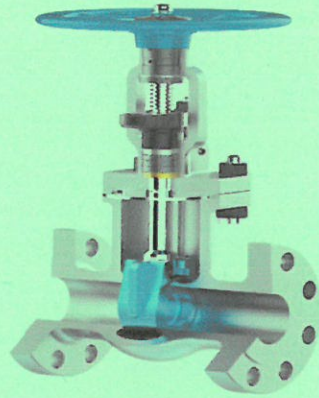
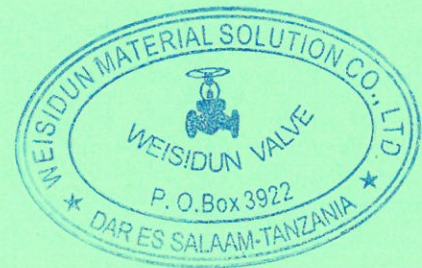


WEISIDIUM MATERIAL SOLUTION COMPANY LIMITED



BUSINESS PLAN



FOR

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED

Plot No 154, Block B, Street Mikocheni, Kinondoni Area, Dar Es Salaam

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1. EXECUTIVE SUMMARY

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED: - is a company incorporated in Tanzania with Certificate of incorporation No. 118405 dated 26th June 2015, that is planning to manufacture Import and sale of Building materials, utilizing current domestic market available in Tanzania. The company is seeking recurring investment to fund the establishment of the project.

The plan that follows explains our market, our value proposition and our market segmentation strategy. The detailed financial plans provide a clear view of our sales and profit forecasts. These plans show how **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED AND GOVERNMENT** will reach profitability in our third year of operation and generate shareholder return on equity within five years.

2. OUR MISSION

To establish **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** products as an important brand that represents quality in the manufacture, importation and sale (whole sell) Building materials, the company will accomplish this using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using current existing distribution networks, internet presence, and a consumer catalogue.

By utilizing this multi-channel approach, we will be able to reach the nice market for quality building materials rapidly and efficiently. It will allow us to develop **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** as the brand for quality in Building Industry within our target market.

3. OUR CORE VALUES

To establish **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** as an important company that represents quality in Building Industry, Manufacture of aluminum items, importation and wholesale. We will accomplish this in the following ways:

High quality manufacturing and products development by the end of 2019.

A creative marketing and PR program by the end of 2019.

Development of a sustainable and reliable wholesale distribution networks by the end of 2019.

The successful launch of a **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** Web presence by the end of 2019.

The successful launch of a consumer catalogue by the end of 2019.

4. OUR VISION

In striving to achieve our Vision, we shall develop our strategies on the following key pillars:

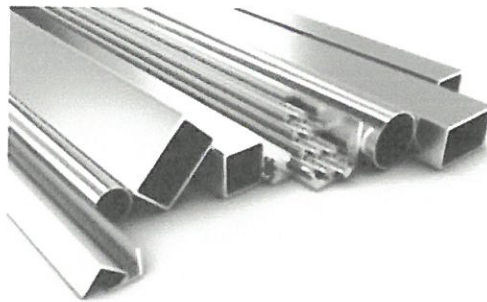
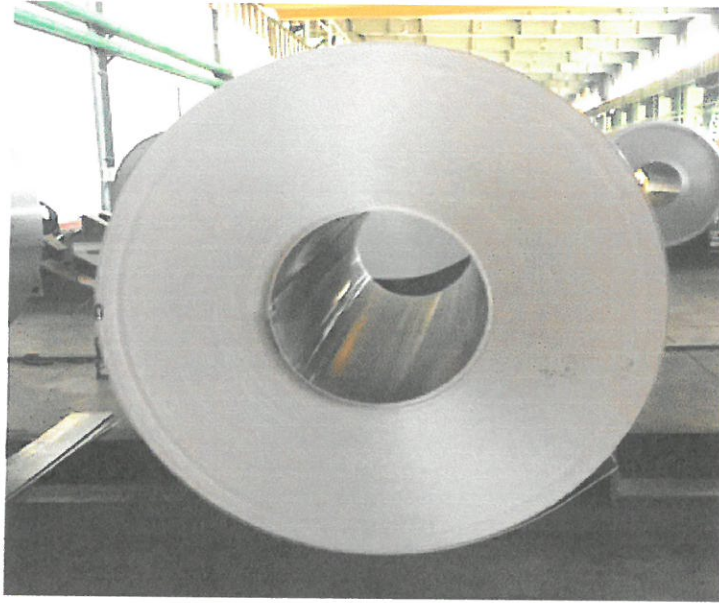
All our actions shall be driven by customer needs and we shall seek to build win-win partnerships with all our key customers.



