collection and compilation of orders from customers by a team of three men two women before finally it is supplied to farmer group heads.
- Marketing strategy shall include mobile texting to facilitate and confirm order collection for subsequent supplies as well as one on one visit to customers to confirm orders.
- Workers in the processing centre will wear apron, shower cap and hand gloves during the processing to enhance hygiene and quality handling.
- Sale of vegetable will be complemented by split sales which give opportunity to customers to select the variety/type of vegetable to supply and price. This also gives opportunity to Nationals to order for vegetables.
OPERATIONAL PLAN

The operational plan describes how the production, processing and marketing will be implemented.

AVAILABILITY OF LAND TO THE FARMER

Since land is own mostly by family members of individual farmers and is being rent, there is guarantee in the land use for a considerable number of years. Currently each farmer is subscribing eight bed of vegetables to MOFA.

8 beds X 110 farmers =880 bed of vegetable for MOFA

PRODUCTION:

Farmers practice individual production since land is mostly owned by the farmers themselves, rent or a family property.

**Brushing** of the land begins in October up to September, individual have to hire labor to accomplish this activity, since it is labor intensive.

**Clearing the land**: individual farmer do clearing of the land using machete and rakes. The grass that is cleared is been deposited in the hole for the preparation of compost

**Ploughing**: this is often done with use of big hoes by turning the soil over to give fine soil layer

**Nursing**: this is the most critical activity in vegetable production which begins in the 4th week September on to 3rd week October of the growing cycle.

**Bed construction**: Bed preparation with dimension of 3ft by 9ft/12ft

**Holes preparation**: holes are created in a circle wise in order to accommodate the chicken manure.

**Compost making** comes in at this point to allow for decomposition after 21 days. In the 3rd week of October. This is done immediately after brushing and clearing of the land

**Application of manure**: where chicken manure is apply, it will take 3 days for decomposition to take place before transplanting is done

**Transplanting**: young seedlings are transplanted into a well prepared field for fruiting and maturity.

- Also this can be done when
- Seedling size is about 15-20 cm tall
- Seedlings are about 25-30 days old
- Seedlings have about 4-5 leaves

**Watering**: Young transplanted seedlings need water in order to maximize yield. Every day early in the morning and late in the evening
Weeding: weeding is done when there are unwanted plants in the plot and then uprooted.

Fertilizer is applied through two ways broadcasting method and liquid method.

Broadcasting method: The following vegetables lettuce, cabbage, tomato, runner beans, spring onions, Mint, Carrot and Cucumber are done with this method where in NPK 15:15:15 is scattered among the plants using the bare hands.

Liquid Method: urea fertilizer is dissolve in water as given in the equation below

1 tomato cup of urea into 10 liters of water (1 watering can)

Stir properly, with hands or stick and water 1 watering can to 1 bed then use clean water to water the leaves of the one bed.

For the DI grow fertilizer, the green is used for leafy and the red for fruiting vegetables. So once the leaves of the vegetables begins to show the application of the green is done and apply after every 14 days. The red is used for fruity vegetables and is apply immediately when the flowers begin to appear.

Integrated Pest management:

Physical control: Hand picking method is used mainly for grass hoppers, snails, crickets, white flies.

Cultural control: the use of Ash spreading around vegetables but not for crops like tomato, lettuce, radish, and carrot and brush the perimeter of farm land

Importance of ash to vegetables.

Add nutrient to the soil ie potassium

Kill pest like caterpillar and other insects that cause leaf curl disease, small flies.

Enhance seed germination

Prevent ants from seeing the seeds

Stop the odor of the pigs waste

Drive away flies and are practical methods of crop management.

Chemicals control: is the last resort in pest control in most cases malathium are used if pest infestation is high.

Measurement is 1 stopper of mega cola drink = 1 watering can filled with water.

