

# **WYNNESTART RABBIT HUB**



Business Name: **WYNNESTART RABBIT HUB.**

Sector: **Agri-Business**

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## **Business Description**

The business is owned by Esther Wainoi Ndiga who is the main sponsor under Wynnestart Enterprises. My rabbit keeping business started in September 2015 after signing a contract with **Rabbit World Company** who supplied the business with eight (8) does and one (1) buck at agreed price of ksh.4500-5000 each. This was after extensive research about rabbits rearing and the market of rabbits in Kenya. From the research I discovered that there is a high demand for bunnies and rabbit meat since many people are moving from consumption of red meat to white meat. This was a great opportunity for me with the knowledge that the business is not yet saturated in the country. From the plan of events I started by putting up rabbit cages from some savings I have put aside in Wynnestart enterprises and a loan from a parent. After the construction of the cages I signed a contract with a company by the name Rabbit world that supply does and bucks to farmers and later harvest the bunnies for them after four to five months at an agreed price. The business has two employees who are paid weekly. The employees maintain the cleanliness of the cages, feed the rabbits and keep their records, which are very important chores in the venture. A doe can give birth to around 3-10 bunnies at a time .The gestation period of a rabbit is one month. Multiple births and less work in maintaining a rabbit makes this business a good venture. Currently the venture has eight (8) does; four (4) bucks and forty (43) bunnies. The harvesting of the bunnies is done after four months depending with the maturity and weight of the bunnies.

## **The Business Progress after Graduate Enterprise Academy**

The GEA training assisted in the progress of the business in the following aspects:

- The business is able to keep good records of the doe's births
- Monitoring of the bunnies progress in records
- Improved record keeping of all the expenses and incomes for the Business
- Ensuring that the business is running up to date with the business plan
- Not to rely on one buyer
- Having a mentor who can help me to improve on the weak areas

## **Business prospects**

Wynnestart Rabbit Hub has the following prospects:

1. To expand more by increasing the population of the rabbits from the current fifty five(55) to two hundred (200)
2. To start a local packaging center for rabbit meat in Kirinyaga County
3. To expand the market size by increasing the number of buyers

## **Challenges**

Currently Wynnesstart Rabbit Hub is experiencing the following challenges:

1. One of the current major challenge is funds to build up a part of the cages that was knocked down by a tree last month due to the strong winds.
2. Funds to build better strong metallic cages which are more durable and more convenient for the rabbit health.
3. The urge to increase the market by getting new customers especially in the hotel industries.
4. Health measures of curbing diseases which result to increased death of bunnies.