6. OUR PRODUCTS

6.1 Aluminums

Flat Aluminum Rolling Process Rolling aluminum and its alloys is one of the principle ways of converting cast aluminum slab from the smelters and wrought re-melts into a usable industrial form. We can supply hot or cold rolled aluminum plate, sheet and coil with the best quality and necessary certificates.



6.2 Building Materials

Nonwoven fabrics are engineered fabrics created from fibers, continuous filaments or cut yarns. They are flexible, porous, products consisting of one or more fibers layers. The separate fibers may either be preferentially oriented in one direction or may be deposited in a random manner. Non-woven are bonded by chemical, thermal or mechanical processes into textile products.

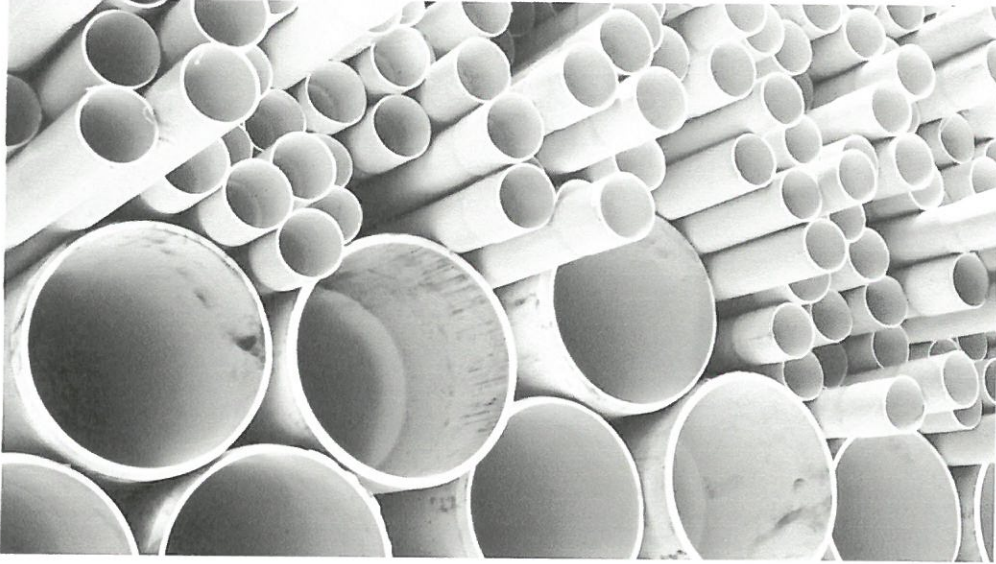


6.3 Plumbing Materials

Plumbers perform diagnostic, installation, and repair of plumbing systems used for gas, air, and water distribution and disposal, including heating, ventilation, and air conditioning systems (HVAC).

Plumbing materials either use for a company or a contractor, both experts in the construction or plumbing areas, or in any other related field (e.g. engineering, production, or services). They can also work on their own, in which case, it is necessary to build a reputation in order to get more clients.

We will sell different types of plumbing materials including valves, connector, pipes (pvs&ips) and all plumbing materials in big project or government project.



