



**Managerial Economics\_Q3-21**

## **TRANSATLANTIC POULTRY MANAGEMENT FIRM**

**RENATO DINIZ CAVALCANTI**

**AUGUST 2021**

## **Moonshot**

Our goal is to be able to provide families in Sierra Leone with high-quality and low-cost protein sources. Our goal is to decrease the average egg price by 30% so more families can include eggs on their diets. We will achieve that by creating another cheaper buying option to the Sierra Leone markets, through wholesale retailers and direct consumer stands.