

BUSINESS PROPOSAL

2026

Scaling Kenya's Farming: A Commercial-Grade Revival Opportunity

This proposal outlines a high-impact capital expenditure initiative to revitalize a premier, multi-enterprise agricultural estate in Kenya.



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1. EXECUTIVE SUMMARY – WAMBUCHA LTD

Business Overview

Wambucha Ltd. is a large-scale integrated livestock farming enterprise in Kenya focused on the production of high-quality animal products including milk, meat, eggs, and honey. The farm operates a diversified and scalable model comprising:



150 Dairy Cows

Milk Production



100 Bulls

(Fattening & Beef Production)



300 Goats

Meat & breeding stock sales



500 Pigs

Meat Production

300 Pigs

Breeding porkers



800 Broiler Chickens

Meat Production



9,000-Layer Chickens

Egg Production



Beehive Apiary

Producing 80–100 kg of honey every 2 months



30 Acres of Land

Dedicated to animal feed production

The business integrates **production, breeding, feed supply, and value addition**, positioning **it as a sustainable and commercially viable agribusiness**



PROBLEM STATEMENT

Kenya's livestock sector, while contributing approximately 12% of GDP and over 40% of agricultural output, faces significant structural challenges :

- **Food insecurity & protein deficiency** due to insufficient supply of meat, milk, and eggs
- **Rising demand for animal products** driven by population growth and urbanization
- **Inconsistent supply & poor-quality livestock products** from small-scale, fragmented farmers
- **High cost of production** due to expensive feeds and poor farm integration
- **Limited value addition and inefficient supply chains**, leading to post-harvest losses
- **Climate shocks (e.g., drought)** affecting livestock productivity and survival
- **Market inefficiencies and limited commercialization**, especially in rural areas

Kenya continues to face a significant supply-demand gap in livestock products, where existing production levels remain insufficient to meet growing consumer demand. This creates a strong opportunity for scalable, commercial livestock enterprises like **Wambucha Ltd.** to bridge the deficit

SOLUTION STATEMENT

Wambucha Ltd addresses these challenges through a fully integrated livestock production model that ensures:

- **Consistent year-round supply of** milk, meat, eggs, and honey
- **Economies of scale** through large-capacity livestock units
- **On-farm feed production (30 acres)** to reduce costs and increase efficiency
- **Diversification across livestock segments**, reducing business risk
- **Improved productivity and quality control** through structured farming systems
- **Value addition opportunities** (processed meat, dairy, eggs, honey)
- **Sustainable farming practices**, including manure utilization and circular agriculture

This model enhances **food security, affordability, and supply reliability** in Kenya.



MARKET OPPORTUNITY

The livestock market in Kenya presents a strong investment opportunity:

- The sector supports millions of livelihoods and employs ~50% of the agricultural workforce
- Kenya has over 38 million poultry, 15+ million cattle, and 28 million goats, indicating a large and active market
- Demand for livestock products is projected to increase by over 150% by 2050
- The animal feed market alone is growing at 7.68% annually, signaling expansion of livestock production
- Egg production offers 20–25% profit margins under efficient systems

Additionally, Kenya continues to **import dairy and poultry products**, highlighting a **local production deficit and opportunity for expansion**.

COMPETITIVE LANDSCAPE

The livestock industry in Kenya consists of:

1. SMALLHOLDER FARMERS - MAJORITY

- Fragmented production
- Low productivity
- Inconsistent quality

2. MEDIUM COMMERCIAL FARMS

- Moderate scale
- Limited integration

3. LARGE COMMERCIAL & INTEGRATED FARMS - FEW

- High efficiency
- Strong market positioning

Our Value Proposition

- **Fully integrated multi-livestock system**
- **Large production capacity across multiple value chains**
- **Fully Mechanized systems for easy & Timely food production**
- **Feed self-sufficiency (cost advantage)**
- **Diversified revenue streams (milk, meat, eggs, honey)**
- **Scalable model suitable for expansion and replication**
- **Value addition capabilities: Processing of livestock products into high-value outputs such as prime meat cuts, yoghurt, ghee, butter & bacon, enhancing revenue streams and market competitiveness.**



BUSINESS MODEL & REVENUE STREAMS

Wambucha Ltd. generates revenue from:

Milk Sales (Daily Cash Flow)	Beef and Goat Meat Sales
Pork Production & Breeding Stock Sales	Broiler Chicken (Meat)
Egg Production from layers	Honey Production from Apiary
Sale of Value-added Products (Prime cuts, yoghurt, ghee, butter & bacon)	Sale of Animal feeds, manure and organic fertilizer

This diversification ensures multiple income streams and reduced financial risk.

INVESTMENT OPPORTUNITY

Wambucha Ltd. is seeking investment / grant funding to:

- Expand livestock capacity and infrastructure
- Invest in modern housing systems and automation
- Scale feed production and storage
- Develop value addition facilities (processing, packaging)
- Strengthen cold chain and distribution networks
- Enhance breeding programs and productivity

EXPECTED IMPACT

The project will deliver strong **economic, social, and environmental impact:**

- Expand livestock capacity and infrastructure
- Invest in modern housing systems and automation
- Scale feed production and storage
- Develop value addition facilities (processing, packaging)
- Strengthen cold chain and distribution networks
- Enhance breeding programs and productivity

Economic Impact	Social Impact	Environmental Impact
<ul style="list-style-type: none">▪ Increased food production and supply▪ Job creation across the value chain▪ Improved farmer incomes	<ul style="list-style-type: none">▪ Enhanced food security and nutrition▪ Affordable protein for local communities▪ Support for rural development	<ul style="list-style-type: none">▪ Efficient resource utilization▪ Organic manure production▪ Climate resilience▪ Sustainable livestock practices

2. COMPANY OVERVIEW - WHO ARE WE?

Wambucha Ltd. is a **private limited liability company by shares**, duly registered in the Republic of Kenya under the **Companies Act (Kenya)** in the year **2024**, providing a structured, legally compliant, and investor-friendly vehicle for agribusiness operations and growth. The company operates as a **large-scale integrated livestock farming enterprise**, specializing in the production of milk, meat, eggs, and other value-added livestock products.

Wambucha Ltd. is committed to delivering **high-quality, sustainable, and commercially viable agricultural solutions** that contribute to food security, economic growth, and rural development in Kenya.



MISSION STATEMENT

To produce and supply high-quality livestock products through sustainable, efficient, and innovative farming practices, while creating economic value, enhancing food security, and empowering communities.



VISION STATEMENT

To be a leading integrated livestock farming enterprise in Africa, recognized for excellence in productivity, sustainability, and value addition in the agricultural sector.

3. FARM OPERATIONS & PRODUCT PORTFOLIO

1. FARM OVERVIEW

Wambucha Ltd. operates on a 30-acre integrated livestock farm strategically divided into two functional units:

- **Farm A (25 Acres):** Feed production, fodder cultivation, and apiary
- **Farm B (5 Acres):** Livestock production, housing, and processing units

This structure enables **vertical integration**, ensuring cost efficiency, sustainability, and consistent supply across all production lines.



2. FARM A – FEED PRODUCTION & APIARY (25 ACRES)

Farm A is dedicated to the cultivation of **maize and Napier grass**, which serve as key inputs for livestock feeding and the production of **Malisho animal feeds**. This on-site feed and raw material production enables Wambucha Ltd. to operate an **integrated feed system**, significantly reducing dependence on external suppliers, lowering production costs, and ensuring a consistent and reliable feed supply for its livestock operation

Feed Manufacturing – Malisho Feeds

Wambucha Ltd. operates an in-house feed manufacturing unit producing **high-quality Malisho livestock feeds** using modern, efficient machinery. The facility is equipped with a **Korean mixer with a capacity of approximately 6 tonnes per batch**, complemented by **two additional mixers (2 tonnes and 1.5 tonnes capacity)** to support flexible and continuous production. The processing line also includes **crusher machines for maize grain processing** and a **chopper machine for fodder preparation**, ensuring optimal feed formulation and consistency.

The feeds are formulated using a carefully balanced mix of **nutrient-rich ingredients**, including maize germ, canola meal, cotton seed cake, wheat bran, barley, pineapple by-products, limestone, salt lick, and vitamin premixes. This integrated feed manufacturing capability enables Wambucha Ltd to maintain **high feed quality standards**, improve livestock productivity, and reduce reliance on external suppliers, thereby enhancing overall operational efficiency and profitability.