18.4 Projected Statement of Cash Flow

Our cash flow projections are shown on the following schedules no.4 of Cash flow after capital expenditures and investment varies between positive and negative, depending upon our rate of expansion and increasing accounts receivable, which form part of projected financial statement.

18.5 Projected Statement of financial position

Projected statement of Financial position of the firm has been prepared on schedule no. 1 appended to these statements, are projected change in equity schedule, movement schedule of assets, loan repayment schedule, payback period computation schedule, internal rate of return computation schedule as schedule no.3, 5 6,7 and 8 respectively.

18.6 IRR Internal Rate of Return

The Internal rate of return on total investment when discounted over the period of 5 years is 73.453% which suggest that. The shareholders would be able to reinvest the generated profit into the business as well as use cash generated to pay off the debt.

18.7 Payback period

The pay back periods one year of its economic existence that is to say the loan that is thought should be paid within the period of four years.

18.8 Business Ratios

Business ratios are shown in schedule no. 9 appended, we considered a few ratios out of the many available and of which we deem to be helpful for making comparability and judgments of whether the firms performance is thriving inventory turnover ratio, gross margin ratio, net profit margin ratio, return on investment ratio, and lastly operating expenses ratio.

19. CONCLUSION

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will utilize to our brand strategy as the basis for our marketing plan to make more efforts. We will position our print media spend in magazines that influence our target consumer and validate the brand. Our company Distribution center will be carefully sited to generate acceptable revenue and enhance our brand image. Existence of our own distribution center will help to establish and reinforce our authority Also, will employee people from the society to increase the income of the company and pay tax to Tanzania Governments. After smooth implementation the company plan is to establish other centers in the suburbs of Dar Es Salaam and other regions particular like Tanga, Mtwara and Kagera.



7. MARKETING PLAN

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will occupy a unique market position. However, within each category significant brands do exist. Quality and price vary widely within each group.

7.1 Bring Our Business Online

The building materials business is no doubt an offline business; you cannot give your services online ever. But you need to come online because your customers are spending most of their time online. Your potential customers are spending a major portion of their time on social-sites and internet surfing and it has become a mandatory to advertise your business online.

We will create website foremost thing you need for your business's online marketing; we will Hire web-developer to build a website for your company. Pay attention to the details, so that your website looks professional and has all important elements of a good website. Your website is the same for online visitors as your office is for the offline visitors.

7.2 To Build Our Brand

Your website/Show rooms get more credibility by customers as well as the search engines if you present yourself as a brand. To build a brand name you need to take help of professional graphic design services made available by companies like Design hill. These services will help us to build our brand name and do the marketing for our brand. The construction graphic design services that may help you build a brand name and market it includes:

- A Brand Logo – the face of your business
- Car, Truck, Van wrap – For advertising your brand through moving vehicle, a very old but effective marketing style.
- Banner – for advertising your brand during some social gatherings.
- Billboards – to make you visible on national highways and other such busy roads.
- Business Card – your indirect invitation card for your customers.
- Flyers and Signage – to catch people's attention

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will be positioned as a quality brand. The Tanzania market has seen large annual growth rates over the past decade. The Tanzania Government is emphasizing the use of locally manufactured goods. Clear divisions between imported and locally manufactured goods are becoming clearer, that is why **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** board of directors decided to set up company in Tanzania and creating new openings for profit.

In Building there is a tremendous opportunity for building material since most of current available products are being imported and local manufacturers have been grossly overlooked that opportunity. Tanzania Infrastructural budget increased from Tsh 1 billion to Tsh 4 billion in 2024, the government is using the money to imports various building materials and constructors, this highlighting the potential within this category.

In the carry-on Aluminum materials and products are long lasting, strong and they don't get rust hence very friendly to the coastal climate in Tanzania (salty areas). Moreover, aluminum products can be used in offices



for partitioning and also has got a variety of uses in building industry. **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** has overseen these opportunities.

8. CUSTOMER

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED is an Import, manufacture and wholesale (to the end user through a reseller) strategy our target customer must is focusing to the reseller.

