

# BUSINESS PLAN



TANZANIA

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## Executive Summary

Timber is liable to breakdown by weathering since wood swells and shrinks. In Tanzania, it is common for the fibers in timber to weaken over time due to constant weathering or expansion and contraction during different seasons of the year. This continuous weakening eventually causes the timber to split.

Overtime, electricity and timber companies have been importing Anti-split plates which are used to prevent hardwood timber poles and logs from splitting. Importation of anti-split plates has been done from countries such as South Africa, China etc. Africa is one of the young populations in the world. For instance, take Tanzania where about 60% of population is youth who still require jobs. If Tanzania should keep importing, meaning no industries, no jobs at long last poverty rate will be higher.

Meet Oyeru Asante company, a premier anti-split plates manufacturer, distributor and supplier with its headquarters in Uganda. Oyeru Asante is a reliable, reputable and excellence driven manufacturer of high quality anti-split plates for all standard grades including galvanized and stainless steel. Oyeru Asante excels at conquering unique and unexpected challenges within the East African market. We endeavor to uphold our reputation of being a manufacturer, supplier and distributor of quality products to all our customers. We believe that delivering a quality product is integral to the success of our company. It is the company's policy to continually meet and exceed our customers' requirements, whilst maintaining sustainability to ensure the future prosperity of the client and our company.

The establishment of anti-split plates manufacturing unit in Tanzania will accelerate industrial growth, increase employment rate, and reduce the importation of similar products. This will facilitate Tanzania's Industrial Development Strategy through development of industries to make the industrial sector the real engine of economic growth.

# 1. Introduction

## 1.1. Overview

### OYERU ASANTE COMPANY IN TANZANIA

Following high demand of anti-split plates in Tanzania, Oyeru Asante has established its manufacturing unit in Dar es Salaam in order to increase availability of anti-split plates, utility pole tags and distribution services to clients all over the country.

Oyeru Asante Company is committed to meet and exceed our customers' requirements for product quality, services and delivery. Our entire organization demonstrates the highest quality leadership in the manufacturing and distribution industry by striving for continuous improvement in all aspects of our business.

We pride ourselves on operating in a manner that consistently reflects honesty and integrity with all of our customers. We continually strive to improve our methods of supplying certified material in order to benefit all levels of the manufacturing supply chain. From a company-wide perspective, our dedication to this type of service oriented culture is unwavering; it is our mission to demonstrate this belief in order to attain a deep trust and respect throughout the industry.

Through our two main business units – Oyeru Asante Manufacturing and Oyeru Asante Distribution, we provide One-stop supply and just-in-time production for all anti split plates and utility pole tag requirements.

To do this, the company will continue to improve on its quality management processes, to ensure that it's high quality standards are maintained.

Oyeru Asante company will not compromise on quality to satisfy any short-term goals but will rather focus on maintaining and improving standards constantly to ensure long term growth, financial stability and continual development of our employees.

## 1.2 Mission

Our primary mission is to provide our customers with high quality and standard products through innovative designs, quality products and dependable service within a reasonable time frame at affordable prices.

### 1.3 Vision

Oyeru Asante's vision is to be the leading manufacturer and distributor of anti-split plates and utility pole tag in Africa.

### 1.4. Objectives

The main objective of Oyeru Asante is to establish a modern manufacturing industry in Tanzania and be a pioneer in producing anti-split plates and utility pole tags.

The objectives of Oyeru Asante Company are as follows:

- i) Manufacture and distribute high quality anti split plates and utility pole tags in Tanzania and neighbour countries. Our company will promote industrialization and enhance equitable regional growth.
- ii) To create employment and increase of opportunities for youth to work in the factory and our delivery channels. (Job creation)
- iii) To raise country's revenue and foster growth of economy through increase of nation's GDP and export earnings.
- iv) Local production will create import substitution of anti-split plates from South Africa and over sea's.