Feed Production Process & Product Lines – Malisho Feeds

Wambucha Ltd follows a structured and quality-controlled feed manufacturing process to ensure consistency and high nutritional value. The process includes **receiving raw material, quality checks, premixing, mixing and crushing, and final packaging**, ensuring that all feeds meet optimal standards for livestock performance.

The production incorporates **anaerobic fermentation technology**, which significantly enhances feed quality by improving **nutrient concentration, digestibility, and overall animal productivity**, including increased milk yields and faster weight gain.

Wambucha Ltd. offers two main product lines under its Malisho brand:

- **Malisho Fattening Feed** – formulated to improve body weight gain and overall animal condition
- **Malisho Dairy Feed** – designed to enhance milk production, support regular reproductive cycles, and improve animal health

The feeds are competitively priced at approximately **USD 8.14 per 30kg bag**, offering a cost-effective and high-performance solution for both Wambucha's internal use and external livestock farmers.



Apiary (Honey Production)

Wambucha Ltd operates a beekeeping unit that produces approximately **80–100 kilograms of honey every two months**, contributing to the farm's diversified income streams. The honey is positioned as a **premium, natural product**, targeting high-value markets including retail consumers, health-conscious buyers, and the organic products segment. This apiary enterprise enhances revenue potential while aligning with growing demand for natural and sustainably produced food products.

3. FARM B – LIVESTOCK PRODUCTION (5 ACRES)

DAIRY SECTION

Wambucha Ltd operates a well-structured dairy unit with the capacity to accommodate **150 dairy cows**, designed to support efficient milk production, animal welfare, and long-term herd productivity. The dairy section is organized into specialized functional areas, including a **maternity unit** for calving and immediate postnatal care, and a **main lactation shed** that is partitioned into dedicated feeding and resting zones for milking cows. In addition, the farm has **18 calf sheds** to ensure proper care, health management, and growth of young stock.

The dairy enterprise has a strong production potential, with each cow producing an estimated **30–40 litres of milk per day**, translating into a total daily output of approximately **4,500 litres**. At an average selling price of **USD 0.46 per litre**, this generates a potential daily revenue of about **USD 2,000**, making dairy one of the farm's key cash-generating units.

To enhance operational efficiency and maintain high production standards, the dairy section is supported by modern infrastructure, including an **automated milking parlour capable of milking 8 cows at a time**, which improves labour efficiency and reduces milking time. The unit is further equipped with automatic drinking systems to minimize water wastage and ensure constant access to clean water, as well as hay and fodder storage facilities to guarantee feed availability throughout the year. A generator-backed cold storage facility is also in place to preserve milk quality and support uninterrupted handling and storage, even during power outages.

Dairy Value Addition

Wambucha Ltd. has incorporated dairy value addition into its business model in order to enhance product diversification, improve profit margins, and reduce post-harvest losses associated with raw milk sales. The farm currently undertakes **yoghurt production** using cooling systems with a capacity of **1,200 litres**, supported by **pasteurization and homogenization equipment** to ensure product safety, quality, and consistency. This enables the company to process raw milk into a higher-value product that appeals to both retail and institutional markets.

The dairy value addition unit is further supported by **cold chain storage facilities**, which play a critical role in preserving product freshness, extending shelf life, and maintaining quality standards throughout storage and distribution. This infrastructure strengthens Wambucha Ltd's ability to serve markets that require reliable and hygienically handled dairy products.

As part of its growth strategy, Wambucha Ltd plans to expand its dairy processing operations into the production of **ghee and butter** through additional capital investment. These products represent attractive high-value dairy offerings with strong market demand, longer shelf life, and greater income potential. The expansion into broader dairy value addition will position the company to capture a larger share of the dairy market, increase revenues, and strengthen its competitiveness within Kenya's livestock and agribusiness sector.

Beef Production (Feedlot System)

Wambucha Ltd operates a commercial **feedlot-based beef production system** with a holding capacity of **100 bulls and heifers**, designed to maximize weight gain, improve animal condition, and generate strong returns within a relatively short production cycle. The enterprise focuses on hardy and productive breeds such as **Sahiwal and Zebu**, which are well suited to local conditions and commercial fattening systems.

Under this model, Wambucha Ltd purchases **young bulls at approximately 4 months of age** at an average cost of **USD 230 per animal**. The animals are then placed under a structured fattening program supported by quality feeds, proper housing, and close management until they reach desirable slaughter weight and market maturity. Once fattened, the bulls are sold at prices ranging from **USD 780 to USD 1,550 or more**, depending on their final weight, age, body condition, and market demand.

This feedlot model offers Wambucha Ltd. a **high-margin commercial beef production opportunity**, driven by value appreciation from controlled feeding and efficient finishing. It also enables the company to respond to strong and growing demand for quality beef in Kenya while maintaining a predictable and scalable production system. By integrating feed production and fattening within the farm, Wambucha Ltd is able to reduce production costs, improve profitability, and strengthen its position in the commercial livestock market.

Goat Section

Wambucha Ltd. operates a dedicated goat production unit with a capacity of **300 goats**, designed to support efficient breeding, rearing, and commercial sales. The section is well organized with **23 mature goat pens** for adult animals and **17 kids' pens** for young goats, allowing for proper segregation, health management, feeding, and growth monitoring at different stages of production.



The goat enterprise is an important component of Wambucha Ltd's diversified livestock model, providing multiple revenue streams and enhancing the farm's resilience. The goats are reared for **meat production**, which serves the growing market demand for goat meat in Kenya, particularly in urban centers, local butcheries, hotels, and special event markets. In addition, the unit has potential for **milk production**, targeting niche consumers who value goat milk for its nutritional and health benefits. The farm also generates income through the sale of **breeding stock**, supplying quality goats to farmers and livestock investors seeking to improve or expand their herds.

This multi-purpose goat production system enables Wambucha Ltd to maximize returns from a single livestock category while serving both commercial and niche market segments. By combining structured housing, proper herd management, and multiple market outlets, the goat section contributes meaningfully to the farm's overall profitability, product diversification, and long-term growth potential.

Pig Farming (Pork Production & Breeding)

Wambucha Ltd operates a well-structured pig farming unit designed for both **commercial pork production and breeding**, forming a key component of its integrated livestock model. The facility has a capacity of **500 pigs dedicated to meat production** and an additional **300 breeding porkers**, enabling continuous herd replenishment and scalable output.

The farm rears high-performing breeds including **Large White, Duroc, and Big Black**, selected for their superior growth rates, feed efficiency, and meat quality. Breeding operations are supported through **Artificial Insemination (AI)**, ensuring genetic improvement and productivity. Each mature sow produces an average of **10 piglets per breeding cycle**, providing a reliable and sustainable pipeline for both fattening and sale.

The pig unit is supported by purpose-built **pigsty housing**, designed to ensure proper hygiene, ventilation, and animal welfare, which are critical for disease control and optimal growth performance. In addition, the presence of an **on-site slaughterhouse** enhances operational efficiency by enabling controlled processing, reducing logistics costs, and maintaining product quality standards.

This integrated pig farming system allows Wambucha Ltd to supply both **live pigs and processed pork products** to key markets, including processors such as Farmers Choice Limited, local butcheries, and individual farmers. With strong and growing demand for pork in Kenya, this segment presents a **high-growth, high-margin opportunity**, further strengthened by the company's plans to expand into value-added products such as sausages, bacon, and premium pork cuts.

Market

Wambucha Ltd has established clear market channels for its pork production, ensuring both **consistent demand and diversified sales outlets**. The farm supplies pigs and pork products to reputable processors such as Farmers Choice Limited, as well as to **local butcheries and individual farmers**, who form a significant portion of Kenya's pork value chain. These markets provide reliable absorption of both live pigs and processed meat, supporting steady revenue generation and market penetration.

The growing demand for pork, particularly in urban and peri-urban areas, positions Wambucha Ltd to benefit from an expanding consumer base that increasingly prefers **quality, hygienically processed meat products**.

To further enhance profitability and capture higher margins, Wambucha Ltd. plans to expand into **value-added pork processing** upon capital injection. This includes the production of:

- **Sausages**
- **Bacon**
- **Premium (prime) pork cuts**

Value addition will enable the company to move up the value chain by transforming raw pork into **branded**, ready-to-consume products, thereby increasing shelf life, improving market appeal, and accessing premium retail and institutional markets such as supermarkets, hotels, and restaurants.

Poultry Section

Wambucha Ltd operates a comprehensive poultry unit designed to support both **meat and egg production**, as well as internal chick propagation. This integrated approach enhances productivity, reduces dependency on external suppliers, and supports scalable growth.