Our target customers (vs. end user) for wholesale distribution will be resellers who recognize the needs of this consumer and who she identifies with. We have used the term resellers because they will not be limited to retailers. We will reach the consumer through various means wholesalers, factories, construction companies etc.

There are a number of new demand trends that have impacted the market and created greater opportunities. These trends in requirement for aluminum in furnishing, office layout and the industrialization of Tanzania economy which creates other associated demand etc.

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED requires an initial outlay. Sales at retail stores are planned to grow rapidly from Year 1 through **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** Year 5. During this time frame our wholesale revenues are planned to grow enormously. Initial growth will be financed by Shareholders through their shares. Our ratios are well within prudent limits and our growth plans are challenging, but realistic.

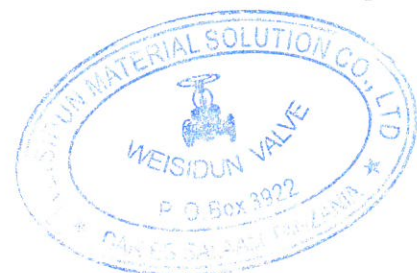
9. OUR KEYS SUCCESS

- Quality product.
- Manpower.
- Product logistics and quality control.
- Product placement in key retail accounts.
- A vertical retail presence in wholesale and retail store, catalogue and e-commerce.
- The creation of a "buzz" about this "hot...new" brand among opinion leaders through a combination of PR and product placement.

9.1 Wholesale

We plan to launch **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** wholesale at the same location where the factory is located. The company is planning to secure a partnership with a well-respected distributors and wholesalers. Through this partnership we will be able to gain key show positions in the Major cities of Dar es Salaam, Arusha, Dodoma, Mbeya, Tanga, etc...

The wholesale strategy will target selected clients in target regions. This product positioning will further establish the brand image of **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** E-commerce: Unlike current e-commerce models, we do not intend to use the Internet to establish the brand or bring it to market. The e-commerce consumer is brand and convenience conscience. The early ventures have shown that it costs dearly to try and establish a brand via this medium. We will develop our initial Internet capabilities as a combination business-to-business tool and e-catalogue. Our site will be simple and direct with minimal cost. Many of our products are consumable. We will be able to establish a use profile and



contact the customer via email when she should be running low, to remind her, at the same time offering her an option to click and replenish. We will establish an EDI capability--directly with the end user. This contact will enable us to suggest add-on items based upon preferences of other users of the same item(s). In addition, the e-commerce platform will provide us with a valuable wholesale tool. We will provide client companies with an access code that will allow them to place orders and utilize our product knowledge database as a training tool for their employees. Our e-commerce capability will come online in early 2020.

9.2 Catalogue

The WEISIDUN MATERIAL SOLUTION COMPANY LIMITED catalogue will launch at the end of 2019. The initial mailing will target opinion leaders in key markets. Our catalogue will have a long in-home life due to the nature of the product and the editorial format. It will be our goal to inform and educate the consumer about the benefits of WEISIDUN MATERIAL SOLUTION COMPANY LIMITED products. We will focus on the ingredients and the benefits. By utilizing still-life photography, we will be able to contain production costs while reinforcing our focus on the product.

10. START-UP SUMMARY

Start-up costs are shown in three areas. The first is in the start-up table, the second is within the cash flow assumptions and the third is in the P&L.

Start-up expenses: legal (incorporation and trademark registration), stationery (business cards and office supplies), etc., brochures, consultants (graphic design for logo and packaging), research and development (architecture fees for store and trade fixture design).

Start-up costs expressed in year one WEISIDUN MATERIAL SOLUTION COMPANY LIMITED Start-up costs included within year one P&L: brand marketing, management staff, travel costs to coordinate product development.

