FREE TEMPLATE · 2026 EDITION

Poultry Farm Business Plan Template

A fill-in-the-blanks planning workbook for starting a broiler or layer farm in Pakistan — covering market analysis, farm setup, operations, financials, risk, and registration.

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How to Use This Template

This workbook mirrors the structure banks and feasibility reports use in Pakistan. Fill in each blank with your own numbers and decisions as you go — by the end, you'll have a complete, presentable business plan for your own poultry farm. Pair this with the full guide at **todayschicken.com** for cost benchmarks, registration steps, and broiler-vs-layer comparisons.

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1. Executive Summary

Farm name / business name:

Farm type (Broiler / Layer / Both):

Target scale (number of birds):

Location (district / tehsil):

Funding needed (PKR):

One-line business goal:

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2. Market Analysis

Local demand

Nearest live bird market / wholesale buyers:

Estimated local weekly demand (kg or birds):

Competitor farms nearby

Names / locations of competing farms:

Their approximate scale and pricing:

Buyer type

Check the primary sales channel you plan to use:

■ Wholesale market ■ Live bird retail ■ Integrator supply contract ■ Direct-to-consumer

3. Farm Setup Plan

Shed type (Open / Environmentally controlled):

Shed size (sq. ft.) and bird capacity:

Land: owned / rented (monthly rent if applicable):

Water source and backup supply plan:

Electricity backup (generator/solar) plan:

Reference: Investment by Farm Scale

Farm Type	Flock Size	Approx. Investment (PKR)
Home / backyard setup	~100 birds	45,000 - 55,000
Traditional open shed	3,000 - 5,000 birds	~4,000,000
Environmentally controlled shed	30,000 - 35,000 birds	20,000,000 - 25,000,000

Figures are 2026 estimates compiled from farmer-reported costs and industry feasibility studies. Verify current pricing locally before finalizing your budget.

4. Operations Plan

Hatchery / DOC (day-old chick) supplier:

Feed supplier and monthly feed budget (PKR):

Veterinarian / vaccination schedule contact:

Staffing (number of workers, roles):

Biosecurity measures in place:

5. Financial Plan

Startup costs (CapEx)

Item	Estimated Cost (PKR)
Land / shed construction	
Equipment (feeders, drinkers, lighting)	
First batch of day-old chicks	
Initial feed stock	
Vaccines & medication	
Other / contingency	
Total CapEx	

Working capital (per cycle)

Item	Estimated Cost (PKR)
Feed	
Day-old chicks	
Vaccines & medication	
Utilities & labour	
Total working capital / cycle	

Reference: Broiler Cost Structure

Cost Component	Approx. Share of Total Cost
Feed (soybean meal, corn, premixes)	65 - 70%
Day-old chicks (DOCs)	12 - 15%
Vaccines & medication	6 - 8%
Utilities, labour & shed cost	10 - 15%
Typical net profit margin (medium/large farms)	8 - 15%

Break-even point (cycles to recover CapEx):

6. Risk Management

The biggest risks in Pakistan's poultry sector are feed price volatility (tied to currency depreciation, since soybean meal and premixes are largely imported), heat stress in open sheds, and disease outbreaks. Plan your response to each below.

Feed price contingency plan (buffer stock / alternate suppliers):

Heat stress management plan (cooling, ventilation):

Disease outbreak response plan (isolation, vet contact):

Insurance coverage (if any):

7. Registration & Compliance Checklist

- ☐ SECP business registration (sole proprietorship / partnership / private limited)
- ☐ Provincial livestock department registration (e.g., Punjab Poultry Production Act 2016)
- ☐ Local municipal / town trade license
- ☐ National Tax Number (NTN) registration with FBR
- ☐ Environmental clearance (if required by provincial EPA)
- ☐ Pakistan Poultry Association membership (optional)

8. Growth Plan

Pilot flock size and target date:

Milestones to scale to full capacity:

12-month target (flock size / revenue):

36-month target (flock size / revenue):

For full cost benchmarks, broiler vs layer comparisons, and step-by-step registration guidance, read the complete guide: **Poultry Farming Business Plan in Pakistan** at **todayschicken.com**.