Pruning: The following vegetables tomatoes, runner beans, cabbage, and pepper are prune in order for vegetative growth and branches

Staking: This is done when the plant flowers. It helps increase yield Tomatoes, runner beans and cucumber are stake in order to control weight of the fruit and to avoid over spreading.
Maturity: Production of vegetables varies considerably as per type of vegetable to be produce with different agronomic practices involved. Vegetables vary depending on the life span of the specie. For our geographical location in the mountains we have three category of maturity of vegetables

<table>
<thead>
<tr>
<th>Maturity within six weeks</th>
<th>Maturity within two months</th>
<th>Maturity within three months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lettuce</td>
<td>Mint</td>
<td>Carrot</td>
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<tr>
<td>Spring onions</td>
<td>Parsley</td>
<td>Cabbage</td>
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<td>Runner beans</td>
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<td>Cucumber</td>
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<td>Big pepper</td>
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<td>Crusbara</td>
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<td>Egg plant</td>
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<td>Radish</td>
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<td>Bulb onions</td>
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<td>Chinese cabbage</td>
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<td>Cauliflower</td>
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</tbody>
</table>

Some physical features of matured vegetable

- fruit elongated
- leaf coil and brown
- Leaf wilt
- root shoot out
- fruit red

Harvesting: This can be carried out in the following ways

- when first fruit ripe from the time of planting
- Reaches the maturity age
- Reaches the peak harvest age
- Harvest by hand picking
- Use sharp knife to harvest
PACKING/PROCESSING

The following steps are carried out

- Collect current market price of vegetables
- Vegetables are brought to the centre by the farmers
- Take inventory of vegetable and all details.
- Compare price of vegetable supplied to the current market price.
- Sort vegetable in order to separate bad vegetable from good ones
- Grade vegetable mix big and small vegetable
- Washing: vegetable are place in a 60 liter of rubber bowl and water from the tap is use to nicely washed and remove any dirt from the vegetables.
- After washing the vegetable they are place on the table with polythene sheet so that water could drain for the vegetable and to avoid sand and dust.
- Perforate the plastic so that air can freely enter in order to minimize spoilage of the vegetables
- Counting and packing of vegetables is done in two ways all leafy vegetable in one category fruity vegetable in another category to reduce damage of vegetables
- Labeling and sealing of packs using sealing machine and generator.
- Count and prepare sales receipts
- Hire vehicle or tricycle to deliver to customer

MARKETING: Currently our customer data base ranges from 40 -80 from central district market to western end of Freetown.

Every Tuesday and Wednesday orders are collected from customers

Every Thursday orders are compile and estimate made as to inform farmers to bring in their supplied

Extra vegetables that are not available from the farmers are estimated and purchase from the local market

Every Friday packing and delivery to customers are done and in the evening short meeting with the executives to liquidate sales transaction.

One box of vegetable=le 30,000

Promotion
Our product has unique selling arguments to the attention of the potential buyers by the following means.

a. Visiting potential buyers and having discussions with them
b. Writing letters or sending text messages to potential buyers
c. Developing a promotional leaflet describing the biological importance of the vegetables to potential buyers as well as radio discussions with stakeholders and farmers
d. Posters are displayed at sales points (farmers own sales point as well as other suitable locations)
e. By the word of mouth from satisfied customers
f. Radio jingle
g. Business cards
Profit shearing

10% is kept aside for farmers as a form of savings. This is distributed to farmers based on the value of vegetables supplied to the vegetable scheme after a period of six (6) months. This 10% when given to the farmers will be used as subsidy to expand their business and also diversify their production.

SEASONAL CALENDAR

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MARKETING STRATEGY

As we are trying to diversify our market, the following will compose of our marketing strategy

1. UN agencies and Offices: currently 70% of our customers are expert working in this offices placing order for weekly delivery

2. SPLIT SALES: Sale of vegetable will be complemented by split sales which gives opportunity to customers to select the variety/type of vegetable to supplied and price. This also gives opportunity to Nationals to order for vegetables.

3. Hotels, Restaurants, Super markets, would be our next strategy. Quick scan will be made in order to see the demand and supply potential for the vegetables to these areas
ORGANIZATIONAL PLAN

This includes two main areas of attention:

1) The internal organizational structure and

2) The partner strategy

1. **The Internal Organizational Structure**

```plaintext
chairman

Vice
chairman

Secretary
Financial
secretary

PRO
Treasurer
Auditor
Assistant
secretary
general

Production
committee

marketing
committee

Processing and
packaging
committee

GROUP LEADERS

INDIVIDUAL FARMERS
```

The following are set of conditions for any member that is in the group to full fill before he/she is consider as owner of the business