Broilers (Meat Production)

The broiler unit has a capacity of **800 birds per cycle**, focused on the production of high-quality poultry meat. The birds are reared under controlled conditions to ensure optimal growth rates, feed efficiency, and product quality.

The finished broilers are supplied to **local markets and institutional buyers**, including hotels, restaurants, schools, and retailers, ensuring steady demand and reliable revenue streams. The short production cycle of broilers enables **quick turnover and frequent cash flow generation**.

Layers (Egg Production)

Wambucha Ltd maintains a large-scale layer operation with a capacity of 9,000 birds, housed in an automated battery cage system. This system improves:

- **Feed efficiency**
- **Egg collection and hygiene**
- **Space utilization**
- **Overall productivity**



The layer unit provides a consistent daily supply of eggs to the Kenyan market, serving both retail consumers and institutional clients. This ensures stable and predictable income, given the continuous demand for eggs as an affordable protein source.

Hatchery & Brooding Unit

To support sustainability and expansion, Wambucha Ltd has invested in on-site hatchery and brooding facilities equipped with incubators of varying capacities:

- **3,000 eggs**
- **500 eggs**
- **300 eggs**

This enables internal chick production, reducing reliance on external hatcheries, lowering input costs, and ensuring timely availability of chicks for both broiler and layer operations. It also provides the flexibility to scale production in response to market demand.

Strategic Advantage

The integration of broiler production, layer farming, and hatchery operations positions Wambucha Ltd to:

- Achieve full poultry value chain control
- Maintain consistent supply and quality
- Improve cost efficiency and margins
- Scale operations efficiently based on market

4. WATER & IRRIGATION INFRASTRUCTURE

Wambucha Ltd has invested in a robust water and irrigation system to support uninterrupted farm operations, livestock productivity, and climate resilience. The farm is supplied through **boreholes and water reservoirs**, providing a reliable source of water for both animal use and crop production.

To strengthen water security, the farm has a **rainwater harvesting capacity of 200,000 litres**, complemented by an **elevated storage tank with a capacity of 100,000 litres**. In addition, the farm has **supplementary water tanks of 10,000 litres and 5,000 litres**, ensuring adequate storage and distribution across different sections of the enterprise.

This infrastructure is critical in supporting **daily livestock water consumption** across the dairy, beef, goat, pig, and poultry units, while also enabling **irrigation of fodder and feed crops during dry seasons**. As a result, Wambucha Ltd is able to maintain production continuity, reduce vulnerability to drought and seasonal water shortages, and sustain year-round feed availability.



5. WASTE MANAGEMENT & SUSTAINABILITY

Wambucha Ltd has incorporated waste management and sustainability measures into its farm operations to enhance environmental stewardship, improve resource efficiency, and create additional value from livestock by-products. The farm is equipped with a **20-foot manure pit**, which provides a structured system for collecting and managing organic waste generated from the dairy, beef, goat, pig, and poultry units.

This waste management system creates strong potential for the production of **organic fertilizer**, which can be utilized internally to improve soil fertility on feed and fodder fields, while also presenting an opportunity for sale to crop farmers as an additional revenue stream. In addition, the accumulated organic waste provides significant potential for **biogas production**, which can be harnessed as a sustainable energy source for farm operations, thereby reducing dependence on conventional energy and lowering operating costs.

By converting livestock waste into productive inputs such as fertilizer and renewable energy, Wambucha Ltd promotes a **circular and sustainable farming model**. This approach not only reduces environmental impact but also strengthens the farm's long-term efficiency, resilience, and attractiveness to investors and grant funding institutions that prioritize sustainable agriculture and climate-smart practices.

6. SUPPORTING INFRASTRUCTURE

Wambucha Ltd is supported by essential operational infrastructure that enhances efficiency, product handling, staff welfare, and direct market access. The farm includes a **feed manufacturing warehouse (silo section)**, which serves as the central point for feed processing and storage, ensuring orderly production and safeguarding feed quality. Additional **feed storage facilities** are available to support adequate stockholding and uninterrupted supply for the various livestock units.

The enterprise also has an **office block** that supports administrative, financial, and operational management functions, providing an organized environment for business coordination and record keeping. To support the workforce, Wambucha Ltd maintains **staff quarters with capacity to accommodate 15–20 employees**, enabling the farm to house key personnel on-site and ensure efficient day-to-day operations.

In addition, the farm operates a retail outlet through which it directly markets key products such as **milk, eggs, and yoghurt** to local consumers. This direct-to-customer channel improves market access, enhances brand visibility, and allows the company to capture higher margins through retail sales.

As part of its future expansion strategy, Wambucha Ltd plans to establish a **water purification plant** through additional capital investment. This initiative will further diversify the business, create a new revenue stream, and strengthen the company's role as an integrated agribusiness enterprise serving both agricultural and community needs.



7. PRODUCT PORTFOLIO SUMMARY

PRIMARY PRODUCTS

- Milk
- Beef
- Goat meat & milk
- Pork
- Poultry meat
- Eggs
- Honey

VALUE-ADDED PRODUCTS

- Yoghurt
- (Planned) Butter, Ghee, Cheese
- (Planned) Sausages, Bacon, Prime Cuts

SECONDARY PRODUCTS

- Malisho animal feeds
- Manure (organic fertilizer)

8. STRATEGIC POSITIONING

Wambucha Ltd is strategically positioned as a **fully integrated, multi-livestock agribusiness enterprise** operating across several complementary segments of the agricultural value chain. The company combines **feed production, livestock rearing, processing and value addition, and direct market access** within one coordinated business model. This integrated structure gives Wambucha Ltd. a strong competitive advantage by enabling greater operational control, improved efficiency, and stronger resilience compared to conventional livestock businesses that rely heavily on external suppliers and fragmented distribution systems.

At the production level, Wambucha Ltd cultivates its own feed and fodder crops and manufactures livestock feeds in-house, which significantly reduces dependence on external feed markets and helps stabilize one of the largest cost components in livestock farming. This not only lowers production costs but also ensures a reliable and consistent feed supply throughout the year, which is essential for maintaining healthy animals and uninterrupted output.

The company's multi-livestock model—spanning dairy, beef, goats, pigs, poultry, and apiary—further enhances its strategic strength by diversifying both production and revenue streams. This reduces exposure to risks associated with relying on a single product line and allows the company to serve multiple market segments simultaneously. Income generated from daily milk and egg sales provides regular cash flow, while beef, pork, poultry meat, goat sales, honey, and feed sales contribute additional revenue and strengthen the farm's financial sustainability.

Wambucha Ltd also integrates **processing and value addition** into its operations, particularly in dairy and pork, where products such as yoghurt are already being produced, with future expansion planned into butter, ghee, cheese, sausages, bacon, and prime cuts. This ability to move beyond raw product sales allows the company to capture higher-value market opportunities, improve profit margins, and respond to changing consumer preferences for processed, branded, and premium livestock products.

In addition, the company benefits from **direct market access** through a combination of Business-to-Government (B2G), Business-to-Business (B2B), and Business-to-Consumer (B2C) models. This diversified market approach enables Wambucha Ltd to supply government institutions, large processors, institutional buyers, local butcheries, retailers, and end consumers, thereby reducing overdependence on any single buyer category and improving market stability.

Overall, this integrated and market-driven structure positions Wambucha Ltd as a **high-efficiency, scalable, and commercially viable agribusiness**. It enables the company to **reduce production costs, increase profit margins, ensure consistent product supply, and build long-term competitiveness** in Kenya's growing livestock sector. This strategic positioning makes Wambucha Ltd a compelling candidate for **investment and grant support**, particularly for funders seeking sustainable, high-impact, and growth-oriented agricultural enterprises.



4. MARKET ANALYSIS & OPPORTUNITY

INDUSTRY OVERVIEW

The livestock sector is a cornerstone of Kenya's economy and plays a vital role in national development, food security, and rural livelihoods. It contributes approximately 12% to the national GDP and nearly 40% of the agricultural GDP, underscoring its significance within the agricultural value chain.

The sector supports over 50% of the agricultural workforce, providing employment and income to millions of Kenyans, particularly in rural areas. Additionally, more than 4.7 million households depend on livestock production for their livelihoods, making it a key driver of poverty reduction and economic inclusion.

Kenya also boasts a substantial livestock population, including over 15 million cattle, 28 million goats, and more than 38 million poultry, alongside a steadily growing pig and dairy sector. This large livestock base reflects both the scale of the industry and its potential for further commercialization and expansion.

