

Incorporating a strategic business and implementation plan on market readiness and market access of subsistence livestock farmers (Matzikama Municipal area)

The objectives with the feasibility study was to address the following:

- To organize subsistence livestock farmers in the Matzikama municipal area into a single marketing channel;
- To make recommendations as to the feasibility of an abattoir;
- To gain support and raise funds from the Department of Trade and Industry (DTI), Department of Agriculture Fisheries and Forestry (DAFF) and the private sector for the development of the proposed outcome of the feasibility study;

The feasibility study and business plan for the proposed project was required to gain support, raise funds and serve as the development guide for the project.