### 1.5. Value Proposition

Oyeru Asante company will stand out since it's the first manufacturer and distributor of anti-split plates and utility pole tags in Tanzania. The manufacturing sector in Tanzania is

one of the least developed in Africa. However, strong and positive signs of recovery and growth have been observed over the last decade. The establishment of Oyeru Asante in Tanzania will build an internationally competitive business environment through the formation of an industrial infrastructure supported by efficient physical facilities and institutional back up.

i). Our products: we manufacture and distribute products such as anti-split plates and utility pole tag.

ii). Our services: We provide exemplary service and provide an open communication ground with our customers for feedback and critics to improve our services to meet our customer's needs and expectations at the highest level.

iii). Our team: We acquire well experienced personnel and well skilled laborers who are committed to producing high quality products and ensure delivery of sound and reputable services. This will also position our company and get it well known in different forums

iv). Customer need: We are giving customers the need of high quality, locally made and affordable products.

### 3. Our products and services

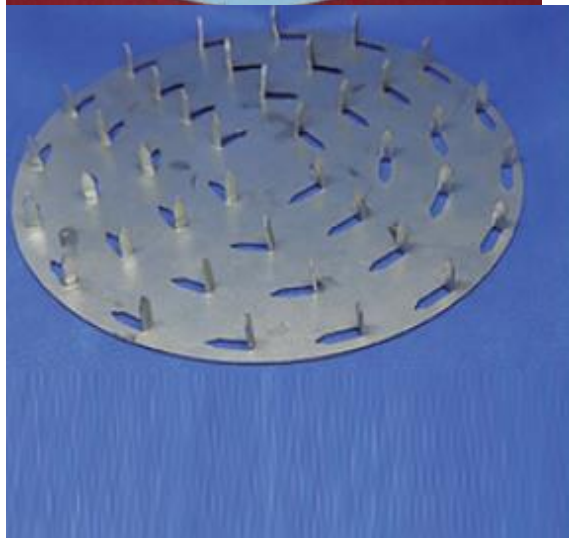
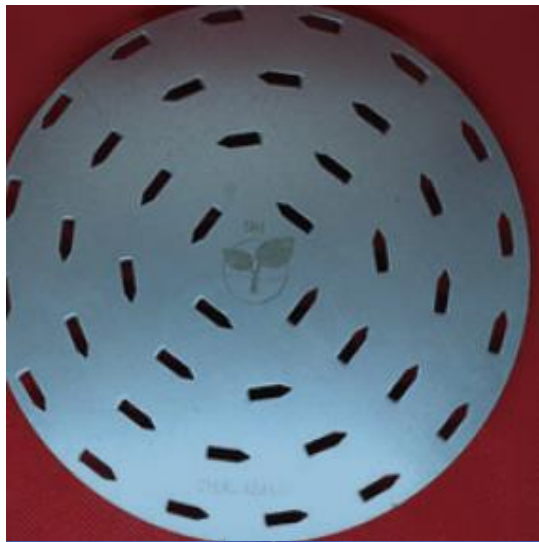
Oyeru Asante takes pride in offering a wide range of in-house manufactured products to both the timber and electricity industry. With the constantly changing market place we are always striving to not just increase our product range but also the overall quality. From the smallest tag to the largest Anti Split Plate our dedication and pride shows in all of them.

- Supreme anti-split

"Supreme" anti-split plates are made from cold rolled galvanized steel with a silver-white finish. They have an 8mm nail and 3.35mm wide hole which gives a strong stout nail. We can also make a 14mm nail with a 3.5mm hole on customer request.