2. DEMAND ANALYSIS (WAMBUCHA PRODUCTS)

A. MEAT (BEEF, GOAT, PORK, POULTRY)

Kenya's meat industry continues to experience strong and growing demand driven by population growth, urbanization, and rising incomes. The country produces over **550,000 metric tonnes of meat annually**, reflecting a steady increase in consumption across beef, goat, pork, and poultry segments. Despite this growth, Kenya still faces a **significant supply deficit estimated at over 300,000 metric tonnes**, indicating that local production remains insufficient to meet market demand.

Urban centers such as Nairobi and Mombasa account for approximately **75% of total meat consumption**, with particularly high demand for **beef, goat meat, pork products, and poultry**, especially among middle-income and institutional consumers (hotels, restaurants, and retailers). Kenya's pork and poultry subsectors present a strong and expanding market opportunity driven by rapid population growth, urbanization, and increasing demand for affordable protein sources.

Pork demand is estimated at approximately **30,000 – 40,000 metric tonnes annually**, positioning it as a **growing but underdeveloped market segment** with significant room for expansion. Rising consumer preference for processed pork products such as bacon and sausages, particularly in urban areas, continues to drive demand.



Poultry meat demand is even more substantial, exceeding **100,000 metric tonnes annually**, making it one of the most consumed and accessible sources of animal protein in Kenya. The sector benefits from short production cycles, high turnover, and strong demand across households, hotels, restaurants, and institutional buyers.

This persistent demand-supply gap presents a strong opportunity for large-scale, integrated producers like Wambucha Ltd to supply **consistent, high-quality beef, goat, pork, and poultry products**, positioning the company to capture a significant share of Kenya's growing meat market.

B. DAIRY (MILK & VALUE-ADDED PRODUCTS)

Kenya's dairy sector is one of the most developed and commercially viable segments within agriculture, producing approximately **5.76 billion litres of milk annually** and contributing about **17% of the agricultural GDP**. This highlights its critical role in both the economy and national food security.

Demand for milk and dairy products continues to rise steadily, driven by **population growth, increasing urbanization, and changing consumer preferences** toward processed and value-added products such as yoghurt, butter, and ghee. Urban consumers, in particular, are shifting toward **convenient, packaged, and higher-quality dairy products**, creating strong opportunities for value addition and premium pricing.

Despite strong production levels, the sector still faces **inefficiencies in supply, processing, and distribution**, resulting in periodic shortages and post-harvest losses. This creates a clear opportunity for large-scale, integrated producers like Wambucha Ltd to enhance efficiency, ensure consistent supply, and capitalize on the growing demand for both raw and processed dairy products.

C. EGGS (LAYER FARMING)

Egg consumption in Kenya is estimated at **approximately 9 billion eggs annually**, while production stands at only about **4 billion eggs**, resulting in a significant supply deficit of **5 billion eggs**. This gap highlights a major opportunity for large-scale layer farming to meet unmet demand and stabilize supply.

The egg market in Kenya presents a strong and reliable income stream within the livestock sector. Egg prices typically range between **KES 300–400 per tray**, offering attractive **profit margins of approximately 20–25%** under efficient production systems.

Demand for eggs continues to rise, driven by their position as an **affordable and accessible source of protein**, as well as increasing consumption in **urban and peri-urban areas** where population growth and changing dietary habits are accelerating demand.



This growing and consistent demand, combined with favorable pricing, makes layer farming a highly viable commercial venture. With a production capacity of **9,000-layer birds**, Wambucha Ltd is well-positioned to achieve **stable, daily cash flow**, while meeting the needs of both household consumers and institutional buyers such as hotels, schools, and retailers.

D. HONEY (APIARY)

Kenya's apiculture sector presents a significant growth opportunity, with **over 1 million apiaries** indicating an established yet still under-commercialized industry. Demand for honey continues to rise, driven by increasing consumer preference for **natural, organic, and health-enhancing products** used in food, medicinal, and cosmetic applications.

National demand for honey is estimated at **40,000–47,000 metric tonnes annually**, while production ranges between **19,000–25,000 metric tonnes**, resulting in a **substantial supply deficit**. This gap has positioned Kenya as a **net importer of honey**, highlighting the untapped potential for local producers to meet domestic and regional demand.

This imbalance, combined with growing health consciousness and demand for premium products, creates a strong opportunity for **high-quality, value-added honey production**. Wambucha Ltd, through its apiary operations, is well-positioned to tap into **high-margin niche markets**, including retail, health, and export segments, while contributing to closing the national supply gap.

E: MALISHO FEEDS – PRODUCT OVERVIEW

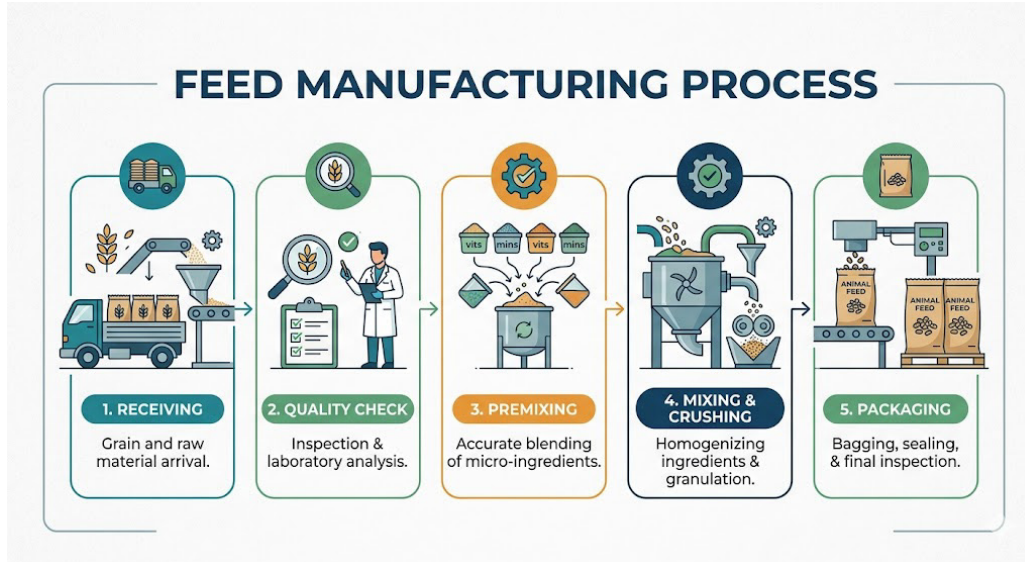
Wambucha Ltd produces **Malisho Feeds**, a high-quality, nutritionally balanced livestock feed brand developed to support optimal animal health, productivity, and farm profitability. As part of Wambucha's integrated agribusiness model, Malisho Feeds plays a critical role in ensuring **feed self-sufficiency**, reducing production costs, and enhancing overall livestock performance across all farm units.

PRODUCT DESCRIPTION

Malisho Feeds are scientifically formulated using a blend of **locally sourced and nutrient-rich ingredients**, including maize germ, canola meal, cotton seed cake, wheat bran, barley, pineapple by-products, limestone, livestock salt lick, and vitamin premixes. The feeds are designed to meet the **specific nutritional requirements** of different livestock categories, ensuring improved growth, productivity, and health outcomes.

PRODUCT DESCRIPTION

The feeds are manufactured through a structured and quality-controlled process:
Receiving → Quality Check → Premixing → Mixing & Crushing → Packaging



A key differentiator of Malisho Feeds is the use of **Anaerobic Fermentation Technology**, which enhances:

- **Nutrient concentration**
- **Digestibility of feed**
- **Palatability (improved feed intake)**
- **Animal productivity, including increased milk yield and faster weight**

This technology ensures that animals derive maximum value from the feed, resulting in better performance and improved returns for farmers.

PRODUCT LINES

Wambucha Ltd currently offers two main Malisho feed variants:

1. MALISHO FATTENING FEED

- Designed for beef cattle, pigs, and other livestock under fattening programs
- Promotes **rapid weight gain** and improved body condition
- Enhances feed conversion efficiency, reducing time to market



2. MALISHO DAIRY FEED

- Formulated for lactating dairy animals
- Improves milk production and quality
- Supports regular reproductive cycles and overall animal health
- Enhances body condition and longevity of dairy cows

PRODUCTION CAPACITY & PRICING

Malisho Feeds are produced using modern machinery, including a **Korean mixer with a capacity of approximately 6 tonnes per batch**, ensuring consistent large-scale output. The feeds are competitively priced at approximately **USD 8.14 per 30kg bag**, offering an affordable yet high-performance feeding solution.