- Registration for new member: 10,000
- Pay monthly contributions: 5000
- Participate in the business activities such as , production, marketing, Meetings and trainings
- Executives members will occupy office for a period of one year
- MoFA will have an executive appointed by members at a general meeting yearly. Election of executive members will be held End of October which ends the term of office for serving executive.
- All executive must execute their various function effectively and must be accountable to the general membership
- No individual would have more than two position in the executive
- Apart from the position of group leaders for which only group members should vote all other position are filled by nomination and voting by the raising of hands in the democratic manner
- The new executive must take up office immediately after the election is held.
The executive comprise of the following:

a. Chairman/chairperson  
b. Vice chairman/vice chairperson  
c. Secretary general  
d. Assistant secretary general  
e. Treasurer  
f. Financial secretary  
g. Organising secretary (pro)

Leader of the various committees

a. Processing and packaging  
b. Marketing  
c. Production

The function of a chairman / chairperson

- The chairperson will coordinate all the activities of MoFA  
- Will represent the organisation or appoint people to represent the organisation in any activity that may involve the participation of MoFA. Only paid up members could represent MoFA  
- Chair all general and executive meeting or may delegate this function to any paid up member  
- The chair person may delegate specific task to individuals on the approval of the executive

The deputy chair person

- The deputy chair person will assist the chair person in coordinating the entire activities of MoFA  
- He / she will execute specific activities as delegated by the chairperson.

The Secretary General

The secretary is responsible for all documentation within and out of MoFA. He / She is responsible:

- To record minute for all general and executive meeting and present them in subsequent meeting for rectification.  
- Keep records of all events involving MoFA, example meetings, visits by organizations, supply of inputs, payment of 10% etc.  
- On instruction of the chairperson sermon meetings  
- He /She is a signatory to the organization account.  
- The secretary will have a cordial relationship with the chairperson, financial secretary and the Treasurer and must be approachable by all

The Assistance Secretary

- The Assistance Secretary will assist the secretary to executive his/her functions.  
- In a situation where in the secretary is absent for a meeting or any other function, he /she must take down minute and afterwards brief the secretary.  
- The two shall work closely.  
- Specific task could be delegated to the assistance secretary by the secretary.
The Financial Secretary

- The financial secretary shall keep records all financial transaction within MoFA.
- He / She shall prepare receipt for all buying and selling transaction within MoFA.
- He /She shall keep records of money paid to farmers and calculate the 10% savings for farmers.
- He / She shall work in cordial relationship with the treasurer and the chairperson as to avoid misunderstanding in financial transactions.
- Document all instructions regarding payment or disbursement to the treasurer.
- Prepare quarterly and annual account which shall be presented to the executive before being presented in the general meeting.
- All monies received for and on behalf of MoFA shall be transferred to the treasurer with proper documentation.
- Keep records of registration and monthly dues paid by members.

The public relations officer

The PRO of MoFA is an elected member of the executive and should be in contact with all members of the executive to disseminate any information that the executive may wish to pass on to its members.

- If the PRO elected is from Gloucester or Leicester he or she is at liberty to appoint someone from Regent as assistant PRO and vice versa.
- The assistant PRO is not a member of the executive but his appointment must be endorsed by the executive any objection to the appointed assistant will be discussed at executive meeting and an alternative sort.
- The PRO shall assist all chairpersons of the various committees to disseminate information to members.
- The PRO must ensure that the produce of members are of good quality to be sold to MoFA.

The Treasurer

- The treasurer is the custodian of MoFA’s money bonds, bills, etc. He / She shall receive MoFA’s money through the financial secretary and shall disburse according to instructions from the chairperson or deliberations at meetings.
- The treasurer shall work in cordial relationship with financial secretary and the chairperson so as to avoid misunderstanding.
- He / She is responsible for all MoFA’s bank transaction and is a signatory to the account.
- Liaise with the financial secretary to prepare the quarterly and annual financial statement of meeting is liable to fine of Le: 1,000 one thousand Leone.

A RESPONSIBILITIES OF GROUP LEADERS

- The group leader must be a member of MoFA collect monthly dues from members and update their membership card.
- Collect weekly order and ensure that the required vegetable for weekly is provided by:
  i. Contribution by members of the group.
  ii. Contribution by other members of MoFA.
  iii. Organize the bringing of vegetables that no member of MoFA can produce which should also be of high quality.
Responsible for equitable distribution of any benefit that may be apportion to the by MoFA to paid up members. None paid up members are not entitle to any benefit.

With the assistance of the sales committee barging with the producer for the price of their produce.

