Organic Protein LLC.

Client: Selenge Chadraabal

Students: Abigail Edwards & Alany Valle
Background

- Selenge Chadraabal
- Organic Protein LLC
- Startup Poultry Farm in the Dornod Province of Mongolia
- Goals of the client’s business
  - Increase accessibility to nutritious options
  - Decrease money spent on importing
  - Educate Mongolians on poultry farming
Project Statement

- Create the framework for a business plan for Organic Protein LLC’s expansion to poultry farm

- Provide the client with potential funding opportunities
Methodology

- Canvas-Business model
  - Large poultry farm business
- Stakeholder Analysis
- S.W.O.T. Analysis
- Policy Analysis
- Financial Opportunities
  - Funding research
Osterwalder’s Canvas Business Model

Customers  Offer  Infrastructure  Financial Viability
## SWOT Analysis

### Organic Protein LLC

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Have already established distribution routes</td>
<td>● Financial resources</td>
</tr>
<tr>
<td>● 10 hours from UB - no contact with other birds (no diseases)</td>
<td>● 10 hours away from UB - transportation is difficult, increase the cost to get feed and deliver the product</td>
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<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
<tr>
<td>● More trust for local products</td>
<td>● Lack of veterinary connections</td>
</tr>
<tr>
<td>● Don’t have to pay the import taxes, pay lower domestic taxes</td>
<td>● Potential pushback from the importers because taking their business</td>
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### Capital Market LLC

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<th>Weaknesses</th>
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<tbody>
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<td>● Financially sustainable</td>
<td>● Stigma that China’s quality is much worse, because they choose the cheapest option</td>
</tr>
<tr>
<td>● Cheaper price because not actually farming the chickens</td>
<td>● Imported from china - takes 3 or 4 days to get to UB</td>
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<td></td>
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</tr>
<tr>
<td>Opportunities</td>
<td>Threats</td>
</tr>
<tr>
<td>● Economic crisis in Mongolia</td>
<td>● Have to pay a import tax</td>
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<tr>
<td>● Very few suppliers 2-3 importers, 1 major operation in Mongolia</td>
<td>● Higher risk of transportation problems</td>
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**Organic Protein LLC**

- **Capital Market LLC**
Policy Analysis

- **Water Rights:**
  - 200m protection zone; client’s project site 30,000m away

- **Waste Management options:**
  - Fertilizer
    - farmers and miners
  - Problem with too much fertilizer
Financial Opportunity Research

- Women and Minorities in STEM Fields
  - Amount: $100,000
- Asia Foundation Grants
  - Amount: varies
- Alumni Impact Award
  - Amount: $10,000

Sources: National Institute of Food and Agriculture, The Asia Foundation Hubert H. Humphrey Fellowship Program
Recommendations

- Finish researching and completing business model
- Research waste removal more in-depth
- Consider changing company name
- Target marketing at women
References