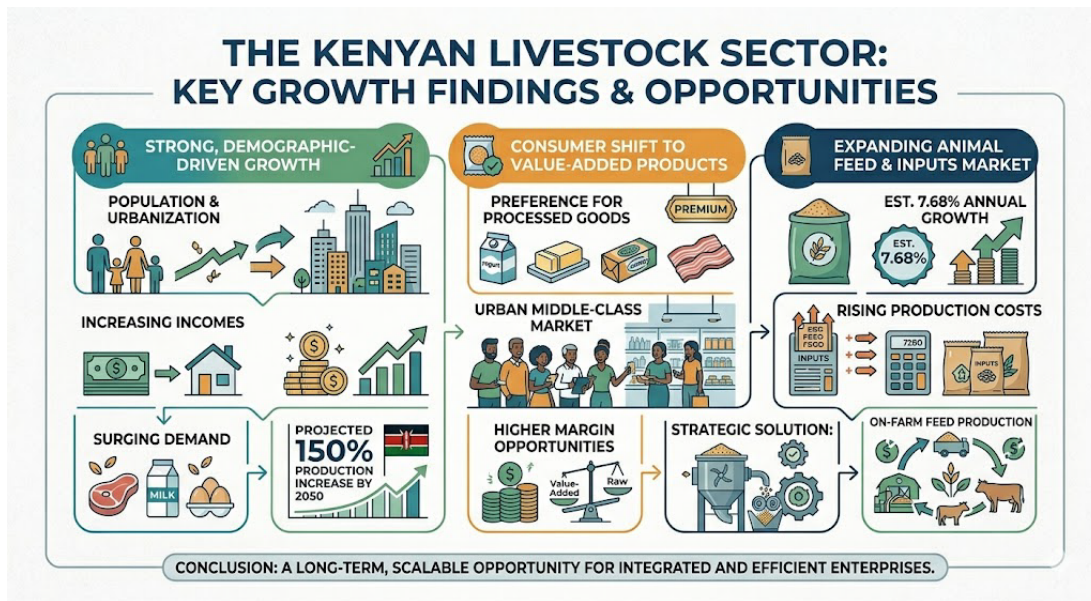
3. MARKET TRENDS

The Kenyan livestock sector is experiencing strong and sustained growth, driven by key demographic and economic factors. Demand for livestock products including meat, milk, and eggs is steadily increasing due to **population growth, rapid urbanization, and rising household incomes**. This trend is expected to continue, with overall livestock demand projected to grow significantly, with production anticipated to increase by approximately **150% by 2050**. This creates a substantial long-term opportunity for scalable and efficient livestock enterprises.

In parallel, there is a notable **shift toward value addition**, with consumers increasingly preferring processed and higher-quality products. Demand is rising for **premium offerings such as bacon, prime meat cuts, yoghurt, butter, and ghee**, particularly in urban markets and among middle-income consumers. This shift supports higher margins and enhances competitiveness for producers with processing capabilities.

Additionally, the **animal feed and inputs market is expanding**, growing at an estimated **7.68% annually**. This reflects the broader growth of the livestock industry but also highlights rising production costs, reinforcing the importance of integrated models with on-farm feed production to improve efficiency and profitability.





4. MARKET ACCESS & BUSINESS MODELS

Wambucha Ltd adopts a multi-channel market approach through **B2G (Business-to-Government)**, **B2B (Business-to-Business)**, and **B2C (Business-to-Consumer)** models to ensure diversified revenue streams, market stability, and scalable growth.

1. BUSINESS-TO-GOVERNMENT (B2G)

Wambucha Ltd supplies livestock and dairy products directly to government institutions and parastatals. This includes the sale of **bulls and pigs for meat processing** to entities such as the Kenya Meat Commission, as well as **milk supply** to processors like New Kenya Cooperative Creameries.

VALUE PROPOSITION:

- Bulk purchasing agreements
- Reliable and consistent demand
- Enhanced credibility and institutional partnerships

2. BUSINESS-TO-BUSINESS (B2B)

Under this model, Wambucha Ltd supplies livestock and dairy products to private sector processors and institutional buyers. This includes:

- Sale of milk to large dairy processors such as Brookside Dairy, Sameer Agriculture & Livestock Limited, and Githunguri Dairy Farmers Co-operative Society.
- Supply of livestock and meat products to hotels, supermarkets, schools, hospitals, and restaurants across Kenya

VALUE PROPOSITION:

- Long-term supply contracts
- Bulk sales with predictable cash flows
- Access to large and growing institutional markets



3. BUSINESS-TO-CONSUMER (B2C)

Wambucha Ltd directly serves end consumers by supplying:

- **Fresh meat and prime cuts**
- **Milk and value-added dairy products (yoghurt, butter, ghee)**

These products are sold through local distribution channels, enabling the company to build a strong brand presence and customer loyalty within surrounding communities and urban markets.

VALUE PROPOSITION:

- **Higher margins through direct sales**
- **Brand development and customer engagement**
- **Flexibility in pricing and product offerings**

4. LIVESTOCK FEED SALES (ADDITIONAL REVENUE STREAM)

Wambucha Ltd also produces and sells high-quality livestock feeds to farmers. These feeds are manufactured using the company's own agricultural inputs and supplied to:

- **Smallholder farmers**
- **Commercial livestock producers**

VALUE PROPOSITION:

- **Diversified income stream**
- **Strengthens relationships within the farming ecosystem**
- **Positions Wambucha as a full value-chain agribusiness**

STRATEGIC ADVANTAGE

This diversified market approach allows Wambucha Ltd to:

- **Reduce reliance on a single market segment**
- **Maintain consistent revenue flow across multiple channels**
- **Capture both bulk institutional demand and high-margin retail markets**
- **Strengthen resilience against market fluctuations**

5. GO-TO-MARKET STRATEGY

Wambucha Ltd will implement a diversified market strategy focused on customer acquisition, customer retention, competitive pricing, strong branding, and strategic partnerships. The objective is to build a reliable customer base across government, institutional, commercial, retail, and farmer markets while maximizing profitability and ensuring long-term growth.

1. CUSTOMER ACQUISITION STRATEGY

Wambucha Ltd will use a multi-segment market penetration approach targeting **B2G, B2B, B2C, and farmer-based markets**. Through the **Business-to-Government (B2G)** model, the company will target government buyers and institutions through livestock supply, milk supply, and participation in public procurement opportunities and government-supported agricultural programs.

Through the **Business-to-Business (B2B)** model, Wambucha will supply dairy processors, meat processors, hotels, restaurants, supermarkets, schools, and hospitals. These customers require consistent supply, quality assurance, and bulk purchasing capacity, making them ideal partners for long-term supply agreements.

The **Business-to-Consumer (B2C)** model will allow Wambucha to sell directly to local consumers through its retail outlet and direct distribution channels. Products such as milk, eggs, yoghurt, meat, and honey will be supplied directly to households and local communities, enabling the company to build brand loyalty and capture better margins.

In addition, Wambucha Ltd will expand its farmer network by selling Malisho feeds and breeding stock to smallholder and commercial livestock farmers. The company will also provide basic technical support and advisory services to feed customers, strengthening customer trust and positioning Wambucha as a reliable agribusiness partner.

2. INSTITUTIONAL PARTNERSHIPS AND CONTRACTS

Wambucha Ltd will actively pursue long-term supply agreements with dairy processors, meat processors, hotels, supermarkets, schools, hospitals, and other institutional buyers. These partnerships will provide predictable revenue, reduce market uncertainty, and support efficient production planning.

The company will also participate in government tenders and supply programs where opportunities exist for livestock, milk, meat, eggs, and other agricultural products. This will strengthen Wambucha's institutional credibility and open access to bulk markets.

3. CUSTOMER RETENTION STRATEGY

Wambucha Ltd will retain customers by maintaining consistent product quality, reliable supply, and strong relationship management. The company's integrated production model will support year-round availability of key products such as milk, eggs, meat, yoghurt, honey, and animal feeds.



For key institutional and bulk customers, Wambucha will maintain dedicated relationship management, flexible delivery arrangements, and bulk order handling. For feed customers, after-sales engagement and advisory support will be used to encourage repeat purchases and improve customer satisfaction.

The company will also retain customers through value addition and product differentiation. Products such as yoghurt, bacon, prime cuts, butter, ghee, honey, and branded feeds will allow Wambucha to serve different customer segments and create stronger customer loyalty.

