



ULUSOY AFRICA
POULTRY



Business Profile. 2025

Providing quality products and individualized
services at competitive rates.



✓ Organic ✓ Sustainable ✓ Non-GMO ✓ Free Range

Producing
More.
Conserving
More.
Improving
Lives.





Ulusoy Africa Poultry

Ulusoy Africa is a company founded by Mr Mbavhalelo Alleen Magumbi, whom is a firm believer of God, Born and raised in Venda in the Limpopo province South Africa, The business is created to serve a purpose in the African poultry industry and to embrace good quality chickens. A young entrepreneur born from the village aim to offer high quality chicken products that are on par with international standards and other big brands. The company has been founded in 2019.

Ulusoy Africa Poultry is a farming business with its own production line from breeding, hatchery, broilers, layers and abattoir, all this create and embrace African chicken flavours, culture, lifestyle

and fashion through food. All other big brands within the poultry industry have their ethnic stories to tell and these are shared with the world. Ulusoy Africa have own brands(khuhu, which is in venda language meaning chicken) (inkuku, which is in zulu language meaning chicken) (kgogo, which is in tswana language meaning chicken) this brands embraces and aims to tell our own African colourful stories to the world.



**The name “Ulusoy Africa”
is translated the” light of
Africa” ULUSOY IS
TURKISH LANGUAGE**

What we do



Ulusoy Africa Poultry is a breeding, broilers, hatchery, layers and abattoir farm operations that serves our kasi “township”. We bring quality food and flavours’ originating from our own farm, inspired by our own stories and origin. We are proud farmers with own brands born from African township “e’Kasi”, with an understanding of the township pallet and needs. Ulusoy Africa Poultry is a well-supported chicken brand. Our products are well produced with a clear understanding of African farming life style and experience. We are a brand that creates and cherish food memories. We not only serve amazing chickens, but we provide an eating experience.

Vision statement

With our first farm in Hartbeespoort dam, north west province in South Africa, we managed to procure another farm with an abattoir in Randfontein Gauteng province, we aim to open chicken shops all around townships, bringing the brand to the whole world.

The brand is set to move to every areas, provinces and countries providing high quality chicken & service that we can be proud of, and introduce to other nations throughout the world.

“Broilers chicken done the African farming way”



Mission Statement

Africa's townships are alive with music, fashion, art, history and diverse cultures and socio economic challenges, as well as a wide variety of tasty food dishes. It is this great combination of vibes and stories that exist and they are to be told through Ulusoy Africa Poultry chicken experience.

Economic Mission

We will operate our company on a sustainable financial basis of profitable growth to benefit all. We will continue increasing value for our stakeholders and expanding opportunities for development of previously disadvantaged communities & career growth for our employees.



Product Mission

We will produce, distribute & sell the finest quality, natural chicken products with a continued commitment to incorporating wholesome, natural products and promoting business practices that compete with international standards.

Values

Ulusoy Africa Poultry stay Unique, Innovative and Contemporary.

Social Mission

We will operate our company in a way that actively recognises the central role that business plays in society by initiating innovative ways & creating business opportunities to improve the quality of life around areas we operate.





“The farmer is the only man in our economy who buys everything at retail, sells everything at wholesale, and pays the freight both ways.”

John F. Kennedy

Always Produce Fresh Chicken



ULUSOY AFRICA POULTRY
Chicken done right

Business goals & objectives

We aim to change and become leaders in the poultry industry. We want to become a household brand in every township.

Economic Intent

The economic intent of the organisation is not to generate profits and invest locally; we will aim to use the generated resources to invest back into our local communities. Thus creating more socio economic opportunities, employment, and skills development and promoting the entrepreneurial spirit within our local youth.



Business Strategy

Vertical integration is our aimed company's general strategy. This is one method of avoiding the hold- up problem. Another benefit is that we will be in control of the quality in all our products and keep cost at a minimum. This will intern benefit our consumers.

Products

Whole Chicken, wings, thighs, drumsticks, chicken breast, fillets, chicken skin, chicken feet's, chicken heads, chicken gizzards, chicken livers, chicken mince, chicken necks, chicken giblets, chicken leg, chicken hearts, chickens, day-old chicks, live chickens and eggs.