COST STRUCTURE

PARTICULAR	US\$
Land and Buildings	15,448.00
Machinery & Equipment	200,000.00
Motor Vehicles	50,000.00
Furniture & Fixtures	5,000.00
Pre exp	5,000.00
Others	3,000.00
Working Capital	81,552.00



TOTAL	370,000.00
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11. COMPANY LOCATIONS AND FACILITIES

The company's main office is located at Mikocheni, Kinondoni Area and Dar es salaam. The area is designated for industrial area development and accessible by road with enough space for cargo loading and unloading. The company has a long-term lease agreement with warehouse owner with option for renewal.

Distribution in the first year will be managed from factory premises. In years two through five we plan to manage distribution outside the factory.

12. COMPETITIVE COMPARISON

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will occupy a unique market position. However, it is expecting to face stiff completion from imported products and substitute products with the same usage. Quality and price vary widely within each group. WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will be positioned as a quality brand.

In this line of business, the competition can be divided into two: Imported products and locally manufactured products.

The imported products imported from China, India and other Asian countries and sold in the domestic market. They vary widely in quality and price. Their major advantage is their financial strength and their department store relationships. Mostly of them are of low quality sold at higher price.

Raw materials will be imported from China since currently not available locally once available the company will source from local market provided the quality and cost is affordable.

The pricing for products will be based on the cost of raw materials, production costs, government taxes etc.

13. FUTURE PRODUCTS

A corner stone of our strategy is the creation of sustainable growth through a combination of new product launches and replenish-able basics. After five year of being in the market the company plan to launch other line of production based on the current market forces, demand and the level of completions.

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED is launching a brand. The successful execution of this strategy will provide us with the ability to transcend into other categories in the future, as long as we define our image and stay true to the base precepts. For example, properly executed these five precepts can be applied to home products. We believe our ability to create new product opportunities and growth will only be limited by our imagination and our ability to attract talented people who understand the concept of manufacturing.



14. MARKET ANALYSIS SUMMARY

Tanzania is the most populous and vast country in East Africa with a population of 50.1 million people according to the 2017 Projections by the National Bureau of Statistics National Census of 2012.[1].

The healthcare system is arranged in a hierarchical structure and the administrative structure is related to the running of the equivalent level of the health facility and where the first line health facility is the dispensary to be built in every village and health center to be built in every ward as is written in The Primary Health Care Development Program (2007–2017)[2]. Higher up in the ranking are the district hospitals, regional referral hospitals, zonal referral hospitals and national hospitals.

Of the 269 hospitals in the country, 120 are public under the Ministry of Health Community Development Gender Elderly and Children, the military and parastatal organizations. The remaining 149 are privately owned either by faith-based organizations, private-for-profit or non-governmental organizations.

Tanzania is estimated to use 18,000-30,000 tons of plastic bags annually, this is expected to be replaced by non-woven bags.

15. TARGET MARKET SEGMENT STRATEGY

Because WEISIDUN MATERIAL SOLUTION COMPANY LIMITED is a manufacturer company, the market strategy will be focused to wholesalers and end users

Our targeted end user of our aluminum products is population of 18 years to 70. This is not less than 30milions people.

16. STRATEGY AND IMPLEMENTATION SUMMARY

Our strategy is to develop WEISIDUN MATERIAL SOLUTION COMPANY LIMITED as a company that represents quality and value. The tactics underneath this strategy and the programs we will put in place cover a broad range of disciplines. They are presented here in order of importance.

16.1 Products that perform

Continually develop and bring to market products that function as intended and represent an acceptable price-value proposition to the consumer.

16.2 People:

Locate, nurture and develop a team that is talented, committed and understands the concept of brand. Training and incentive programs will assist in inspiring our people to "walk the walk," and reward performance. Employee stock option and profit-sharing programs will be available at all levels.

16.3 Targeted marketing programs

Focus on PR campaigns and affiliations with opinion leaders that reinforce our image. Print advertising will be focused on the benefits of our products, both physical and emotional. They will speak to our target consumer aspires to have. It will be carefully placed to insure the proper affiliation. Point of sale graphics will reinforce our message of function and quality. Develop a team of "technical representatives" to support key accounts with product and sales training. Development of WEISIDUN MATERIAL SOLUTION



COMPANY LIMITED distribution center, Distribution center will be carefully sited to generate acceptable revenue and enhance our brand image. Existence of our own distribution center will help to establish and reinforce our authority.

