500 CHICKEN / BIRDS				
	Unit Cost (Kshs)	**Qty**	**TOTAL COST (Kshs)**	
Purchase of Day Old Chicks	100	500	**50,000.00**	
Feeding:				
Chick Mash: Day 1 - 8 weeks (Kgs)	45.6	750	34,200.00	
Grower Mash: 8 - 18 Weeks (Kgs)	41.8	1970	82,346.00	
Layer Mash: 18 - 20 Weeks	42.5	580	24,650.00	
TOTAL FEEDING COST (KSHS)			**141,196.00**	
Vaccines:				
Gumboro (200 doses)	3	500	1,500.00	
Newcastle (200 doses)	4.5	500	2,250.00	
Fowl Pox (500 doses)	2	500	1,000.00	
Fowl Typhoid (100 doses)	1.5	500	750.00	
TOTAL VACCINES COST (KSHS)			**5,500.00**	
Water	300	5	**1,500.00**	
Nutrition Supplements (Vitamins, Dewormer, Antibiotics)	35	500	**17,500.00**	
GRAND TOTAL COST FOR REARING 300 BIRDS TO 5 MONTH(KSHS)			**215,696.00**	

UNIT COST PER BIRD (KSHS)			**431.39**	
Homerange Feeds Pricing:				
	Price per Bag (Kshs.)	**Unit Price (Kshs./Kg)**		
Chick Mash (50kg Bag)	2279	45.6		
Grower Mash (50 Kgs Bag)	2090	41.8		
Layer Mash (50 kgs Bag)	2125	42.5		

SCENARIO A: INCOME FROM SALE OF THE 300 CHICKEN AT 5 MONTHS			
ESTIMATED MORTALITY OF 50 CHICKEN (BAL - 250 CHICKEN)	**Unit Cost (Kshs.)**	**Quantity of Chicken**	**Total (Kshs.)**
Sale of Mature Chicken	850	375	318,750.00

TOTAL NET PROFIT (KSHS.)	Kshs103,054.00	
NO. OF BATCHES IN 18 MONTHS	PROFIT PER BATCH	TOTAL NET PROFIT FOR 18 MONTHS PERIOD
4	Kshs103,054.00	Kshs370,994.40

SCENARIO B: Sale of All Cockerells at 5 Months and Maintaining remaining chicken for Eggs for consumption for 1 year production cycle			
375	Unit Cost (Kshs.)	Quantity of Chicken	Total (Kshs.)
Cockerels / Jogoos Sale	900	188	168,750.00
Sale of Eggs: (125 Hens)			
Production (Max 100 eggs / day)	15	51300	769,500.00
Sale of ex-laying hens	500	188	93,750.00
LESS: FEED CONSUMPTION FOR THE PERIOD	**42.5**	**5737.5**	**-243,843.75**
Miscelleneous (Water, Supplements, Antibiotics, etc)			**-24,384.38**
TOTAL INCOME			**763,771.88**
TOTAL NET PROFIT (KSHS.)	**Kshs548,075.88**		

SCENARIO C: Sale of 80% Cockerells at 5 Months and Maintaining 20% cockerels and all hens for production of fertilised eggs for sale for 1 year production cycle			
375	Unit Cost (Kshs.)	Quantity of Chicken	Total (Kshs.)
Cockerels / Jogoos Sale	900	150	135,000.00
Sale of Eggs from hens:		188	
Production (Max 100 eggs / day)	25	51300	1,282,500.00
Sale of ex-laying hens	500	188	93,750.00
Sale of Jogoos / Cockerels	900	38	33,750.00
LESS: FEED CONSUMPTION FOR THE PERIOD	**42.5**	**6885**	**-292,612.50**
Miscelleneous (Water, Supplements, Antibiotics, etc)			**-29,261.25**
TOTAL INCOME			**1,223,126.25**
TOTAL NET PROFIT (KSHS.)	**Kshs1,007,430.25**		

Conclusion:

The above scenario helps us draw the following conclusions:-

1) The most profitable poultry business to do is undoubtedly sale of fertilised eggs for incubation. This however does come with its own set of massive challenges that if a breeder is able to overcome, then they are able to enjoy the above high profits.

2)Keeping chicken for sale of their eggs is more profitable than keeping chicken for sale of meat, despite the fact that one is able to maintain multiple chicken batches throughtout the standard production period of 18 months where they opt to keep the chicken for meat.

4) The breaking-even point in terms of profitability lays in ensuring one does not have mortality that exceeds:-

a) For chicken kept for meat, a mortality rate of not more than 49% (Remain with 51%+ of stock)

b) For chicken kept for eggs for consumption, a mortality rate of not more than 80% (Remain with 20%+ of stock)

c) For chicken kept for sale of fertilised eggs, a mortality rate of not more than 86% (Remain with 14%+ of stock