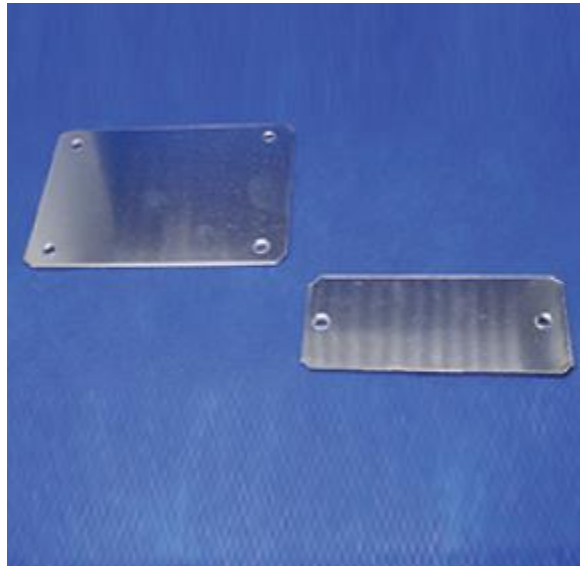
- Nyota anti-split

“Nyota” is a stainless steel anti-split plate with a 14mm nail and has a 201/2b surface to give you maximum resistance against corrosion. Nyota, is a “Oyeru Asante” innovation in the anti-Split plate world which provides answers to the rust challenge in coastal areas due to the high saline humidity and superior strength due to the fact that it’s made from Stainless Steel. The Nyota difference Stainless steel is a stronger material and this brings with it tremendous advantages like: Fewer damaged plates as the 14 mm long nail can easily attach into the timber with no risk of bending. The stainless steel anti-split plates prevent rust better compared to the galvanized steel anti-split plates especially at the points of the nails where the zinc coating is broken during the punching of the nails phase of production. Stainless steel computerized facility provides consistent quality plates.



- Utility Pole Tags

We also provide utility pole tags made of aluminum which measure 76mm\*56mm & 31mm\*67mm and can be either pin or laser engraved depending on the clients need. with the embossed characters they are used to provide quick and easy identification.



- Distribution

Oyeru Asante has developed a unique distribution model that will allow the company to become a leading distributor of reputable brands and locally made product. Transparency and ethicality are two things we never compromise on.

### 3. Industry and Market Analysis

#### 3.1. Business Industry

Our company lands in the Ministry of Industry and Trade with requirements such as industrial license according to the National Industries (Licensing and Registration) ACT CAP 46 R.E 2002.

### 3.2. Government Support

We expect good support from the government through the responsible ministry (Industry and trade). The National Development Vision 2025 (VISION 2025) recognizes the leading role of the industrial sector in the process of transforming Tanzania's economy from a weather and market dependent agricultural economy to a self-sustainable semi-industrial one by 2025.

The united republic of Tanzania will be one of the biggest beneficiaries as a primary achiever of revenue from the internal increase of GDP through the increase in production, manufacturing and sale of our products as well as through foreign exchange gains in exportation.

### 3.3. The intended Market

The intended market for our anti-split plates and utility pole tags are electricity generating companies such as Tanesco, Sao Hills, New Forest Company and Mufindi Poles while the intended market for our distribution services are local brands looking for distribution partner.

### 3.4. Market major Players

Market major players are electricity generating companies, local brands, ministry of industry and trade, Tanzania investment centre as well as the Government at large.

### 3.5. Market Size

We are currently based in Uganda and Tanzania with the opportunity to scale into nearby countries through exportation of our products.

### 3.6. Potentials for Market Growth

We expect to grow throughout the country and reach more regions starting with the expansion in Dar es salaam then gaze further to saturate the market at national and international levels as we have seen a great potential of our product in the prevailing market and its standing ability for further progressive opportunities.

## 4. Competition

#### 4.1. Major Competitors:

Our direct competitors are international manufacturing companies based in South Africa, China and Zambia. We currently don't have any local competition because our company will be the first ever company to manufacture anti-split plates and utility pole tag in Tanzania.

#### 4.2. Their Competitive Advantages/ Disadvantages.

They entered the market before Oyeru Asante hence well known by most customers and well experienced in this business. However, through uniqueness in our products and services, we are confident that we will take the majority of the market share.

#### 4.3 Customer Loyalty:

Our customer loyalty will mainly result from the value we will give our customers:

- i). Our products: We give our customers best products as they want and offer them a chance to air their opinions and critics.
- ii). Our services: We provide exemplary service and recommend a 'repeat business' where customer who comes in once, should want to return and recommend us. This is through excellent customer services.
- iii). Our team: We provide regular training programs to employees to ensure that they deliver sound and reputable services. This will also position our company and get it well known in different forums
- iv). Customer need: We are giving customers the need of high quality products made by Tanzanians for Tanzanians.

## 5. SWOT Analysis

The SWOT analysis method is the right tool for finding problems from four different sides, where the application is how the power is able to take advantage of an existing opportunity. How to overcome the weaknesses that prevent profits, and how the power is able to deal with the existing threats. Finally, how to overcome weaknesses that can make threats real or create a new threat.

