



Chicken 4All Ltd

Colline Rukobe, Commune Itaba, Province Gitega,
BP118 Gitega, Burundi .
<http://www.chicken4all.bi>

Test Your Prototype & Get Feedback

The Good.

What did people value the most?

In the beginning, the population heard of our project but she did not know how the project was conceived nor how far we had already gone. She needed a lot of information relating thereto. "As soon as I received the special power of attorney, I started to prepare the program and the planning", says our Portfolio Manager . It was followed by the preparation of the first meeting with the public to discuss our project and evaluate their ideas. At our first meeting, I explained our objectives without forgetting to remind the benefits of associations or cooperatives so that the beneficiaries can reinvest the money earned from our company, and so perpetuate the Chicken 4all's philosophy. There were only 36 people.

So I have had to prepare another meeting. That day, the hill was full of people who came to apply for a job after having heard of our project. It was a pleasure to meet an enthusiastic crowd conquered by the cause of our project.

What got them Excited ?

Many people were struck by the consistency of the mission of the company Chicken 4all Ltd. More than 622 people among those who had taken part in both meetings were lucky to find a temporary

job. Many families have enjoyed for the wages that they received helped them reduce some of their domestic loads. They said that the project is really good and welcome given that there was no other company operating in the locality.

Apart from the direct beneficiaries, the local government also appreciated the coming of our project because it brings development, said the administration. We have collected more than 502 voices that spoke in order to narrate the benefits of our presence in the region. We received countless phone calls from people who wanted to know how the project is organized. All had been conquered by the mission and the vision of a company that wants to be original by introducing chicken breeding techniques that rely on the use of modern technology.

What convinced them about the idea ?

Burundians are generally skeptical. But when we started earthworks everyone understood that we were serious and they began to believe it. Especially when we paid the first salary everyone wanted one thing: to be part of the project regardless of membership level. Now many people are actively looking for any information on Chicken 4all Ltd.

The professional approach that we have adopted has also convinced many people: a job application form, a business card designed in a professional manner, and a website with international standards. These are some elements that convinced that we were there to not just talk, but to work and impact the household lives.



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The Bad

What failed?

Nothing has failed up to now. Only, we were forced to send home some people who had come looking for a job simply because our capacity did not allow to hire them all. In addition, there were people and companies that wanted to supply us with construction materials such as bricks, stones or planks but we were unable to sign any contract with them because we were still preparing the ground. We have also had to extend the earthworks' deadline because we had realized that there were rocks and stumps in the basement. We had not planned all this beforehand.

The work lying ahead is the coaching and the monitoring of the population so that their associations and cooperatives can actually take off.

We faced other issues of secondary importance such as equipment that broke

The unexpected

Did anything happen that you didn't expect ?

The soil structure surprised us: there were more rocks and stones than we had thought of.

Another surprise is this time positive, namely the influx of people who were

What Next

Based on what you learned, how will you change your idea?

For the moment, there is no need changing anything. Instead, we need to continue to develop the model to make it operational as soon as possible. Continue empowerment

during the work, and the non-compliance with the instructions by some employees.

Where there suggestions for improvement ?

We floored 37-39m x 80m to the right, and 36 to 37m x 80m from downstream to the upstream. We had planned to floor 40m x 80m. It was agreed that we'll rent a machine to complete the remaining portion (which contains a lot of stones), so very hard to work out with hoes and picks. Another suggestion is to allocate substantial resources to the project in order to work in better conditions than today.

What needs further investigation ?

The feasibility study of a mini water treatment plant at the river Gifunzo in order to get drinking water for the facility, the construction of the dam, and the piping of the drinking water to a storage tank.

coming either to seek employment or find out more of what was happening. We also enjoyed the support of the local administration that promptly aligned with our cause.

of the population to make them ready for business.

What will you test next?

The water treatment plant