4. PRICING STRATEGY

Wambucha Ltd will adopt a pricing strategy that combines **competitive pricing, value-based pricing, bulk pricing, and cost leadership.**

For mass-market products such as eggs, milk, and poultry, the company will benchmark prices against prevailing market rates to remain affordable and competitive. For premium and value-added products such as yoghurt, bacon, prime cuts, honey, butter, and ghee, Wambucha will apply value-based pricing to reflect quality, processing, packaging, and convenience.

For institutional buyers, government contracts, and large distributors, the company will offer bulk and contract pricing to encourage high-volume purchases and long-term supply relationships. Wambucha's in-house feed production and integrated farming system will also provide a cost leadership advantage by lowering production costs and supporting competitive

5. PROMOTION AND BRANDING STRATEGY

Wambucha Ltd will position itself as a **trusted provider of high-quality, safe, and sustainably produced livestock products.** This positioning will emphasize quality, hygiene, reliability, sustainability, and value addition.

The company will use digital marketing platforms such as **Facebook, Instagram, and WhatsApp Business** to create product awareness, engage customers, promote offers, and receive feedback. Local market activation will also be pursued through farm visits, product demonstrations, community engagement activities, and participation in agricultural shows and exhibitions.

Strategic partnerships with retail outlets, distributors, agro-dealers, butcheries, supermarkets, and institutional buyers will be used to expand market reach. Wambucha will also invest in attractive and hygienic product branding and packaging for yoghurt, honey, meat products, and other value-added products to improve customer confidence and strengthen market visibility.



6. COMPETITIVE ADVANTAGE IN MARKETING

Wambucha's marketing strategy is strengthened by its integrated production system, diversified product portfolio, and ability to serve both bulk and retail markets. The company's in-house feed production lowers costs, while its multiple product lines reduce dependence on one revenue stream.

By offering milk, eggs, meat, yoghurt, honey, livestock feeds, and future value-added products from one enterprise, Wambucha Ltd is positioned as a reliable and convenient supplier for consumers, institutions, processors, and farmers. Its ability to maintain consistent quality and supply gives the company a strong advantage in Kenya's growing livestock market

6. RISK ANALYSIS & MITIGATION PLAN

Wambucha Ltd recognizes that livestock farming involves a range of operational, financial, environmental, and market risks. The company has developed a proactive risk management framework to identify potential risks, assess their likelihood, and implement effective mitigation strategies to ensure business continuity and sustainability.

1. KEY RISKS, LIKELIHOOD & MITIGATION MEASURES

RISK CATEGORY	RISK DESCRIPTION	LIKELIHOOD	IMPACT	MITIGATION MEASURES
DISEASE OUTBREAKS	Livestock diseases (e.g., Foot & Mouth, Avian Flu, African Swine Fever) affecting productivity and mortality	Medium	Medium	Regular vaccination programs, strict biosecurity measures, quarantine systems, veterinary supervision, hygiene protocols
FEED COST FLUCTUATIONS	Rising costs of feed inputs affecting profitability	Medium	Medium	In-house feed production (Malisho Feeds), bulk purchasing, feed storage, diversification of feed source
CLIMATE CHANGE & DROUGHT	Water shortages and reduced fodder production	Medium	High	Boreholes, water reservoirs, irrigation systems, fodder storage (silage/hay), drought-resistant crops
MARKET PRICE VOLATILITY	Fluctuation in prices of milk, meat,	Medium	Medium	Diversified revenue streams, value addition (yoghurt, bacon, etc.), long-term contracts with buyers
OPERATIONAL RISKS	Equipment breakdown, poor	Medium	Medium	Preventive maintenance schedules, staff training, supervision by foreman & HODs, backup systems (generators)
FINANCIAL RISKS	Cash flow constraints, delayed payments from buyers	Medium	Medium	Strong cash flow management, diversified markets (B2G, B2B, B2C), working capital allocation, credit control policies
SUPPLY CHAIN DISRUPTIONS	Disruptions in inputs or	Low	Medium	Multiple suppliers, local sourcing, own transport/logistics planning
REGULATORY & COMPLIANCE RISKS	Changes in government policies,	Low	Medium	Compliance with Kenyan agricultural and food safety standards, regular audits, engagement with regulatory bodies
THEFT & SECURITY RISKS	Loss of livestock, equipment, or	Medium	Medium	Perimeter wall, on-site staff housing, security personnel, surveillance systems
COMPETITION	Increased competition from other	Medium	Medium	Product differentiation, value addition, strong branding, quality assurance
TECHNOLOGY & SYSTEM RISKS	Failure of automated systems	Low	Medium	Backup systems, manual overrides, IT support, regular system maintenance
REPUTATION RISK	Poor product quality or failure to	Low	High	Quality control systems, customer relationship management, consistent supply and standards

2. RISK MANAGEMENT STRATEGY

Wambucha Ltd adopts a preventive and responsive risk management approach, which includes:

- **Diversification Strategy:** Multiple livestock streams (dairy, poultry, pigs, goats, beef, feeds) reduce reliance on a single income source
- **Vertical Integration:** In-house feed production reduces exposure to external supply shocks
- **Infrastructure Investment:** Water systems, storage, and backup power ensure operational continuity
- **Strong Management Oversight:** Experienced leadership team ensures proper monitoring and decision-making
- **Market Diversification:** B2G, B2B, and B2C models reduce dependence on one customer segment

3. RISK RESILIENCE STRENGTH

Wambucha Ltd's integrated model significantly reduces overall business risk through:

- **Cost control (feed production, infrastructure)**
- **Stable cash flow (milk, eggs daily revenue)**
- **Value addition (higher margins, reduced price sensitivity)**
- **Scalability (ability to expand with demand)**

7. MANAGEMENT & ORGANIZATIONAL STRUCTURE – WAMBUCHA LTD

Wambucha Ltd is led by a competent, multidisciplinary management team with strong experience across agribusiness, finance, operations, technology, and market development. The leadership structure is designed to support efficient decision-making, operational excellence, and scalable growth, aligned with the company's integrated livestock model.

1. LEADERSHIP TEAM



NANA

**CHIEF EXECUTIVE OFFICER
(C.E.O)** (8+ YEARS EXPERIENCE)

The CEO provides overall strategic direction and leadership for Wambucha Ltd. Nana is responsible for:

- Setting the company's vision, growth strategy, and expansion plans
- Driving partnerships, investor relations, and funding opportunities
- Ensuring alignment across all departments and business units

Leadership Strengths:

- Strategic thinking and vision execution
- Strong stakeholder engagement and negotiation skills
- Ability to drive growth and organizational performance



ERIC

**CHIEF FINANCIAL OFFICER
(C.F.O)** (6+ YEARS EXPERIENCE)

The CFO oversees all financial operations, ensuring financial sustainability, accountability, and growth readiness. Responsibilities include

- Financial planning, budgeting, and forecasting
- Cost control and profitability management
- Financial reporting and compliance
- Investment analysis and funding structuring

Leadership Strengths:

- Strong financial management and analytical skills
- Risk management and cost optimization
- Investor-focused financial strategy



WAMBUI

**CHIEF OPERATIONS OFFICER
(C.O.O)** (10+ YEARS EXPERIENCE)

The COO is responsible for day-to-day farm operations and productivity across all units. Duties include:

- Overseeing livestock production (dairy, poultry, pigs, goats, beef)
- Managing feed production and processing units
- Ensuring operational efficiency and quality standards

Leadership Strengths:

- Deep operational expertise in livestock systems
- Process optimization and productivity improvement
- Strong team leadership and coordination



LEADERSHIP TEAM (CON'TD)**NDONGA**
HEAD OF IT

(4+ YEARS EXPERIENCE)

The IT Head supports the farm's technology systems and digital transformation. Responsibilities include:

- Managing farm management systems and data tracking
- Supporting automation (milking, feed systems, monitoring)
- Ensuring data security and operational reporting

Leadership Strengths:

- Systems thinking and process automation
- Data-driven decision support
- Technology integration for efficiency

**MARY**
SALES MANAGER

(6+ YEARS EXPERIENCE)

The Sales Manager leads revenue generation and market expansion efforts. Key roles:

- Managing B2B, B2G, and B2C sales channels
- Securing contracts with institutional buyers
- Managing customer relationships and distribution

Leadership Strengths:

- Strong negotiation and client relationship management
- Market expansion and revenue growth
- Customer-focused sales strategies

**ESTHER**
MARKETING MANAGER

(5+ YEARS EXPERIENCE)

The Marketing Manager is responsible for brand development and market positioning. Duties include:

- Designing and implementing marketing campaigns
- Managing digital platforms and brand visibility
- Promoting value-added products and market awareness

