



Farmer Jays

Organic at its best, igoodness yoga

COMPANY PROFILE

FOR

FARMER JAYS (PVT) LTD

1. BUSINESS, ADMINISTRATIVE & CONTACT INFORMATION

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|---|--|
| a. Business name:- | Farmer Jays (Pvt) Ltd |
| b. Business type:- | Private Limited Company |
| c. Company registration number:- | 2230/2016 |
| d. Business partner number:- | 0200192234 |
| e. Telephone :- | +263 242 142 011 |
| f. E-mail:- | cmakoma@farmerjays.com |
| g. Cell:- | +263 718 589 226 / 0772 570 659 |
| h. Physical address:- | 2 Gardener Road Acturus
Goromonzi |
| i. Postal Address:- | 2 Gardner Road Acturus
Goromonzi |
| j. Banking details:- | Stanbic Bank (Pvt) Ltd |
| Branch:- | Belgravia |
| Account number:- | 9140000040036 |

2. INTRODUCTION

Farmer Jays (Pvt) Ltd was commissioned on the 30th of July 2016 .This marked the highly anticipated birth of a Poultry giant in Zimbabwe and Southern Africa. Farmer Jays (Pvt) Ltd was born to satisfy customers through the provision of the right quality of poultry products with the right price at the right time.

Satisfaction of these customer needs had been a perennial challenge faced in this industry hence Farmer Jays (Pvt) Ltd was created to satisfy this market need. Considerable amount of time, money and efforts were made in research and development to ensure that the right Chicken with the right price was delivered to the doorstep of the customer at the most economical price possible.

3. STRATEGY

a. Mission statement

Our mission is to be the apex of the Poultry Industry in Zimbabwe and Africa through provision of export quality poultry products at the most economically viable prices.

b. Key Corporate Values

- Quality
- Productivity
- Hard work
- Professionalism
- Team work
- Customer care
- Health and safety

c. Business goals & objectives

Our main business goals are profitability, **foreign currency generation**, equitable employment creation and provision of high quality product par excellent with international export standards

d. Business strategy

The general strategy of the company of vertical integration of the Poultry value chain. We grow the product, process it and distribute it. This ensures that we have control over quality of our product over the value chain.

e. Economic intent

We intent on making profit whilst not compromising the quality of the product we supply

4. PRODUCTS AND SERVICES

a. Poultry Products currently being supplied are:-

- Whole Birds
- Mixed Portions
- Special Cuts
- Gizzards
- Necks
- Feets
- Liver
- Hearts

b. Services

We also provide storage facilities and toll slaughter services

c. Business competitiveness

Our competitive advantage is premised on excellent quality at the most economical price. We provide the right product at the right place and the right time.

5. CURRENT CUSTOMERS

Some of our current customers include but are not limited to:-

- Tsebo Catering Services
- OK /BM Zimbabwe groups
- Rainbow Tourism Group
- Holiday Inn
- PnPs/ TMs groups
- Butcheries across Zimbabwe