16.4 Marketing Strategy

WEISIDUN MATERIAL SOLUTION COMPANY LIMITED will utilize a brand building (pull) strategy as the basis for our marketing plan. We will position our print media spend in magazines that influence our target consumer and validate the brand. In addition to paid ads in regional issues of the publications, we will retain a PR firm to develop a grass roots program for obtaining product placement and celebrity/trainer endorsements. Our media and PR strategy will bring the brand to the forefront for the consumer and set the stage for our image development. In addition, we will develop a unique in-store and hospital graphic and communication package that explains our products benefits and advantages at point of sale.

16.5 Pricing Strategy

Our pricing strategy at retail will be to create a price-to-benefits ratio that positions WEISIDUN MATERIAL SOLUTION COMPANY LIMITED as a superior value. At wholesale we will price our products to provide the retailer with a 50% maintained margin and offer a product exchange program for current accounts. Our wholesale prices will be derived after the appropriate retail is determined to ensure that the shelf price represents a value to the consumer and the retailer has a 50% margin.

We will not have price promotions in our own facilities and we will discourage our wholesale customers from reducing prices. Instead we will have a quarterly bonus week. During the bonus week consumers will receive a free gift with any WEISIDUN MATERIAL SOLUTION COMPANY LIMITED purchase over a preset amount. The gift sets will consist of sample size WEISIDUN MATERIAL SOLUTION COMPANY LIMITED products from our most current launch.

16.6 Sales Strategy

Our retail sales strategy consists of just two parts. First, we will hire and train people who fit the WEISIDUN MATERIAL SOLUTION COMPANY LIMITED image. Our training programs will ensure that they have the product knowledge necessary to serve the customers' needs and close the sale. Second, our commission and retention programs will insure we recognize and reward performance. Our sales people will be on a commission program that compensates for follow up sales at progressively higher rates. This will provide an incentive for consumer follow up and the creation of repeat business. Our commission program will also ensure that individual performance is monitored and recognized. Top performers will be singled out for recognition and poor performers will be given additional training or encouraged to seek a profession more suitable to their skills.

Our wholesale sales program will evolve through two phases as we grow. In the first phase leading showrooms will represent us. They will be paid commission on all sales and will manage the contracts with other showrooms. These higher rates will motivate the reps to promote WEISIDUN MATERIAL SOLUTION COMPANY LIMITED products and aggressively pursue reorders. They will also handle order follow up and customer service. Our internal sales team will be paid 6% of sales. The customer satisfaction team will handle all post sale activities. Insuring delivery, claim processing and collection. (This team will cost approximately 8% of sales in salary and support costs.)



16.7 Sales Forecast

Sales at WEISIDUN MATERIAL SOLUTION COMPANY LIMITED retail stores are planned to grow astoundingly from 2019 to 2023. This represents a phenomenal growth rate per year for the first five years.

Wholesale sales are budgeted to grow enormously by the end of 2023. While we believe this growth is achievable for the following reasons:

A great deal of our growth will come from adding doors. We will begin 2019 with one account. As we add accounts, we will experience both per door growth and geometric growth in the size of our wholesale client base.

Our product launch schedule will result in our sales to grow 0.05 per annum.

Our advertising plan (media and PR) is to grow our annual media spend extensively by 2019 and 2020. This will increase brand awareness by both the consumer and the retailer.

16.8 Sales Programs

Development of the WEISIDUN MATERIAL SOLUTION COMPANY LIMITED sales training program: To be completed in the by the October of 2019.

Creation of the WEISIDUN MATERIAL SOLUTION COMPANY LIMITED commission program: To be completed in the first second quarter of 2019.

Identification of and contracts with key wholesalers by end of 2019.