Services

Our service is not only to offer our consumers quality chicken products. We provide a lifestyle eating experience. We tell township stories through products and brands.





Consumer Competitive Advantage.

We prepare familiar local products using state of the art equipment & carefully engineered products; and adhering to international food standards, thus producing a higher quality product that has not existed or been easily accessible to our target areas. We offer chicken products and an eating experience that our customers relate to; thus offering a sense of belonging. We are a brand for our people, born from our own African community, embracing our own African live.



Service Pledge

Ulusoy Africa Poultry will at all times strive to offer an excellent service that is on par with international standards to our customers. Bringing the world's best to our own.



Honesty

The company and its employees are a reflection of senior management, and if they make honest and ethical behaviour a key value, the organization's team will follow suit.



Communication

Being able to clearly and succinctly describe what you want done is extremely important. If the director cannot relate his vision to his team, we won't all be working towards the same goal. Business & leadership skills.

Mr. Mbavhalelo Alleen Magumbi possesses these key to Ulusoy Africa Poultry organization.

Delegation

Learning to trust the organization's team is a very critical factor. Delegating tasks to the appropriate skilled team members is one of the most important skills one has to develop to ensure business growth.



Confidence

Mr Magumbi as a leader, by him always staying calm and confident, will help keep the team feeling the same through any setbacks, assuring everyone that setbacks are natural and the important thing is to focus on the larger goal.

Our company's business model is "decentralized", resulting in utilizing individuals with a variety of expertise and knowledge for running various business operations.

A broad-based management team helps to ensure the company has knowledgeable staff to handle various types of business situations.

We have chicken stores in the townships as our operation and impose very tight controls over stores and suppliers but without limiting growth. We plan to start franchise to these stores, stores can range in size from individuals owning just one store to large companies or co-ops wishing to own multiple units. The company's most important role is to maintain consistency of standards. This will be done by continually investing in central distribution.

The franchise program of the company will be designed to assure consistency and quality, and the company is selective in granting franchises. Under our standard franchise agreements, franchisees supply capital – initially by paying a franchise fee to ulusoy africa poultry head.

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Approach

Not all human beings are the same; a basic concept, but it's something that is often overlooked. We have different cultural perspectives, language barriers, different educational backgrounds, personality traits and varying value systems. In order to optimize effectiveness as a leader, one must have the ability to customize ones approach on a person by person basis, based on the situation at hand. Leadership qualities which are emphasized throughout

Positive Attitude

It is important to keep the team motivated towards the continued success of the company, and keep the energy levels up.

Creativity

Creativity proves to be vital when one is forced at times to deviate from a set course and make an on the fly decision. As a leader, it's important to learn to think outside the box and to choose which of two bad choices is the best option.

Intuition

When leading a team through uncharted waters, there is no roadmap on what to do; everything is uncertain, and the higher the risk, the higher the pressure. That is where natural intuition has to kick in.

Inspire



As this is a new brand, inspiring the team to see the vision of the successes to come is vital, especially at this beginning stage. A leader should make the team feel invested in the accomplishments of the company.

Commitment

Leading by example is also key for the company's team to work hard and produce quality content. By proving commitment to the brand and role, the leader will not only earn the respect of the team, but will also instil that same hardworking energy among staff.



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**Broilers chicken done the
African farming way**

Our Team



Allen Magumbi

Managing Director & CEO

Maria Kgomo

COO

Derrick Dube

Broilers Production manager

Vinolia Mmusi

Abattoir Supervisor

Portia temane

Admin manager

Fhulu Mulaudzi

Abattoir production

Lebo Mofokeng

Abattoir operations

Karabo Moreku

Accountant

Kennedy Mahike

Store manager



Broilers farm

46 Employees



Abattoir

18 Employee



Internship

2 Employees



Female Youth

40 Employees



Male Youth

26 Employees



20% Male



80% Female



60% Youth

Store development cost

The cost of opening a standard outlet is R 450 000 (excl vat). Please note that this cost may vary depending on the location, size and initial condition of the site. This includes all development costs from project initiation, site preparation, landscape design, staff training, and uniform, initial stock, fully fitted equipment to store launch promotion. This cost also includes a Franchise Joining Fee of R 150 000 (excl vat)

Profitability

Ulusoy Africa Poultry store enjoys an average gross profit of 80% on chicken products and 20% on other menu products.

