Business Growth Plan: Bahari Bites

# 1. Business Overview

Bahari Bites is a small business that makes and sells dried fish snacks to local customers and tourists. We are based in Kilifi, Kenya.

# 2. Vision and Goals

Our vision is to become a trusted, eco-friendly brand in Kenya. In the next 2 years, we want to open a second sales outlet in Mombasa and sell our products in supermarkets.

# 3. Products or Services

We currently sell dried fish snacks in small packets. We plan to introduce flavored fish snacks and vacuum-sealed packaging.

# 4. Customer Growth Plan

We will grow by promoting our snacks on Facebook and WhatsApp, attending market fairs, and asking current customers to refer their friends.

# 5. Team & Skills

Right now, we are a team of 3: Amina (founder), her mother (drying), and cousin (packaging). We plan to hire one part-time salesperson and get training in branding and digital marketing.

# 6. Operations

We plan to buy a solar-powered freezer and use better packaging tools to improve hygiene and shelf-life of our products.

# 7. Sales & Money Goals

We currently make about KES 20,000 profit per month. In 1 year, we aim to double this to KES 40,000, and in 2 years, reach KES 60,000.

# 8. Investment & Support Needed

We need KES 200,000 to buy equipment and support training. We are also looking for mentorship and branding support.

# 9. Timeline

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| Time | What Will You Do? | Goal |
| Next 3 Months | Buy a freezer, get training | Increase fish snack production |
| 6 Months | Hire a salesperson | Sell in 2 extra towns |
| 1 Year | Open a small shop | Triple monthly income |