

The Power of Eggs

Fueling Health.

Feeding Nations.

Empowering Livelihoods.

by Eyinojuoluwa Ajayi



Small Shell. Big Impact




Resilience meets nutrition.

Our Mission

We are not just an egg distribution enterprise—we are a dynamic agricultural brand committed to delivering high-quality, affordable, and protein-rich eggs to homes, institutions, and markets, while empowering local communities and reshaping food sustainability across Nigeria and beyond.



The Problem

-  **Malnutrition and protein deficiency still plague millions in Africa.**
-  **Rising food prices make healthy diets inaccessible to many.**
-  **Youth unemployment and lack of sustainable agribusinesses persist.**

What We Do:

At Eggs, we specialize in the sourcing, production, and supply of fresh, hygienically packaged eggs from robust layers. Our operations span:

- Poultry farming** with top-breed hens,

- Wholesale and retail egg distribution,

The Solution

Eggs — Nature's Perfect Protein

Affordable, nutrient-rich, and widely consumed Year-round production with minimal land use High demand across households, hotels, schools, and institutions.

Our Unique Value Proposition:

Freshness Guaranteed: Eggs are delivered within 24 hours of collection.

Affordable Pricing: Competitive prices that support household consumption and business resale.

High Protein Quality: Eggs are nutrient-dense, great for children, athletes, students, and growing families.

Trust and Transparency: Every egg tray is traceable to its source—farmed under ethical and eco-friendly





Our Product



Fresh, farm-quality eggs

Delivered daily



Hygienic

Sorted and graded for all market levels



Versatile Supply

Bulk supply, retail packs, and special nutrition-based marketing (e.g., for children, pregnant women)



Market Opportunity

6B+

Annual Consumption

Africa consumes over 6 billion eggs a year

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Key Markets

Schools, hospitals, bakeries, and retailers need reliable, scalable supply



Growing Demand

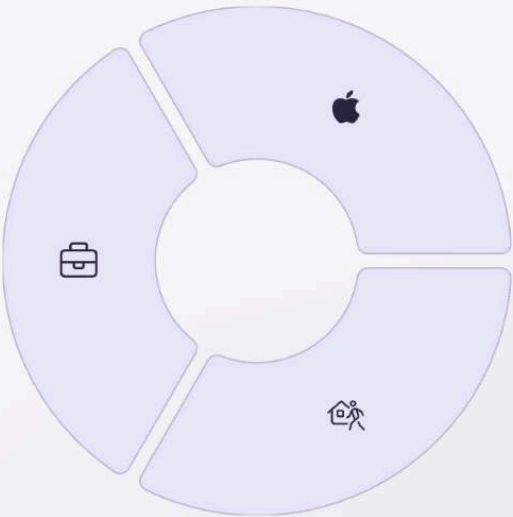
Health-conscious, urban consumers demand traceable, fresh protein

Why Us



Social Impact

Creating jobs
Especially for youth and women



Fighting hunger
Boosting immunity through nutrition

Supporting rural economies
Reducing imports and building local capacity

BUDGET

ITEMS	DESCRIPTION	AMOUNT
30 Crates of eggs	Proper storage and preservation of eggs. Buying crates of eggs to reach a larger audience	#190,000
Packaging	Packaging of eggs in re-useable plastic crates	#40,000
Brand logo and identity	Creating a logo for the business	#50,000

BUDGET

ITEMS	DESCRIPTION	AMOUNT
Registering of Business with CAC	Getting the business registered under CAC	#11,000
Publicity and Partnering	Publicising the business to reach a larger audience and Partnering with organisations, other hostels on campus, wholesalers, retailers and consumer	#50,000
TOTAL		#341,000



CONTACT US

NAME: Eyinojuoluwa Ajayi

PHONE NUMBER: 07050622894

EMAIL ADDRESS: ajayieyinojuoluwa3@gmail.com

INSTAGRAM: [eyinojuoluwa_ajayi](https://www.instagram.com/eyinojuoluwa_ajayi)

LINKEDIN: [Eyinojuoluwa Ajayi](https://www.linkedin.com/in/EyinojuoluwaAjayi)