

HiTimeNow Pvt Ltd – Company Profile

Overview

HiTimeNow Pvt Ltd is a registered Zimbabwean agribusiness established in 2021. The company operates in primary production (crops and livestock) and agricultural logistics, with a particular focus on sugarcane haulage. We are currently active in sugarcane transport, crop production, poultry production, and the development of small livestock (goats and sheep).

The business is driven by three principles:

- 1) Sustainable production
- 2) Operational reliability
- 3) Local value creation

In 2023, HiTimeNow Pvt Ltd generated approximately USD 50,000 in revenue from farming and related operations. In 2024, following reinvestment in fleet capacity and logistics, projected revenue from sugarcane haulage alone is approximately USD 297,024.

Core Business Activities

1) Commercial Farming

HiTimeNow Pvt Ltd manages the cultivation of agricultural crops for local markets and food security. We prioritise responsible soil and water management, efficient irrigation, and compliance with Zimbabwean agricultural guidelines. Our production experience in staple and high-value crops positions us as a consistent supplier within our operating areas.

2) Sugarcane Haulage & Agricultural Transport

In response to market demand, HiTimeNow Pvt Ltd expanded into sugarcane logistics.

- We operate a dedicated haulage fleet for the movement of sugarcane from farms to milling points.
- Our team includes trained drivers and loading personnel to ensure safe and timely delivery.
- The service is structured to provide reliable, contract-based transport support to commercial growers and processing partners.

This transport function has become a key pillar of the business and is expected to remain a major revenue driver going forward.

3) Poultry Production (Breeding and Grow-Out)

HiTimeNow Pvt Ltd is actively building a poultry production unit focused on dual-purpose and improved “special breed” chickens. These birds are selected for:

- Strong survival and adaptability under Zimbabwean conditions
- Meat and egg productivity
- Market demand for traditional/open-range chickens

Our poultry operations include:

- Structured breeding and record-keeping for bloodline purity
- Brooding, grow-out, and sales
- Plans to supply day-old chicks, table birds, and point-of-lay growers to surrounding farmers and households

This unit is designed for steady cashflow, local employment, and protein supply into the community.

4) Small Livestock: Goat and Sheep Production

HiTimeNow Pvt Ltd is in the process of scaling a specialised small livestock division, with a focus on goats and sheep for breeding and meat production.

Objectives for this division:

- **Breeding Quality:** Build a high-quality base herd/flock using improved meat genetics (including recognised meat breeds) while maintaining hardy local lines suited to Zimbabwean rangeland.
- **Expansion for Local Supply:** Grow numbers to meet rising domestic demand for goat and mutton, including butcheries, restaurants, and traditional/ceremonial markets.
- **Compliance and Traceability:** Operate under veterinary guidance, maintain proper health records, and meet all statutory requirements for movement, quarantine, and disease control.

To support this livestock expansion, HiTimeNow Pvt Ltd is currently applying for the necessary import licences and veterinary clearances to lawfully import breeding stock (goats and sheep) into Zimbabwe. The imported animals will be integrated into our breeding programme to strengthen genetics, improve carcass yield, and enhance long-term sustainability of local herds.

Sustainability and Compliance

HiTimeNow Pvt Ltd is committed to:

- Responsible land use, water use, and waste management
- Biosecurity standards in poultry and livestock operations
- Adherence to veterinary protocols on animal movement, quarantine, vaccination, and herd/flock health
- Safe, legal transport practices in our haulage operations

We view regulatory compliance not as an obligation but as part of how we protect the

long-term health of Zimbabwe's agricultural sector.

Growth Outlook

HiTimeNow Pvt Ltd is positioned for continued growth in three areas:

1) Sugarcane Haulage and Transport Services

Continued fleet utilisation and strategic partnerships with growers and processors are expected to keep transport volumes high and predictable.

2) Livestock Expansion (Goats, Sheep, and Poultry)

The next phase of our strategy is to formalise and scale our goat and sheep breeding programme alongside our poultry unit. This will allow us to supply breeding stock and meat into both informal and formal markets.

3) Integrated Agro-Value Chain

Our long-term model is an integrated system: production (crops and livestock), movement (haulage), and market supply (finished products). This diversified base improves cashflow stability, creates jobs, and supports national food security.

Strategic Intent

HiTimeNow Pvt Ltd is proud to contribute to Zimbabwe's agricultural and economic development. We are building a stable, compliant, growth-focused agribusiness that supports farmers, processors, and end consumers.

We welcome the opportunity to formalise our livestock import permits and to continue working with financial institutions, veterinary authorities, and regulatory bodies in Zimbabwe to responsibly expand our operations.