Our company's strengths include a strong brand, futuristic designs, high-quality product materials, a short period of development for new products, and an increased ability to keep up with the trends. Innovative strategies will be developed to ensure that the

business grows and meets the needs of its customers. In securing even more opportunities, the project will hire a permanent marketing manager and sales manager who will work to raise the company market visibility.

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Strong management and devotion from the member</li> <li>2. Experienced personnel who are committed</li> <li>3. Strong brand with high quality products</li> <li>4. Good product prototype and innovation</li> </ol>	<ol style="list-style-type: none"> <li>1. Less market visibility, since we are still growing</li> <li>2. Inadequate capital</li> <li>3. Small Size and capacity of the company might not be able to meet the overgrowing demand in Tanzania.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. The need to eradicate imported products</li> <li>2. Support from the government through industrial policy</li> <li>3. Untapped potential to export the products to neighbouring countries</li> </ol>	<ol style="list-style-type: none"> <li>1. imported products from china and south Africa.</li> <li>2. Competitors of similar products emerge</li> <li>3. Regulation of government, regulations on tight industrial business.</li> </ol>

In reducing weaknesses, and threats, the project will make sure that it follows all government and legal procedures including payment of initial tax cost, registering and operating under its own company name. Threats that our manufacturing business may face in the near future may include the lack of skilled personnel, the quick obsolescence of technology, tough competition from imports, market fluctuations, higher taxes and the rise of similar companies.

#### Community Benefits Arising from Oyeru Asante

- Saving and reduce risk of injury of installers due to quality products
- Increase money value of the country from home investments (less import, industrialization)
- Employment creation
- Increased living standards.

- Smooth running of development activities that are electric dependent.
- Increased government revenue.

## 6. Operations Plan

i). Patents and Permits: The company has acquired all the necessary license and permits to operate in Tanzania. Currently seeking to be registered with the Tanzania investment centre.

ii) Material resources: After the launch of the company there will still be material sourcing from different units to commence the production of anti-split plates and utility pole tags.

iii). Key resources: Directors and the management have intangible values, skills and experience to make the company run smoothly.

iv). Service delivery: The nature of service delivery will be through our designated distribution channels.

V). Employment. The employees are going to be categorised into three. This includes the foreigners, the locals and casual workers. Total employees are 24. Accounted as follows:

- Foreigners – 4

-Locals-10

Casual-10

## 7. Marketing Plan

Following the vital regard to industrial issues, the company will have varieties of strategies on how to make products and services sound to customers hence profitability for the further run of the company. We will make use of social media to reach more people and attend trade fairs and events organized occasionally to increase our visibility in the market.

### 7.1. Pricing Strategies

We slightly reduce our margins to accommodate the retailer's profit as this also benefits us by selling in high volumes. We add a mark-up on the costs we incur while also considering the existing market prices.

Our company will use a mixture of cost based pricing and value based pricing so as to ensure we get enough profits to grow while also producing and being known for producing premium products

For the cost based pricing, we put a mark-up on the cost while for value based pricing, we determine the value of our products using the raw materials used, production and distribution

#### 7.2. Promotion and Advertisement Strategy:

We will employ various strategies to position our items above the rest in the market. These include the following:

- i) Trade fairs: Participating and trade fairs and showcasing our products especially in the industrial related events such as International trade fair etc.
- ii) Printed ads: this is a very powerful form of advertising and we are looking forward to implement it as a company by designing and creating leaflets, brochures and other printed promotional materials
- iii) Use of a website which will also be used a sales website for online purchases in a 5-year plan.
- iv) Use of social media and blogs to increase visibility.

## 8. Management

### **KENNEDY – DIRECTOR**

A creative, hardworking and talented individual with willingness to learn ability to listen, creativity, assertiveness and confidence, perseverance, courage and risk taking. He helped pilot and test launch Oyeru Asante company in early 2019, a self-funded industry to a revenue generating.

Kennedy graduated with high grades in Human Resource Management and masters of business administration in marketing at Punjab Technical University India. He has vast experience and skills in management of organizations.

He is passionate about innovative solutions to industrial structuring and production issues. He is working as the director of Oyeru Asante, a company dealing with production and distribution of antispit plates and utility pole tag; responsible for overall management of the business, seeking funds, entering into contracts, supervising the human resources as well as managing the business finance and portfolios

### **DENIS – DIRECTOR**

Entrepreneurial and driven director, with over 10 years of expertise in founding a number of companies in various industries such as technology, production and distribution. Proven fundraising and networking skills, building fruitful partnerships with hundreds of clients and other stakeholders as well as delivering evident bottom-line growth.

