



KAFKAS GROUP LIMITED.
COMMERCIAL BUILDING CONSTRUCTION.
BUSINESS PLAN.



Ali Hassan Mwinyi Road Plot No:418 Victoria - DAR / TANZANIA
Phone : +255 688 824 888 / +255 654 888 044
TIN No : 119 473 772
VAT TAX No : 400 174 78S
P.O. Box: 75282
info@groupkafkas.com

- Sanitary Products Show room
- Sale points
- Supplying trucks and staff cars yard
- Products Maintenance area
- Standard meeting rooms

3. BUSINESS LOCATION: Plot No 18 ursino estate north area kinondoni-Dar es salaam

4. EXECUTIVE SUMMARY

Kafkas Group Limited is licensed sanitary supplying company that is located in Dar es Salaam, Tanzania. We have dared to invest and establish a long-term sanitary business. Our aim is to establish a standard sanitary supplying company that in our own capacity will favorably compete with leaders in the industry. A close survey study we have done on the sanitary products reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, we must import the high quality products with affordable costs; we have to be highly creative, customer centric and proactive if we must survive in this industry. We have wide varieties of high quality sanitary products never seen in the existing market. Furthermore, we have large distribution network. Our excellent customer service culture will definitely count as a strong strength for the business. We are in the industry to engage in the production of sanitary products. We are also in business to make profits at the same to give our customers value for their money.

We are aware that there are several sanitary manufacturing companies scattered all around Tanzania; that is why we spent time and resources to conduct our feasibility studies and market survey. We ensured that our facility is easy to locate and we have mapped out plans to develop a wide distribution network.

5.Reasons for this location:

- It is easily accessible
- It is the location is highly secured
- located at CBD
- it has sufficient space for the planned building
- it conforms the city planning policy
- it is networked with other potential institutions like bank, supermarkets, hospital etc



Fig: Business Building Architectural Design

9. Legal requirement

- We must be registered Enroll with Establishment Act (State/Municipal), Shops, and Office of Inspector
- Get a TIN (Tax Identification Number) for income taxes from Income Tax Department's Assessing Office
- we will register the spot to BRELA to obtain full control of our brands name
- Also will register our business to TIC

10. OUR BUSINESS STRUCTURE

Kafkas Group Limited is established with the aim of competing favorably with other leading brands in the industry. This is why we will ensure that we put the right structures in place that will support the kind of growth that we have in mind while setting up the business.

We will recruit employees according to the country labor laws. We will ensure that we only hire people that are highly qualified, honest, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders.

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of twelve months or more depending how fast we meet our set target. In view of that, we have decided to hire qualified and competent hands to occupy the following positions;

- Managing Director (Owner)
- General Manager
- Human Resources and Admin Manager
- Sales and Marketing Manager
- Accountants/Cashiers

- Customer Services Executives
- Store Keepers
- Distribution Truck Drivers
- Front desk officers (Secretaries)
- Security officers

11.JOB ROLES AND RESPONSIBILITIES

Managing Director – (Owner):

- Mobilizes investment capital and business expansion
- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results
- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall company's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization.

12. General Manager

- Responsible for overseeing the smooth running of the business
- Part of the team that determines the quantity of sanitary products that are to be ordered
- Map out strategies that will lead to efficiency amongst workers in the plant
- Responsible for training, evaluation and assessment of plant workers
- Ensures that the steady and easy flow of products through wholesale distributors to the market
- Serve as quality control and compliance officer
- Ensures that the workers meet clients' expectations on both products and services.

13. Admin and HR Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the company
- Acts as operations officer
- Defining job positions for recruitment and managing interviewing process
- Carrying out induction for new team members
- Ensures that labor laws are well adhered
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Oversee the smooth running of the daily office activities.

14. Sales and Marketing Manager

- Manage external research and coordinate all the internal sources of information to retain the company best customers and attract new ones
- To develop master marketing and sales strategic plan
- Manage cooperates relations, market visits, and the ongoing education and development of the company's sales team
- Model demographic information and analyze the volumes of transactional data generated by customer purchases
- Identify, prioritize, and reach out to new partners, and business opportunities
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Document all customer contact and information
- Represent the company in strategic meetings
- Help increase sales and growth for the company

15. Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the company
- Provides managements with financial analyses, development budgets, and accounting reports
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting

19. Security officers

- Ensure proper of installation of security systems
- Ensure presence and full supply of security tools
- Ensures smooth clients/ visitors entry and exists
- Ensure security and safety of the compound
- Ensure security for visitors cars, trucks etc
- Ensures inspections where required

20. SWOT ANALYSIS

We are quite aware that there are several sanitary companies in Tanzania, particularly Dar es Salaam. This is the reason we are following the due process of establishing this business so as to compete favorably with them.

We know that if a proper SWOT analysis is conducted for this business, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be equipped to confront our threats.

This is the summary of the SWOT analysis that was conducted for sanitary products Supplying Company.

- **Strength:**

We have people on board who are highly experienced on how to grow a business from the scratch to becoming a national phenomenon.

