

# Best Shared Value Business Idea



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**EXPANDING PRODUCTION CAPACITY TO AROUND 2 TONNES A DAY  
OF BEST QUALITY FRUITS WITH LONGER SHELF LIVES THROUGH  
SOLAR IRRIGATION, GRAFTING, INTERCROPPING AND FARM  
EXPANSION.**

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Business Name: Kashari Farm  
Country Of Origin: Uganda, East Africa

# ***INTRODUCTION***

- Francis' Kashari Farm is a sole and limited enterprise/farm dealing in medium scale production of fruits, and vegetables for Local consumption. Business is on 10 acres, but has room for expansion up to 50 acres.
- We are now at **GROWTH STAGE producing 1 tonne of fruits per week.**
- After thoroughly doing market analysis, our management realized that the biggest problem in Uganda and East Africa as a whole is lack of reliable supply chain.
- *Our business fits in the industry of Agriculture.* Market for fruits like Ovacados, Mangoes, Oranges and Grapes is not the biggest problem, instead their quality and ability of producers to supply the customers at all times.

***“My company came up with an idea of expanding our production capacity to around 2 tonnes a day of best quality fruits with longer shelf lives through Solar irrigation, Grafting, Intercropping and farm expansion”.***

Our business idea is about having the most desired fruit produce in East Africa, and a reliable unseasoned production, all year round.

# Cont'd

- *Currently we employ 50 people who run the whole of the horticulture farm and we have managed to achieve this in only 3 years.*
- *Our progress is good and we look forward to being the largest producers of fruits and vegetables in East Africa.*
- *Our customers are local factories like Kazire Health Products Limited, Britania factories, supermarkets and local consumers*
- Even After the government has supported industrialization especially in the agriculture sector, the supply of raw materials ( agricultural products remains low) because of :
  - a) **Lack of enough capital to scale up and boost production**
  - b) **Poor quality of fruit species**
  - c) **Inappropriate market strategies**
  - d) **effects of climate changes and seasonal uncertainties.**
- The above challenges affect our production is limited almost all the above mentioned factors.

# Our Goals, in line with SDGs

GOAL	EXPLANATION
1. No poverty	Over 200 households will be earning a living through employment as soon as the idea starts to effect.
2. Gender Equality	Our idea is not gender selective, it covers 50% male 50% female since the work is not selective to who can do what.
3. Climate Action,	We employ the planting of fruit trees and solar power, all of which improve our climate.
4. Decent work and economic growth.	All the employees of the farm will definitely develop and have good working conditions. Fetching irrigation water in jerricans for long distances will reduce.
No hunger.	Our business produces ready to eat products. As a norm our employees and their families always get weekly take home packages as an incentive
Quality education	It means once implemented, we will be able to offer education internships and research to students

# GOALS CONTINUED

GOAL	EXPLANATION
Affordable and clean energy	Through utilization of solar energy
Partnerships to Achieve goals	Call it saving the best for the last, our idea calls for partnerships and exchange of ideas. This going to be an amazing experience spreading the gospel of fruit production.

# DOES THE IDEA SOLVE WIDESPREAD UNEMPLOYMENT IN AFRICA?

## YES

*Our idea has an immediate solution to this widespread unemployment. Business expansion calls for increased demand for manpower to work in the gardens.*

*Our idea will absorb both Males and females, those with formal and informal education and the youths into **our labor-force, thus will directly boost our human resource from 50 to 200 only in the first year.***

*In addition, the **employees in the agro-processing industry** shall also benefit due to improved and reliable supply.*

# HOW OUR SOLUTION SOLVES THE AFRICAN CUSTOMER NEEDS, IN THIS ENVIRONMENT.

- What is the need????

*“An African customer’s problem is having a reliable supplier and getting quality produce of international level on local market, and at a fair price”.*

*Yeah, our solution best solves this!!!*

- *Our idea reduces production costs, guarantees production and quality produce, all of which will allow us to meet our customers’ demands at very affordable prices.*
- *Our African environment is still low in technology and therefore preservation of newly imported fruits and vegetables may be hard, so our idea focusses on first grafting the locally well adapted species, with better quality but less adapted exotic seedlings so that we can reap big from the hybrids.*



# Our Marketing strategy

Our marketing strategy is through

1. social media, website
  2. use of marketing officers and
  3. Television and radio adverts.
- In the field of horticulture, our business still has a competitive advantage because we are very few farmers who invested in this line of business. We hope to even beat our competitors the more if we boost our harvests and win bigger contracts.
  - One of the easiest means of penetrating the market and acquiring loads of customers is to sell our fruits at competitive prices hence we will do all we can to ensure that the prices of our fruits and vegetables are going to be what other commercial farmers would look towards beating.
  - **Our competitive advantage lies in the power of our team;** our workforce. We have a team of hardworking and highly proficient farmers and scientists, a team with excellent qualifications and experience in various niche areas in the fruit farming industry.

# Operations & Management

- Our company looks forward to delivering to our very best to meet our customer needs in the most professional, affordable yet profitable way possible.



# Other daily expenses

- Petrol for the generator pump \$50 per week
- Communication, internet, airtime Euro 20 per week
- Water usage Euro 32 per week

# ***FORECASTS, VISION AND FULL CONTROL ON THE BUSINESS CASH FLOW***

- Our Vision is **to become one of the leading fruit farms not just in Uganda but also on the global stage.**
- Opportunities that are available to us cannot be quantified, but we know that everybody on planet earth eat fruits.
- So also changes in consumer preferences have led supermarkets and other retail outlets to demand fresh fruits all year-round.
- We are ready to take advantage of any opportunity that is available in the industry. We hope by 2025, our cash flow should be much higher than expenses and our projection is at 400 euros per day by 2025.

# ANY MAJOR CHALLENGES???

- YES, and they include:

***1. We have failed to win contracts to supply major companies like CocaCola, schools and Big hotels because we can't guarantee the supply without fail because of the above uncertainties whose solution we look forward to solve.***

- ***We already have enough land for expansion, and a few resources to use to try mitigate the above market demands.***
- *Changing climate with long spells of drought.*
- *Lack of enough refrigeration.*
- *COVID-19 crisis*

# **SPECIAL REQUESTS.**

- Mentorship
- Partnership
- Financial support
- Market opportunities available

**Thank You for Your Attention.**