Denis Angulo has vast experience in Direct Sales and Marketing field, prominently working at GNLD International LLC, Trevo Tanzania Limited in which time, he progressively grew sales for the East African market through networks in Uganda, Kenya and Tanzania.

In his most recent occupation, Denis has been successful in identifying and correcting leakages resulting in growth of the organization. He is a pro-active, committed and experienced young professional with in-depth knowledge of the East African Market for Nutritional and Homecare Products with proven motivational, organizational, marketing, interpersonal and supervisory skills.

### **ZAINABU NAHONYO – GENERAL MANAGER**

Zainabu is a dynamic and multitalented person with a major in Finance, IT and statistics. She is an expert in working with computer and hardware providing information system based technical support. She is also acquainted with Marketing, micro-economics and Organization operations and resources together with research skills accompanied by extensive skills in creativity, cooperation and hardworking, capable of working under maximum and minimum supervision and able to collect and analyze information.

Zainabu is the general manager at Oyeru Asante company with experience in the field from various institutions. She has worked with top organizations in the country such as SSMC, SoftNet technologies limited, Tanzania revenue authorities and Economic Awareness Mission of Tanzania (EAMT). The roles she played in the past has enabled her to tackle general manages responsibilities at Oyeru Asante efficiently. With her Masters of Business Administration (MBA) in Finance and a Bachelor of Science with Computer Science, she is a huge asset to the company with a vision to take Oyeru Asante further.

## **FARAJA KALANJE – STOCK MANAGER**

Faraja is a degree holder in Bachelor of Science in Information Technology, skilled in Information System management, Network designing, Web site Development and Design, Data base management and Design, Computer Programming, System Analysis and Design, Project Management, Multimedia Development, E-Government issues, Enterprise Resource Planning, Supply Chain Management and Computer Maintenance.

Faraja is a very creative, flexible, hard worker and skilled in time management, capable of multitasking and determined to able to work in a team and alone with minimum supervision. He is trustworthy, responsible and equipped to make plans, manage, organize and co-ordinate tasks and capable of coping with working environment.

He has acquired experience in the field by working with interesting companies such as TTCL (Tanzania Telecommunication Company Limited), Getgo – It & Marketing Consultant, Brand Fusion Marketing Company and TBC (Tanzania Broadcasting Company). Faraja is the stock manager at Oyeru Asante working tirelessly to ensure smooth supply chain management.

## **DANIEL FRANK – ACCOUNTANT**

Daniel is seasoned Accountant knowledgeable about laws and standards related to routine business operations, tax returns and compliance processes. He has a bachelor degree in Accountancy from the Institute of Finance Management and currently enrolled for National Board of Accountants and Auditors exams.

He is systematic, well-organized and resourceful. Daniel has experience in working with organizations such as Green Mark international and Genesis technology limited. As an accountant at Oyeru Asante, Daniel is working to monitor all company costs and presented budget forecasts each quarter. Remit all statutory deduction such as PAYE, WCF, NSSF, VAT. Align all financial activity with GAAP regulations and standards. Analyze costs and revenues to project future trends. Manage of petty cash and Preparation of daily and weekly sales report.

### 8.1. Functions:

Our company will mainly need the administrative function, operations, sales and marketing, accounting and IT Functions. Under administrative management, the company is expected to perform tasks like storage and distribution of information within the company. This will ensure a sound flow of information. This function will be responsible for proper coordination of the company activities.

The operations department will be the one to deal with the company operations of production and distribution. The sales and marketing function will work to ensure we reach a lot of customers and serve them perfectly. The accounting function will ensure effective and efficient management of monetary resources as well management of accounting records. The IT function will manage the company's information technology including social media and company website.

### 8.2. Qualifications:

The staff we hire will be well educated, at least Bachelor degree holders where possible. Lower skilled staff will have less educational requirements example the cleaners, security etc. The staff must be self-motivated, innovative and willing to develop new inputs to the company.