Each group is responsible for the weekly sales of vegetables to customers when it’s their turn to supply.

**B Responsibilities of Group members**

- Group member must liaise with themselves to ensure that they provide the required vegetables during the week of sales.
- No member should monopolise the sales, each member must be giving the equal opportunity to sell at the appropriate time and must ensure that quality is maintained.
- Vegetables not meeting the required standard could be rejected by the sales committee.
- First priority for provision of vegetables for each sale goes to members of the group designated to supply. If they could not have the required supply the opportunity is extended to any members of MoFA from the group.
- In case where more than one member expressing willingness to sell the sales committee could apportion the items to two or three members.
- It is compulsory that all members of the group supply vegetables attend the packaging session on the designated day irrespective of whether you supply vegetables or not. Failing to attend this packaging session without reasonable excuses is subjected to a fine of Le 2,000 (two thousand Leones).

**A The production committee**

This committee of four headed by a chairman elected during the general election of executive members will engage itself in promoting the production of quality vegetables by members.

- The committee will liaise with farmers to identify their problems and to find ways and means to assist farmers to solve their production problems.
- Make contact so that farmers will get the necessary inputs at reasonable prices eg: seeds, manure, chemical etc.
- Visit the farmers and advice them on best practices to enhance production.
- Organise seminars / workshops that will improve on the farmer’s performance.
- Liaise with the marketing committee to ensure that farmers with quality produce sells through MoFA.

**B Processing and packaging committee**

This committee comprises of four members of whom one is the chairperson elected during general election and have the following functions:

- Responsible for value addition to the farmers produce and is in charge of all implement / tools and machines used in the packaging process.
- The chairperson of this committee will have an inventory book in which records of tools, implement, labelling material, packaging materials and other material use during packaging are recorded and is updated regularly.
This committee will keep record of all members present during each packaging process so that those absent will be brought to book.

This committee will supervise the packaging as dictated by the marketing committee.

The chairperson of this committee will liaise with the chairperson of the marketing committee to ensure that all packaging materials are available in sufficient quantity for each packaging process.

The chairperson of this group will hand over all packaging tools i.e.: containers, knives, aprons, shower caps etc to the group leader that is responsible for the next packaging that should clean and get them ready for the next packaging session.

C The marketing committee

The marketing committee will comprise of four members. The chairperson and two others are elected during the general election. The financial secretary is compulsory a member of this committee. The committee will engage itself in the following activities:

- Develop strategy to collect produce from members and procure what is not available for sale from the public.
- Ensure that 10% of member’s sales of vegetables are kept aside for future disbursement.
- Collect orders from customers and ensure that request of customers are fulfilled.
- Develop and implement innovative ideas so that sales could be improved i.e. sales promotion by advertisement, exhibition etc.
- Manage the buying and selling activity so that MoFA would not incur any loss.
- Ensure that packaging materials, labellers and receipt are always in stock for use and are used at all times during packaging exercise.
- After every sale the marketing committee shall report about the sales during the next executive meeting. Any abnormality must be investigated properly and corrected.
- Any sales person who credit MoFA’s product is responsible to collect the money during the next order collection and must give detailed information about the debtor to the financial secretary. This includes name and contact of the debtor.
- This committee is responsible to prepare the weekly sales document which will include money paid to farmers, 10% deduction, total sales and the unit cost of each package.

### PARTNERSHIP STRATEGY

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<th>No</th>
<th>Name of organization</th>
<th>Location</th>
<th>Responsibilities</th>
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<tbody>
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<td>Milla group</td>
<td>Bia Bureh Road</td>
<td>Manufacture and supplier for carry bag</td>
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<td>2</td>
<td>Print point</td>
<td>Sir Samuel lewis road</td>
<td>Manufacture and supplier for business cards, fliers</td>
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<td>3</td>
<td>Seed tech international</td>
<td>Back of youyi building</td>
<td>Dealer in vegetable seeds</td>
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FINANCIAL PLAN

This table shows the cost of input per bed of vegetable and output realized per bed as given by the farmers themselves.