A royalty of 7% of turnover is payable to Ulusoy Africa poultry Head Office on a monthly basis. This royalty fee also includes a Marketing Contribution which is required for national brand development and local marketing.

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Financing requirements

Our financial model recommends a maximum business gearing of 80%. This means that a potential applicant must have at least R 120 000 .00 (excl vat) unencumbered funds to invest in the initial set-up costs, to ensure a successful application.

Legal

Attorneys
Barnard incorporated
0872555491
www.barnardinc.co.za

Accountant

Chartered Accountants
& Auditors
Uys Van Gaan &
Association
www.uvgacc.co.za
BEE
Level 1

Summary

Our vision is to EMPOWER YOUTH IN THE TOWNSHIP, build TOWNSHIP ECONOMY by creating jobs and entrepreneurs.

Vision

We aim to chieve this by patenting with the department and open more of ULUSOYAFRICA POULTRY avenues.

We are bringing our brand into the townships.

We have OUR OWN chicken brands,

“KGOGO“

“INKUKU”

“KHUHU”

“HUKU”

“HOENDER”



Contacts

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www.ulusoyafricapoultry.com

Broilers Farm:

Plot 99, opposite the coves estate,
R512 Hartbeespoort 0126

Abattoir:

Portion 8, witfontein road, randfontein 1759

Head office:

Cedar Tree Office Park,
Block C Unit 18Cnr Cedar and Stinkwood
CloseBroadacres, Fourways

Transportation

Temperature Control

Meat must be kept at 5°C or colder to avoid the growth of pathogens that cause contamination. To ensure temperature is maintained during transportation, the following points are important



Growing Together Beyond the Farm

Cleaning Campaign

Ulusoy African Poultry led a community cleaning campaign in their locale, bringing together multiple number of volunteers to restore and beautify local spaces. The initiative reflects the farm's commitment to Core Values such as environmental care, community pride, sustainable living, strengthening its bond with the people it serves.



Youth Day

Ulusoy African Poultry proudly joined South Africa in commemorating Youth Day with skills workshops, community outreach, farm tours aimed at empowering young people. The celebration highlighted the farm's dedication to nurturing future leaders, supporting rural youth, creating sustainable opportunities, reinforcing its role in building a brighter future for the next generation.



“Rooted in Africa, Raised with Care”



ULUSOY AFRICA POULTRY
Chicken done right

Heritage Day Celebration

Ulusoy African Poultry celebrated Heritage Day on uniting communities to honour South Africa's rich cultural traditions through farm tours, traditional music, and local cuisine. The event showcased the brand's commitment to sustainable agriculture and preserving heritage, reinforcing its reputation as a champion of chicken done right



Miss Earth Global

A then Miss Earth Global Semi Finalist once visited Ulusoy African Poultry in Johannesburg to experience its commitment to sustainable poultry farming. Her tour and interactions with staff highlighted the farm's dedication to healthy poultry production, reinforcing its role as a proud champion of chicken done right.

Media Appearance

Mr. Alleen Magumbi, owner of Ulusoy African Poultry, made a special television appearance on OnPoint at SABC and also at AVI News to promote the brand. During the interviews, he shared insights on sustainable poultry farming, community empowerment, quality standards, showcasing Ulusoy African Poultry as a trusted leader in South Africa's poultry industry.



Brand's Achievements

Ulusoy African Poultry has been honored with multiple awards recognizing its exceptional standards in African poultry farming industry and sustainable production. This achievement reflects the farm's unwavering commitment to quality, ethical practices, community support, solidifying its reputation as a leader in South Africa's poultry industry.



*"Your Daily Dose of Fresh
On Wheels."*

*"Freshness on the Move with
Ulusoy."*