### 8.3. Organisational Structure:

The company will be headed by the Managing Director who will be assisted by the General Manager. These will oversee the overall operations of the company. Below them are the departmental managers, that is, marketing manager, Finance Manager, IT Manager and Operations Manager. Next to these will be the supervisors and then other staff.

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### FINANCIAL POSITION FOR THE PERIOD OF 5 YEARS

Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Non Current Assets					
Land&Building	122,413	2,448	3,672	2,448	-
Plant&Machinery	64,956	1,299	1,949	-	5,000
Vehicles	86,000	1,720	2,580	-	23,359
Furniture & Fittings	59,655	26,938	15,039	15,930	-
Computer And ICT	69,257	-	-	-	-
<b>TOTAL NON CURRENT ASSETS</b>	<b>402,281</b>	<b>32,405</b>	<b>23,240</b>	<b>18,379</b>	<b>28,359</b>
Current Assets					
Trade Receivables	-	354,275	517,955	552,057	555,301
Inventory	5,000	-	-	-	-
Bank	25,043	25,474	28,925	33,263	39,916
<b>TOTAL CURRENT ASSETS</b>	<b>30,043</b>	<b>379,749</b>	<b>546,880</b>	<b>585,320</b>	<b>595,217</b>
<b>TOTAL ASSETS</b>	<b>432,324</b>	<b>412,154</b>	<b>570,120</b>	<b>603,699</b>	<b>623,576</b>
Capital & Liabilities					
Capital and Reserves	180,000	189,000	349,039	239,085	286,902
Retained Earnings	30,300	169,690	184,051	267,252	342,532
Working Capital	41,000	26,565	13,249	15,930	
<b>NON CURRENT LIABILITIES</b>					
Loan	176,024	7,221	-	-	-
<b>CURRENT LIABILITIES</b>					
Trade Payable	5,000	20,500	22,550	81,432	29,499
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>432,324</b>	<b>412,976</b>	<b>568,889</b>	<b>603,699</b>	<b>658,933</b>

## 9. Financial plan

Oyeru asante (T) Ltd  
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<b>FINANCIAL INCOME COMPREHENSIVE STATEMENT FOR THE PERIOD OF FIVE (5) YEARS</b>					
Particulars:	Year 1	Year 2	Year 3	Year 4	Year5
Sales	705,000.00	784,000.00	<b>862,400.00</b>	991,760.00	1,190,112.00
Net sales	705,000.00	784,000.00	<b>862,400.00</b>	991,760.00	1,190,112.00
Opening Stock	-	5,000.00	-	-	-
Add: Cost of production	450,000.00	500,000.00	<b>550,000.00</b>	632,500.00	616,480.00
	450,000.00	505,000.00	<b>550,000.00</b>	632,500.00	616,480.00
Less: Closing Stock	-	-	-	-	-
Cost Of Goods Sold (COGS)	450,000.00	505,000.00	<b>550,000.00</b>	632,500.00	616,480.00
Gross Profit (Sales- COGS)	255,000.00	279,000.00	<b>312,400.00</b>	359,260.00	573,632.00
Pre- Expense	3,200.00	3,360.00	<b>3,696.00</b>	4,250.40	5,100.48
Depreciation	32,000.00	32,000.00	<b>35,200.00</b>	40,480.00	48,576.00
Carriage outwards	25,000.00	23,000.00	<b>44,650.00</b>	6,758.00	128,800.00
Insurance expenses	49,000.00	19,950.00	<b>28,595.00</b>	18,830.00	22,596.00
Payroll	115,500.00	31,000.00	<b>16,208.00</b>	21,690.00	26,028.00
Total Expenses	224,700.00	<b>109,310.00</b>	<b>128,349.00</b>	92,008.40	231,100.48
<b>NET PROFIT BEFORE TAX</b>	<b>30,300.00</b>	169,690.00	<b>184,051.00</b>	267,251.60	342,531.52
TAX 30%	9,090	50,907	55,215	80,175	102,759
<b>NET PROFIT AFTER TAX</b>	<b>21,210.00</b>	<b>118,783.00</b>	<b>128,835.70</b>	<b>187,076.12</b>	<b>239,772.06</b>