<table>
<thead>
<tr>
<th>Vegetable</th>
<th>Fertilizer</th>
<th>Qty of manure</th>
<th>Qty of Seed /seedling</th>
<th>land</th>
<th>Labour</th>
<th>Total cost of production</th>
<th>Selling price</th>
<th>Profit margin</th>
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<tbody>
<tr>
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<td>4cupsX1000</td>
<td>2bucketX1000</td>
<td>3,750</td>
<td>5000/bed</td>
<td>2500/bed</td>
<td>35,250</td>
<td>70,000/bed</td>
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<tr>
<td>Spring onion/bed</td>
<td>4cupsX1000</td>
<td>2bucketX1000</td>
<td>3,750</td>
<td>5000/bed</td>
<td>2500/bed</td>
<td>35,250</td>
<td>70,000/bed</td>
<td>34,750</td>
</tr>
<tr>
<td>Radish/bed</td>
<td>4cupsX1000</td>
<td>2bucketX1000</td>
<td>3,750</td>
<td>5000/bed</td>
<td>2,500/bed</td>
<td>35,250</td>
<td>70,000/bed</td>
<td>34,750</td>
</tr>
<tr>
<td>Tomato/bed</td>
<td>6cupsX1000</td>
<td>4bucketX10,000</td>
<td>3,750</td>
<td>5000/bed</td>
<td>2500/bed</td>
<td>62,250</td>
<td>200,000</td>
<td>137,750</td>
</tr>
</tbody>
</table>

CAPITAL INVESTMENT:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>UNIT COST/LE</th>
<th>QUANTITY</th>
<th>TOTAL COST/LE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generator</td>
<td>1100,000</td>
<td>1</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Sealing machine</td>
<td>250,000</td>
<td>1</td>
<td>250,000</td>
</tr>
<tr>
<td>Rubber bowls</td>
<td>25,000</td>
<td>2</td>
<td>50,000</td>
</tr>
<tr>
<td>Knives</td>
<td>3000</td>
<td>4</td>
<td>12,000</td>
</tr>
<tr>
<td>Carry bags</td>
<td>180,00</td>
<td>15000</td>
<td>2,700,000</td>
</tr>
<tr>
<td>Watering can</td>
<td>35,000</td>
<td>85</td>
<td>2,975,000</td>
</tr>
<tr>
<td>Apron</td>
<td>2,5004</td>
<td>4</td>
<td>10,000</td>
</tr>
<tr>
<td>Shower cap</td>
<td>2000</td>
<td>4</td>
<td>8000</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td><strong>7,105,000</strong></td>
</tr>
</tbody>
</table>
## FIXED COST

<table>
<thead>
<tr>
<th>ITEM</th>
<th>UNIT COST</th>
<th>QUANTITY</th>
<th>TOTAL COST/LE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance cost</td>
<td>50,000</td>
<td>12 months</td>
<td>600,000</td>
</tr>
<tr>
<td>Advertisements</td>
<td>50,000</td>
<td>-</td>
<td>600,000</td>
</tr>
<tr>
<td>Posters</td>
<td>1000</td>
<td>500</td>
<td>500,000</td>
</tr>
<tr>
<td>Business cards</td>
<td>1000</td>
<td>5000</td>
<td>500,000</td>
</tr>
<tr>
<td>Leaflet</td>
<td>1000</td>
<td>5000</td>
<td>500,000</td>
</tr>
<tr>
<td>Vehicle rental</td>
<td>120,000</td>
<td>48 weeks</td>
<td>5,760,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>8,460,000</strong></td>
</tr>
</tbody>
</table>

## VARIABLE COST

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Qty</th>
<th>Unit cost</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken manure</td>
<td>170 bags</td>
<td>58,000</td>
<td>9,860,000</td>
</tr>
<tr>
<td>NPK 15:15:15</td>
<td>20 bags</td>
<td>220,000</td>
<td>4,400,000</td>
</tr>
<tr>
<td>Urea</td>
<td>10 bags</td>
<td>210,000</td>
<td>2,100,000</td>
</tr>
<tr>
<td>Tomato</td>
<td>18 tin X100g</td>
<td>76,000</td>
<td>1,368,000</td>
</tr>
<tr>
<td>Carrot</td>
<td>11 tin X100g</td>
<td>66,500</td>
<td>731,500</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>9 tin X100g</td>
<td>70,000</td>
<td>630,000</td>
</tr>
<tr>
<td>Cabbage</td>
<td>9 tin X100g</td>
<td>240,000</td>
<td>2,160,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>21,249,000</strong></td>
</tr>
</tbody>
</table>
# Estimate cost of production per week of delivery 60 pack of vegetable