Leadership Strengths:

- Brand building and communication strategy
- Customer engagement and market insights
- Creative promotion and product positioning



LEADERSHIP TEAM (CON'TD)



BRIAN
FARM FOREMAN
(5+ YEARS EXPERIENCE)

The Foreman oversees daily farm activities and workforce coordination. Responsibilities include:

- Supervising farm workers across all sections
- Ensuring adherence to production schedules
- Monitoring livestock health and farm operations

Leadership Strengths:

- Practical farm management expertise
- Strong supervision and coordination skills
- Problem-solving in operational environments



**HEADS OF DEPARTMENTS
(HODS) - LIVESTOCK UNITS**

Each livestock unit (Pigs, Poultry, Dairy, Goats, Bulls/Beef) is managed by a dedicated Head of Department (HOD) responsible for:

- Section-specific production targets
- Animal health and welfare
- Feed management and productivity

Leadership Strengths:

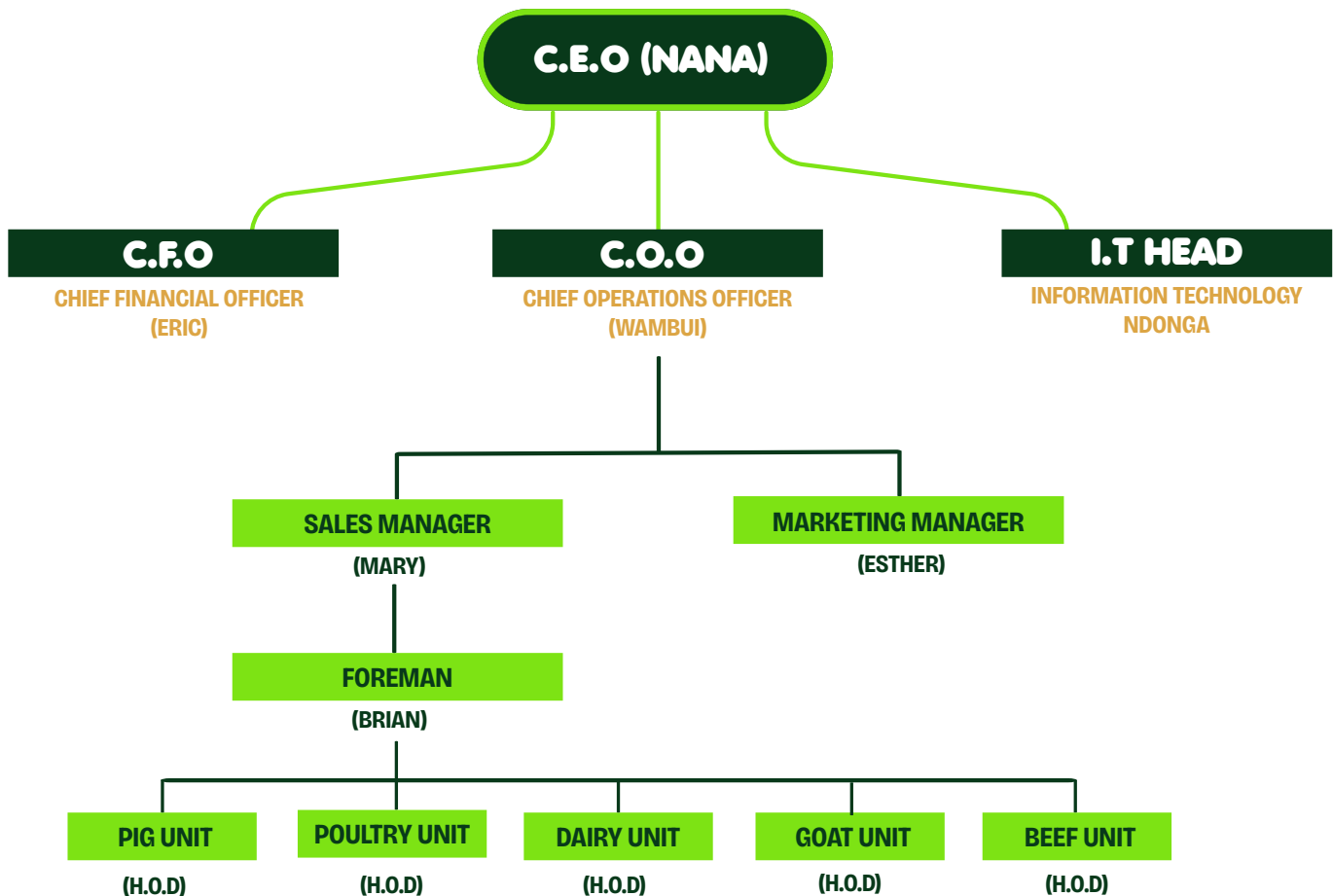
- Specialized livestock expertise
- Performance management and accountability
- Operational discipline within each unit

2. ORGANIZATIONAL STRUCTURE OVERVIEW

Wambucha Ltd operates a functional organizational structure with clear reporting lines to ensure efficiency, accountability, and scalability.

- **Strategic leadership is driven by the CEO**
- **Financial oversight is managed by the CFO**
- **Operational execution is led by the COO**
- **Sales, marketing, and technology functions support growth and efficiency**
- **Farm-level execution is managed by the Foreman and HODs**

3. ORGANOGRAM (ORGANIZATIONAL CHART)



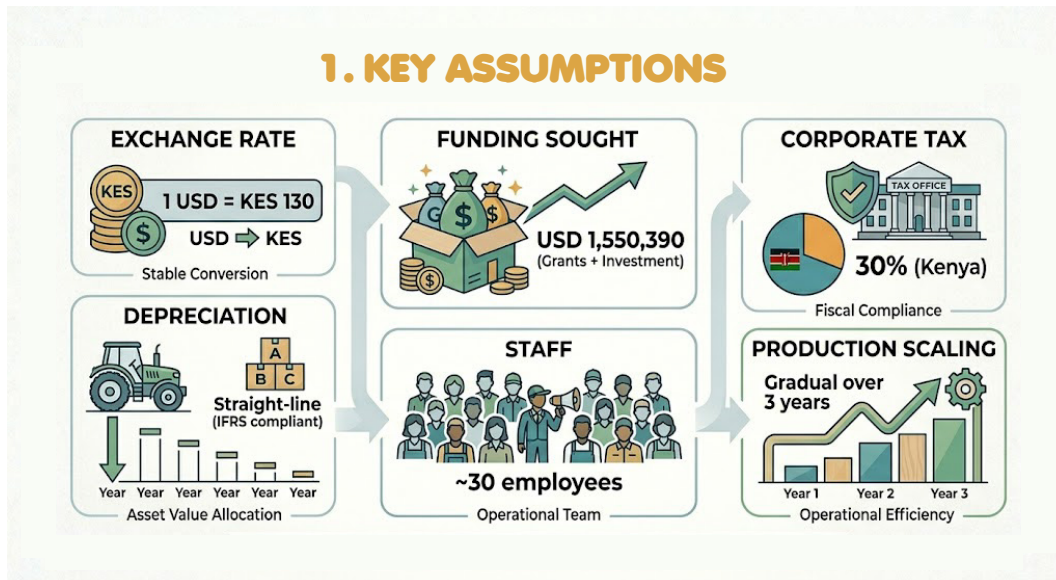
4. ORGANIZATIONAL STRENGTH

Wambucha Ltd's structure ensure

- **Clear roles and accountability across all functions**
- **Efficient coordination between production, finance, and market functions**
- **Strong leadership oversight with operational specialization**
- **Scalability, allowing expansion without disrupting operations**



8. FINANCIAL PLAN – WAMBUCHA LTD



2. CAPITAL EXPENDITURE (PPE SCHEDULE)

PROPERTY, PLANT & EQUIPMENT (PPE TABLE)