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### CASH FLOW STATEMENT FOR THE PERIOD OF FIVE (5) YEARS

		Year 5	Year 4	Year 3	Year 2	Year 1
<b>Operating activities</b>						
Profit/(Loss) before tax		342,531.50	267,251.60	184,051	169,690	30,300
Tax paid		(2,500.00)	(2,000.00)	(1,450)	(1,256)	(1,000)
Prior year tax paid			-			
<b>Adjustment for</b>						
Depreciation		48,576.00	40,480.00	35,200	32,000	32,000
(Increase) /decrease in receivables		(555,301.50)	(552,057.00)	(517,955)	(354,275)	-
Increase/(decrease) in creditors and accruals		(51,933.00)	58,882.00	2,050	15,500	5,000
(Increase) / Decrease in stock		-	-	-	-	5,000
<b>Net cash generated/(utilized) in operations</b>	<b>A</b>	<b>(218,627.00)</b>	<b>(187,443.40)</b>	<b>(298,104.00)</b>	<b>(138,341.00)</b>	<b>71,300.00</b>
<b>Investing activities</b>						
(Additions)/ Disposals of non current assets		(28,359.00)	(18,378.60)	(23,240)	(32,405)	(402,281)
<b>Net cash generated / (utilized) in investing activities</b>	<b>B</b>	<b>(28,359.00)</b>	<b>(18,378.60)</b>	<b>(23,240)</b>	<b>(32,405)</b>	<b>(402,281)</b>
<b>Financing activities</b>						
Loan		-	-	-	7,221	176,024
Share capital		286,902.00	239,085.00	349,039	189,000	180,000
<b>Net cash generated / (utilized) by financing activities</b>	<b>C</b>	<b>286,902.00</b>	<b>239,085.00</b>	<b>349,039</b>	<b>196,221</b>	<b>356,024</b>
<b>Net increase / (decrease) in cash and cash Equivalents</b>		<b>39,916.00</b>	<b>33,263.00</b>	<b>27,695.00</b>	<b>25,474.52</b>	<b>25,043.00</b>

## 10 Milestones

Our milestones for each quarter in the next 2 years:

Quarter and year	Milestone	Impact assessment
Q1- Year1	<ol style="list-style-type: none"> <li>1. Sourcing raw materials for the production</li> <li>2. Hire and train staff for the industry activities</li> <li>3. Improve Sales and marketing of Anti-split plates and utility pole tags</li> </ol>	<ul style="list-style-type: none"> <li>• Increase country's GDP</li> <li>• Offer employment to youth and facilitate learning and capacity building</li> <li>• Increase client base for the company</li> </ul>
Q2- Year 1	<ol style="list-style-type: none"> <li>1. Production expansion</li> <li>2. Increase of staff by 20%</li> </ol>	<ul style="list-style-type: none"> <li>• More revenues for the company hence profitability</li> <li>• Reduce unemployment rate</li> </ul>
Q3- Year 1	<ol style="list-style-type: none"> <li>1. Fully captured the market in Tanzania.</li> </ol>	<ul style="list-style-type: none"> <li>• Our existence as a strong brand that is reliable in manufacturing and distribution company in anti-split plates and pole tags.</li> </ul>
Q4- Year 1	<ol style="list-style-type: none"> <li>1. Training and capacity building program for staff members</li> </ol>	<ul style="list-style-type: none"> <li>• Skills enhancement and development</li> </ul>

Q1- Year 2	<ol style="list-style-type: none"> <li>1. Export our products to neighbouring countries</li> </ol>	<ul style="list-style-type: none"> <li>• Inject foreign earning in the business and increase in Tanzania money value.</li> </ul>
Q2- Year 2	<ol style="list-style-type: none"> <li>1. Increase of staff by 25%</li> <li>2. Increase in volume of production by 5%</li> </ol>	<ul style="list-style-type: none"> <li>• Reduce unemployment rate</li> <li>• Increase revenues for the company</li> </ul>
Q3- Year 2	<ol style="list-style-type: none"> <li>1. Company assessment</li> </ol>	<ul style="list-style-type: none"> <li>• Figure out the direction of the company and it growth rate</li> </ul>
Q4- Year 2	<ol style="list-style-type: none"> <li>1. Diversification of our products and services</li> </ol>	<ul style="list-style-type: none"> <li>• Reduce risks and increase profitability</li> </ul>