We are proud of the wide varieties of high quality sanitary products that we sell. Furthermore, we have large distribution network. Our excellent customer service culture will definitely count as a strong strength for the business.

- **Weakness:**

Lastly, our employees will be well taken care of, and their welfare packages will be among the best within our category in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give excellent working conditions and commissions to freelance sales agents that we will recruit from time to time.

22. Capital structure

The cost of start-up assets needed comes to \$2,900,000 which includes \$1,400,000 for Land purchase, \$1,000,000 for building construction, and \$570,000 for initial operating capital and prepaid expenses.

Start-up financing is planned as follows: The founder of kafkas and the Board of Directors will invest toward start-up expenses and full project as they own factories and other business in Turkey, The project will be self-financed project.

CHAPTER TWO

IMPLEMENTATION PLANNING

The business will focus on the general population of the community and surrounding region, and large businesses in the DFW area. Location of the showroom affords the strongest initial sales factor, then the quality and service of our operation will build strong loyalty and repeat customers. Our productions must live up to our message.

The kafkas marketing team will initially blitz the community and region with announcements of the grand opening via radio, TV news, newspapers, local publications, solicitation, direct mail, personal calls, email, and fax. We will reach the majority of the area population who will eagerly spread the word.

The showroom owns a huge sign that is strategically located at one of the busiest intersections in mikocheni. The grand opening announcement will begin on the showroom marquee approximately six months before opening.

Break-even Analysis

Monthly Revenue Break-even	\$200,684
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Assumptions:

Average Percent Variable Cost	35%
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Estimated Monthly Fixed Cost	\$130,504
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25. SALES AND MARKETING STRATEGY

- **Sources of Income**

Kafkas showroom is established with the aim of maximizing profits in the sanitary products manufacturing industry and we are going to ensure that we do all it takes to sell a wide range of products to a wide range of customers.

Our company will generate income by selling the following products:

- Hand wash basins.
- Sinks (glazed or stainless-steel sinks)
- Bath tubs.
- Water closets.
- Urinals.

- Introduce our sanitary products brand by sending introductory letters, catalogue, brochures to residents, merchants, retailers, whole sales, auctioneers,
- Engage in road shows in targeted communities from time to time to sell our products
- Advertise our products in community – based newspapers, local TV and radio stations
- List our business and products on yellow pages ads (local directories)
- Leverage on the internet to promote our sanitary products brands
- Engage in direct marketing and sales
- Encourage the use of Word of mouth marketing (referrals)
- Use of prominent public figures/ ambassadorships e.g Music/movie celebrities,
- Organizing / participating in a various exhibitions and workshops

27. PUBLICITY AND ADVERTISING STRATEGY

Despite the fact that our sanitary production plant is a standard one with a wide range of sanitary products that can favorably compete with other leading brands in the industry, we will still go ahead to intensify publicity for all our products and brand.

Our company has a long – term plan of distributing our sanitary products in various locations around Tanzania which is why we will deliberately build our brand to be well accepted in Dar es Salaam before venturing out.

Here are the platforms we intend leveraging on to promote our products:

- Place adverts on both print (community – based newspapers and magazines) and electronic media platforms
- Sponsor relevant community programs
- Leverage on the internet and social media platforms like; Instagram, Face book, Twitter, et al to promote our brand
- Install our Bill Boards on strategic locations all around major cities in Tanzania.
- Engage in road shows from time to time in targeted communities
- Distribute our fliers and handbills in target areas
- Position our Flexi Banners at strategic positions in the location where we intend getting customers to start patronizing our products.

- Ensure that our products are well branded and that all our staff members wear our customized clothes, and all our official cars and distribution vans are customized and well branded.

28. Our Pricing Strategy

We are aware of the pricing trend in the sanitary products industry which is why we have decided to produce various sizes of products.

In view of that, our prices will conform to what is obtainable in the industry, but we will ensure that within the first 6 to 12 months our products are sold a little bit below the average prices in Tanzania. We have put in place business strategies that will help us run on low profits for a period of 6 months; it is a way of encouraging people to buy into our brand.

- **Payment Options**

The payment policy to be adopted by our company will be inclusive; because we are quite aware that different customers prefer different payment options as it suits them but at the same time. We will ensure that we abide by the financial rules and regulation of Tanzania.

Here are the payment options that we will make available to our clients:

- Payment via bank transfer
- Payment with cash
- Payment via credit cards / Point of Sale Machines (POS Machines)
- Payment via online bank transfer
- Payment via check
- Payment via mobile money transfer

In view of the above, we have chosen banking platforms that will enable our clients make payment for the purchase of our sanitary products without any stress on their part. Our bank account numbers will be made available on our website and promotional materials.

29. Sustainability and Expansion Strategy

The future of this business lies in the number of loyal customers we shall have, the capacity and competence of our employees, our investment strategy and the business structure.

One of our major goals of starting Kafkas Group Limited is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our sanitary products more affordable than what is obtainable in the market. We are prepared to survive on lower profit margin for a while.

Kafkas Group Limited will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well considered. Our company's corporate culture is designed to drive our business to greater heights, training and retraining of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

