

CASE STORIES

RAISING CHIKEN AS A BUSINESS



Veronica Sakala is 58 years old and married to a mentally disturbed husband. She keeps three children and two grand children. All her three children do not attend school as she could not afford to pay for their school requirements. Of the two grand children, one was attending school in grade one while the younger one had not yet started school. Veronica said she joined SLA membership in 2009. She said joining SLA had brought her several benefits including access to small loans, increase in her savings and always found assistance from members when faced with pressing social and economical needs. She is engaged in business of crushing stones which she sells to her clients. Obtaining and transporting stones to the crushing site costs ZMK3,000 per wheel barrow. Selling one wheel barrow of crushed stones is ZMK 5,000. Business saturation was one of the challenges faced in the business as she faced several competitors.



Annie Bwalya, from Site and Service Township, is a widow keeping five children and one dependent who is her niece. She joined SLA 2 in 2009.

“I have gotten several benefits by joining SLA. These have mainly included skills acquired from the various training activities conducted by the project as well as access to business loans and savings. Raising broiler chickens takes six weeks. I obtain ZMK 500,000 profit from rearing 50 chickens as can be demonstrated from the following cost list.”

Cost Item	Qty	Unit Price	Amount (K)	USD (\$S)
Chicks	50 kg		180000	
Starter	50 kg	120000/kg	120000	
Grower	100 kg	117000/kg	234000	
Finisher	150 kg	115000/kg	345000	
Transport	100 kg	50000/kg	50000	
TOTAL			929000	

Selling 50 chickens at ZMK 28,000 enable me to raise ZMK 1,400,000. Marketing is the major challenge faced in the chicken Business purely due to the fact that many people are doing the same business. It is however anticipated that as the festive season approaches, the business is going to effectively improve.



Moreen Nsemfu is 45 years old, married and joined SLA in 2008. Her reason for joining the group was to improve her livelihood through savings and access to loans. Before starting a poultry business, she received training from Tiger Feeds Ltd (NOVITEC) in broiler chicken rearing.

She said raising 120 chickens cost her as follows:

Cost Item	Qty	Unit Price	Amount (K)	USD (\$S)
Day-old Chicks	120 kg	3600	438000	
Starter Feeds	100 kg	120000/ 50kg	240000	
Grower Feeds	150 kg	117000/ 50kg	351000	
Finisher	100 kg	115000/ 50kg	230000	
Transport	1kg	75000	75000	
TOTAL			1334000	

After selling 120 chickens at ZMK 28,000, she generates about ZMK3, 360,000 which translates into a profit of about ZMK 2,000,000 in six weeks. She said that she is now able to pay electricity and finished her housing construction project. The other benefit obtained included having access to small loans as she was no longer vulnerable to exploitative “kaloba” lenders. She had also acquired some business skills from CHBC SLA. Moreen said that some of the challenges faced in selling chickens included poor marketing as there were several people involved in chicken rearing. This situation sometimes made her to sell on credit which brought about several other problems. In 2011, Moreen is planning to expand her business and refurbish her house.

Thank you,

Wilson Ngosa Program Manager
www.sloansassociation.org

Give a Holiday Gift of USD30 or more to someone in Zambia by donating online at
www.sloansassociation.org