<table>
<thead>
<tr>
<th>Vegetable</th>
<th>Qty/week</th>
<th>Unit cost</th>
<th>Total cost/week</th>
<th>unit margin/Le</th>
<th>Selling price/Le</th>
</tr>
</thead>
<tbody>
<tr>
<td>lettuce</td>
<td>1 bed</td>
<td>50,000</td>
<td>50,000</td>
<td>833.33</td>
<td>1,681</td>
</tr>
<tr>
<td>parsley</td>
<td>20 ties</td>
<td>2000</td>
<td>40,000</td>
<td>666</td>
<td>1000</td>
</tr>
<tr>
<td>Mint</td>
<td>10, ties</td>
<td>2000</td>
<td>40,000</td>
<td>666</td>
<td>1000</td>
</tr>
<tr>
<td>Carrot</td>
<td>29 dozen</td>
<td>9000</td>
<td>261,000</td>
<td>4,350</td>
<td>5000</td>
</tr>
<tr>
<td>Runner beans</td>
<td>2 ½ dozen</td>
<td>30,000/pan</td>
<td>75,000</td>
<td>1,250</td>
<td>1,181</td>
</tr>
<tr>
<td>Radish</td>
<td>5 dozen</td>
<td>4000</td>
<td>20,000</td>
<td>333</td>
<td>1000</td>
</tr>
<tr>
<td>Spring onions</td>
<td>8 ties</td>
<td>9000</td>
<td>72,000</td>
<td>1,200</td>
<td>2,500</td>
</tr>
<tr>
<td>coriander</td>
<td>4 ties</td>
<td>2000</td>
<td>8000</td>
<td>133</td>
<td>1000</td>
</tr>
<tr>
<td>Cabbage</td>
<td>5 dozen+8 Pcs</td>
<td>20,000</td>
<td>120,000</td>
<td>2000</td>
<td>4181</td>
</tr>
<tr>
<td>Egg plant</td>
<td>5 dozen</td>
<td>5000</td>
<td>25000</td>
<td>416</td>
<td>1500</td>
</tr>
<tr>
<td>Tomato</td>
<td>22 dozen</td>
<td>9000</td>
<td>198,000</td>
<td>3,300</td>
<td>4000</td>
</tr>
<tr>
<td>cucumber</td>
<td>26 dozen</td>
<td>4000</td>
<td>104,000</td>
<td>1,733</td>
<td>2500</td>
</tr>
<tr>
<td>Transport 4 delivery</td>
<td>Per week</td>
<td>100,000</td>
<td>100,000</td>
<td>1666</td>
<td>1666</td>
</tr>
<tr>
<td>Carry bag</td>
<td>Per week</td>
<td>60</td>
<td>43,000</td>
<td>716</td>
<td>716</td>
</tr>
<tr>
<td>fuel</td>
<td>1 liter</td>
<td>4500</td>
<td>4500</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>label</td>
<td>60pcs</td>
<td>25</td>
<td>1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transport for orders</td>
<td>2 persons</td>
<td>20,000</td>
<td>40,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stippen marketing</td>
<td>5 persons</td>
<td>120,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>1,322,000</strong></td>
<td></td>
<td><strong>30,000/bag</strong></td>
</tr>
</tbody>
</table>
Gross profit/supply = 

\[ 60 \text{ bags} \times 30,000 = 1,800,000 \]

Total revenue per week = Income - Expenditure

\[ = 1,800,000 - 1,322,000 \]

\[ = 478,000 \]

TOTAL REVENUE/MONTH = 478,000 \times 4 \text{ weeks} = \text{Le} \, 1,912,000

**Break even analysis:** Fixed cost + variable cost

Quantity of beds produced

\[ \frac{8,460,000 + 21,429,000}{880} \]

\[ = 29,889 \text{,}000 \]

\[ \frac{29,889 \text{,}000}{880} \]

\[ = 33,964 \text{ units} \]

<table>
<thead>
<tr>
<th>Items</th>
<th>Qty per week</th>
<th>per month</th>
<th>per year</th>
<th>Unit Price</th>
<th>sales/month</th>
<th>sales/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh vegetable</td>
<td>60 bags</td>
<td>240 bags</td>
<td>2880 bags</td>
<td>30,000</td>
<td>7,200,000</td>
<td>86,400,000</td>
</tr>
</tbody>
</table>