Selection of a customs broker to ensure efficient flow of inventory and accurate classification of product: To be completed in March 2020.

16.9 Milestones

The following table shows the milestones set for WEISIDUN MATERIAL SOLUTION COMPANY LIMITED Management Summary

The initial management team is very compact. Our CEO and founder are the only current (full-time) employee. However, we have utilized significant external resources and have secured a committed and talented team to join WEISIDUN MATERIAL SOLUTION COMPANY LIMITED as our funding gets in place.

17. Management Team

Mr. SONG KEHUA, president and CEO:

Mr. SONG KEHUA has over 20 years in importing, manufacturing and wholesale business During his career he has successfully held senior management positions with several major companies before establishment of



his own enterprise Mr. SONG KEHUA will be assisted with other board of directors in policy formulation and general guidance of the company vision.

The company will recruit competent and experience people to manage daily company operations.

Employment	Foreign Skilled	Local Skilled	Local Unskilled	Total
Women		10	10	20
Men	3	25	15	43
TOTAL	3	35	25	63

18. Outside Management Advisors

Our outside management advisors provide a significant asset to WEISIDUN MATERIAL SOLUTION COMPANY LIMITED. They provide management with a valuable sounding board for strategic and creative decisions. They provide a deep experience base in all critical areas. The company will experience consultancy hires business for guidance.

18.1 Important Assumptions

Our assumptions are detailed in the proceeding tables. We have planned for relatively slow but stable general economic growth and an interest rate on borrowing of 8%. That is caused by our assumption that approximately 100% of our sales will be done on cash and grow 5% annually

18.2 Key Financial Indicators

This topic compares five key indicators in regards to how much they change over time. The indicators include sales, gross margin, operating expenses. We chose these three indicators because they all have real impact on the health of a business. We focus not on gross amounts as much as changes. The chart actually shows changes on a year-to-year basis, rather than gross amounts.

The indicator value is a good way to compare different concepts on the same chart. Sales and operating expenses are measured in gross amounts, gross margin is in percentage terms, collection days are in days (how many days do you wait to get the money), and inventory turnover is in turns per year (cost of goods sold divided by average inventory).

18.3 Projected Statement of Comprehensive Income.

A projected Statement of Comprehensive income for the period covering from 1nd December 2019 through to 31,st March,2024 has been prepared on schedule no 2, which also form part of projected financial statement of the period .This details the projected performance of the business through income generated, operating expenses to be incurred and the profit to be earned. In five years, period



We will try to be nimble and flexible in adapting to changes in the regulatory and competitive environment, and to changing customer needs.

Continuous improvement in processes and productivity as the basis for retaining cost competitiveness

The company WEISIDUN MATERIAL SOLUTION COMPANY is a local company incorporated in Tanzania with number of shares issued Tsh 1,000 valued at Tsh 10,000 each with total nominal value of Tsh 10,000,000. We want to add company capital in the future. The company is owned by foreign investors mentioned below: -

Name of shareholders	Subscribed shares	Nationality
SONG KEHUA	950	CHINESE
CAO BINGWANG	50	CHINESE

Together shareholders with of combined experience in selling building materials and import the wholesale business will help the business thriving.

The company's main office is located in at Plot No 46, street: Mikocheni area, Kinondoni district, Dar es Salaam. The leased warehouse is within industrial area with space sufficient for planned staff size growth within the few years.

From Year 1 through Year 5 we will grow in head count from ten to sixty-five. The majority of this growth will come in store personnel, the rest will be support staff. We believe the plan shows a controlled and conservative ramp up of personnel.

5. OBJECTIVES

Launch **WEISIDUN MATERIAL SOLUTION COMPANY LIMITED** within 4 months.

Achieve an above median maintained margin rate by the end of 2019.

To carry on the business of manufacture of other fabricated metals.

To carry on the business of manufacture, sale, import and export of building material, plumbing, Aluminum and other related products.

Other personal service activities