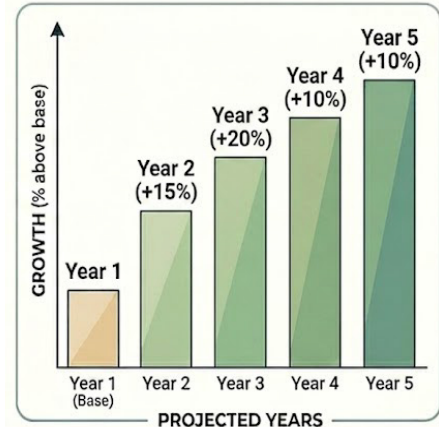
ASSET	VALUE (USD)	VALUE (USD)	USEFUL LIFE (YEARS)	ANNUAL DEPRECIATION (USD)
LAND (27.5 ACRES)	63,800,000	490,769	N/A	-
LAND (2.5 ACRES)	17,500,000	134,615	N/A	-
MAIN GODOWN (SILO)	10,000,000	76,923	20	3,846
PIG STY	30,000,000	230,769	15	15,385
COW SHED	1,500,000	11,538	10	1,154
DAIRY UNIT	15,000,000	115,385	10	11,538
CHICKEN PEN (9,000 CAPACITY)	20,000,000	153,846	10	15,385
SERVANTS QUARTERS	12,000,000	92,308	20	4,615
UNDERGROUND WATER TANK	8,000,000	61,538	15	4,103
BIOGAS PLANT	600,000	4,615	10	462
PERIMETER WALL	2,000,000	15,385	20	769
GENERATORS (2 KVA)	2,500,000	19,231	5	3,846
TRACTORS (2 NEW HOLLAND)	12,000,000	92,308	8	11,538
FEED MACHINERY (MIXERS, CRUSHER, CHOPPER)	8,000,000	61,538	8	7,692
INCUBATORS	2,000,000	15,385	5	3,077
YOGHURT PROCESSING EQUIPMENT	5,000,000	38,462	8	4,808

TOTAL PPE VALUE: USD \$1,614,615 | ANNUAL DEPRECIATION: USD \$88,218

3. REVENUE PROJECTIONS (ANNUAL)

YEAR 1 (BASE YEAR)

REVENUE STREAM	ANNUAL REVENUE (USD)	GROWTH ASSUMPTIONS
MILK SALES (4,500L/DAY)	730,000	
YOGHURT & DAIRY PRODUCTS	120,000	
BEEF (FEEDLOT)	150,000	
GOAT SALES	60,000	
PORK SALES	200,000	
POULTRY MEAT (BROILERS)	80,000	
EGG SALES (9,000 BIRDS)	400,000	
HONEY	8,000	
MALISHO FEEDS SALES	180,000	



TOTAL REVENUE YEAR 1: USD \$1,928,000

4. OPERATING EXPENSES (ANNUAL)

REVENUE STREAM	ANNUAL REVENUE (USD)
SALARIES (30 STAFF)	180,000
ANIMAL FEEDS (INTERNAL + EXTERNAL)	500,000
VETERINARY SERVICES	40,000
UTILITIES (WATER, ELECTRICITY)	30,000
GENERATOR FUEL	20,000
MAINTENANCE & REPAIRS	35,000
TRANSPORT & DISTRIBUTION	50,000
MARKETING & SALES	25,000
BANK CHARGES & ADMIN	15,000
MISCELLANEOUS	20,000

TOTAL OPERATING EXPENSES: USD \$915,000

5. PROJECTED INCOME STATEMENT

YEAR 1

FINANCIAL ITEMS	AMOUNTS (USD)
REVENUE	1,928,000
COST OF PRODUCTION (FEEDS)	500,000
GROSS PROFIT	1,428,000
OPERATING EXPENSES	415,000
EBITDA	1,013,000
DEPRECIATION	88,218
EBIT	924,782
TAX (30%)	277,435
NET PROFIT	647,347

YEAR 2-5 INCOME STATEMENT SUMMARY

YEAR	REVENUE	AMOUNTS (USD)
YEAR 1	1.93M	647,000
YEAR 2	2.2M	750,000
YEAR 3	2.66	950,000
YEAR 4	2.92M	1.05M
YEAR 5	3.21M	1.18M

6. CASH FLOW STATEMENT (YEAR 1)

ITEM	AMOUNTS (USD)
NET PROFIT	647,347
ADD DEPRECIATION	88,218
OPERATING CASH FLOW	735,565
CAPEX (INITIAL)	1,614,615
FUNDING (GRANT/INVESTMENT)	1,500,390
NET CASH POSITION	671,340

7. STATEMENT OF FINANCIAL POSITION (BALANCE SHEET YEAR 1)

ASSETS	AMOUNTS (USD)
PPE	1,614,615
INVENTORY (LIVESTOCK FEED)	300,000
CASH	671,340
TOTAL ASSETS	2,585,955

EQUITY & LIABILITIES	AMOUNTS (USD)
EQUITY (OWNER + GRANTS)	2,200,00
RETAINED EARNINGS	647,347
LIABILITIES	261,392
TOTAL	2,585,955

8. STATEMENT OF CHANGES IN EQUITY

ITEM	AMOUNTS (USD)
OPENING EQUITY	1,550,390
RETAINED EARNINGS	647,347
CLOSING EQUITY	2,197,737

9. INVESTMENT UTILIZATION PLAN

USE OF FUNDS	AMOUNTS (USD)
INFRASTRUCTURE COMPLETION	500,000
EQUIPMENT & MACHINERY	250,000
LIVESTOCK EXPANSION	200,000
WORKING CAPITAL	250,000
VALUE ADDITION	200,000
WATER & SUSTAINABILITY SYSTEMS	100,000
MARKET DEVELOPMENT	50,390



9. FUNDING REQUEST & UTILIZATION PLAN

OUR ASK:

Wambucha Ltd is seeking a total of **USD 1,550,390** in blended financing (grants and/or impact investment) to scale its integrated livestock operations, strengthen value addition, and expand market reach. This funding will accelerate the company's transition into a fully commercial, high-efficiency agribusiness capable of meeting growing demand for livestock products in Kenya while delivering strong financial and social returns.

PURPOSE OF FUNDING:

The requested capital will be used to:

- **Expand livestock production capacity across dairy, poultry, pigs, goats, and beef**
- **Strengthen feed manufacturing (Malisho Feeds) and ensure year-round feed security**
- **Invest in value addition facilities for dairy and meat processing**
- **Improve storage, cold chain, and distribution systems**
- **Enhance operational efficiency through mechanization and technology**
- **Provide adequate working capital to support scaling and market expansion**

DETAILED USE OF FUNDS:

INVESTMENT CATEGORIES	AMOUNT (USD)	DESCRIPTIONS
INFRASTRUCTURE DEVELOPMENT & UPGRADES	500,000	Expansion and improvement of livestock housing (dairy sheds, pigsty, poultry units), storage facilities, and farm structures to support increased production capacity
MACHINERY & EQUIPMENT	250,000	Acquisition and upgrade of feed processing machinery, incubators, dairy processing equipment (yoghurt systems), generators, and mechanized tools to improve efficiency
LIVESTOCK EXPANSION & BREEDING PROGRAMS	200,000	Purchase of high-quality breeding stock (dairy cows, pigs, goats, poultry) and scaling of AI programs to improve productivity and herd quality
VALUE ADDITION (DAIRY & MEAT PROCESSING)	200,000	Investment in processing lines for yoghurt, butter, ghee, sausages, bacon, and prime cuts to increase margins and access premium markets
WORKING CAPITAL	250,000	Support for operational expenses including feed inputs, veterinary services, labor, logistics, and inventory during scaling phase
WATER, IRRIGATION & SUSTAINABILITY SYSTEMS	100,000	Expansion of water storage, irrigation systems, and biogas utilization to ensure sustainability and climate resilience
MARKET DEVELOPMENT & DISTRIBUTION	50,390	Branding, packaging, marketing, and distribution network expansion to improve market penetration and product visibility

EXPECTED OUTCOMES FROM INVESTMENT

The funding will enable Wambucha Ltd to achieve:

OPERATIONAL GROWTH

- Increase livestock production capacity across all units
- Improve feed efficiency and reduce production costs
- Expand processing and value addition capabilities

FINANCIAL IMPACT

- Revenue growth from ~USD 1.9M to over USD 3M within 3–5 years
- Increased profit margins through value-added products
- Strong positive cash flows and scalable business model
- Market Impact

MARKET IMPACT

- Consistent supply of milk, meat, eggs, and feeds to Kenyan markets
- Expansion into premium and institutional markets
- Strengthened distribution channels

SOCIAL & ENVIRONMENTAL IMPACT

- Job creation (30+ direct jobs, additional indirect employment)
- Improved food security and access to affordable protein
- Support to smallholder farmers through feed supply and breeding stock
- Adoption of sustainable practices (biogas, manure utilization, water efficiency)

4. INVESTMENT PROPOSITION

Wambucha Ltd offers a compelling opportunity for funders seeking:

- Scalable agribusiness with strong revenue streams
- Integrated model with cost advantages (feed + production + processing)
- High-impact investment aligned with food security and rural development goals
- Clear pathway to profitability and expansion



CURRENT FARM PHOTOS







