

AFRICAN AGRI-CITIES

# STRATEGY PLAN



AFRICAN AGRICULTURAL CITIES was formed in August 2021 to improve the lives of African communities and their living conditions, African Farming Businesses, African Economy and taking charge in determining the future of the African people in their Continent.

*Building our African Economy*

## **AFRICAN AGRI-CITIES / AGRI-CITIES INVESTMENT GROUP [ORGANISATIONAL STRATEGY]**

Directors or members resolved to register two entities, that is, African Agri-Cities as a Non-Profit company and Agri-Cities Investment Group as a private company and an investment arm of African Agri-Cities, the non-profit company.

## **WHAT THE ORGANISATION SEEKS TO DO? [AFRICAN AGRI-CITIES / AGRI-CITIES INVESTMENT GROUP]**

African AGRI-CITIES intends to establish African Commercial Farmers of note that will be game changers in the economy of South Africa and Africa as a whole.

This African farming phenomenon will be an integrated smart system based on green technology connecting farms, estates, African Cities in the continent to catalyse the improvement of Africans in South Africa and throughout the Continent and eradicate poverty in Africa. This is a farming and living lifestyle to enjoy, associated with best quality of life for Africans by Africans to be enjoyed by the generations to come.

Mindset shift is very key in developing and implementing this plan, it is a long-term plan with major investments required in terms of human and capital resources and most importantly belief in the overall realisation of this big idea.

## **WHY ESTABLISH THIS ORGANISATION?**

We want to create African Agricultural Billionaires and assist in making sure that Africans make a meaningful contribution to the growth of the African economy.

## **HOW WILL THIS OBJECTIVE BE ACHIEVED?**

This approach shall be founded in developing African excellence and standards, involving African farmers from seed to supermarkets, mechanising farming processes and significant ownership within the value chain. This can only be achieved with intensive research, partnerships, skills development and training, mentorship, change management and adaptation to align with the ever-changing markets.


## **OPERATIONAL STRATEGY / PLAN**

- African Agri-Cities will appoint the Board to give full support to the affiliated companies.
- African Agri-Cities is to identify companies initially in the poultry farming who will be affiliates to the entity and establish a database thereof.
- African Agri-Cities will welcome new entrants or affiliates who are interested in poultry farming on an ongoing basis in order to fulfil its vision of making a substantial contribution to the development and growth of the African economy.
- African Agri-Cities is to assess and evaluate each and every company that affiliates to it with a view to provide the necessary support.
- African Agri-Cities will help identify land to be utilised for poultry farming across the country and allocate to the interested parties accordingly, preferably to the affiliates.

- Agri-Cities Investment Group is to unpack the value chain, and thereby identify all the components of the value chain in order to develop a comprehensive database of the suppliers and manufacturers relevant to each component of the value chain. At this point it is our objective to ensure the principle of a “black rand”, that is, Africans must buy from Africans. The rand must circulate in the hands of Africans more than 14 times before it disappears elsewhere in the economy. We should make it a policy that affiliates can only source products or services from outside the organisation if such products / services are not available within.
- African Agri-Cities is to coordinate various types of training programmes relevant to poultry farming.
- Agri-Cities Investment Group is to help facilitate the linkages between the affiliates and the suppliers or manufacturers in respect of the components of the value chain. In other words, Agri-Cities Investment Group must make the job of an affiliate easier and much simpler.
- Agri-Cities Investment Group will help negotiate reasonable prices for products and services acquired by the affiliates within the value chain.

### **FUNDING MODEL**

- African Agri-Cities is to seek funding in the form of grants for its sustainability.
- African Agri-Cities will use grants or any form of funding secured to assist in setting up a fully equipped affiliate by financing all the necessary infrastructure required for the affiliate to operate successfully.
- African Agri-Cities is to identify strategic partners or relevant stakeholders to invest in the organisation, locally and externally.
- Agri-Cities Investment Group is to establish a profitability or financial model in order to sustain African Agri-Cities.
- Agri-Cities Investment Group as an investment arm of African Agri-Cities will have subsidiaries or divisions to perform various functions with a view to ensure the success of the affiliates, for an example, built environmental tasks, marketing and sales, business development, stakeholder relations management, finance and investments, international relations, and research. Affiliates will become profit centres to be invoiced by the PC for the services provided at reasonable and negotiated rates.
- Each affiliate that receives support from African Agri-Cities will share its profits with Agri-Cities Investment Group on a 75/25 percentage ratio, with the affiliate advantaged with 75% profit share.
- Funding is to be sourced through grants, 25% profit share from the affiliate business operations, payments of invoices by the affiliates to Agri-Cities Investment Group for the services rendered by Agri-Cities Investment Group on behalf of the affiliates, funding from external parties or bodies that are interested in the business venture.
- In order to sustain the work of both entities, that is, African Agri-Cities and Agri-Cities Investment Group (Pty) Ltd, affiliates will become members of African Agri-Cities and thereby make monthly contributions towards the organisation. Such monthly contributions will be



determined by Board of Directors of the organisation. The rationale is that as Africans, we must not depend on others for our own success, instead we must rely on one another for fund raising purposes. History has taught us that all the means of production are owned by the white minority, including banks which are never willing to finance the African Initiatives.

- African Agri-Cities will acquire land for investment purposes by exploring the components of the value chain across the Republic of South Africa and accordingly trade with other African states through Africa Continental Free Trade Agreement which seeks to eliminate or reduce tariff and non-tariff barriers amongst the 54 countries that agreed to be members of the bloc by providing a single market for goods and services, facilitated by movement of persons in order to deepen the economic integration and prosperity.

### **ORGANISATIONAL / FUNCTIONAL STRUCTURE**

- Board of Directors
- Stakeholder Relations
- Business Development
- Marketing / Sales
- Technical / Built Environment / Engineering Services
- Research & Development
- Finance
- Legal / Corporate Governance
- Administration / Secretariat

**COMPILED BY : NATHANIEL (NAT) THUSI**

**DIRECTOR : NATHANIEL CONSULTING SERVICES (PTY) LTD**

**CONTACT : [tuni1810@gmail.com](mailto:tuni1810@gmail.com)**

**CELL : +27 79 578 8025**

