

How to Start a “Meat Shop” Business?

STARTING CAPITAL: ₱70K - ₱90K*

₱20,000 – Tools, Cold Storage & Equipment

₱20,000 – Allocation for Livestock Purchase

₱10,000 – Permits & Licenses

MONTHLY OVERHEAD:

₱10,000 –Shop Rental, Utility Bills, Butcher Fee

₱10,000 – Salary for 1-2 crews

**for first 2-3 months operation only, includes overhead*

ANNUAL ROI: 20% – 80%

BUSINESS MODEL

In selling meat products particularly pork, chicken and beef, revenue depends on the number of heads or total weight sold on a regular basis. As this is a basic need, you can sell between 30 to 40 kilos at the start and it will eventually increase as you establish customer relationship. Fresh and clean meat products would potentially increase sales.



BUSINESS OVERVIEW

Getting a meat shop and applying for business permits and licenses is mandatory in this kind of business. To ensure safety and quality, you need to comply with regulatory standards on meat handling. A big portion of the capital goes to cold storage and in getting meat products itself from farms. It is a daily goal to get 80% min. of meats be sold.

RECIPE FOR SUCCESS

Selling on public markets opens you to direct competitions over loyal customers, but the startup expenses can be minimal compared when you open your own shop. To get loyal customers, it is recommended that you contact restaurant or canteen owners. This will ensure about half of your products already pre-sold each day. Keeping your shop clean and meat displayed nicely can invite more customers. Building customers' trust by giving them quality meat and service is key to winning in this kind of business.

Let's build your business



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LEARN MORE. BE GUIDED.

Knowrirel can help you in the startup aspects and operational strategies. [Talk to Us](#) today. Grow your Meat Shop business!

Build Your Dream Business

Towards Success.

Let's talk about it.

We'll evaluate your idea.

Any business idea will do. But business idea should be carefully tested before that decision to make it happen. Business viability or feasibility is analyzed against available resources, market condition, and the five startup success factors – timing, team, idea, model and funding.

1

2

We'll create a plan.

Business planning is about understanding and writing down the product development, marketing, management, and financial aspects of your business. It is more on answering the "How" question. Business plan is the formal documentation of your business idea so you're always on track.



We'll dive into finances.

Any business cannot start without that capital. This capital has to be allocated properly to the starting inventory and operating expenditures. Identifying the assets and liabilities, costs and gains, and maintaining an honest record of them in the ledger or journal are important business practices to observe.

3



We'll device strategies.

Good strategy is key to winning success in any business. Strategy is mainly that action plan to outcompete competitors but is also a sensible approach to get customers to love your products and services. Formulating strategy is always an edge is achieving growth and profitability.

4

We'll review and improve our actions.

Business is an on-going endeavor. Customer demand changes over time, and so are the technology and economy. We need to adjust to the demand of times.

5



Knowriell.com will guide you in starting and building your dream business. [Talk to Us.](#)