

HUAREN COMPANY LIMITED

Certificate of incorporation Number:

140193593

BUSINESS PLAN

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Table of Contents

ABBREVIATION.....	vi
LIST OF TABLES	vii
LIST OF FIGURES	viii
EXECUTIVE SUMMARY	ix
CHAPTER ONE	1
COMPANY DETAILS	1
1.1 Company Name	1
1.2 Company Registration	1
1.3 Background of the Company	1
1.4 Legality of the Company and Government Regulation	1
1.5 Company Locations	2
CHAPTER TWO	3
ACTIVITIES OF THE COMPANY	3
2.1 Products and Services offerings.....	3
2.2 Our Vision Statement.....	3
2.3 Our Mission Statement	4
2.4 Overall Objectives	4
2.5 Marketing and Branding Objectives	4
2.6 Technical and Operational Objectives	4
2.7 Keys to Success.....	5
2.8 Start-up Summary	5
2.9 Sources of Income.....	5
CHAPTER THREE	6
BUSINESS STRUCTURE	6
3.1 Board of Directors/Board of Advisor	6
3.3 Roles and Responsibilities of Staff.....	8
3.3.1 Chief Executive Officer – CEO	8
3.3.2 Finance Manager:.....	9
3.3.3 Operation Manager:	9
3.3.4 Human Resources and Admin Manager	9
3.3.5 Sales and Marketing officers	10
3.3.6 Production Manager and Technicians / Machine Operators.....	10

3.3.7 Receptionist.....	10
3.3.8 Drivers.....	11
CHAPTER FOUR.....	12
SWOT ANALYSIS TO OUR STARTUP BUSINESS	12
4.1 Strength:.....	12
4.2 Weakness:	13
4.3 Opportunities:	13
4.4 Threat	13
CHAPTER FIVE	15
ENVIRONMENT IMPACT AND BUSINESS RISK	15
5.1 Environment Impact assessment.....	15
5.2 Possible Environmental Problems from juice processing Activities	15
5.2.1 Air pollution.....	15
5.2.2 Surface water contamination.....	15
5.2.3 Ground water contamination.....	15
5.2.4 Land / Soil contamination.....	15
5.2.5 Noise and vibration effects	16
5.3 Environmental problems and mitigation measures at the site	16
5.3.1 Mitigation measure for Air Pollution.....	16
5.3.2 Mitigation measure for Surface water contamination.....	16
5.3.3 Mitigation measure for Ground water contamination.....	16
5.3.4 Mitigation measure for Land / Soil contamination.....	16
5.3.5 Mitigation measure for Noise and vibration effects	17
5.3.6 Mitigation measure for Workers health and safety	17
5.4 BUSINESS RISKS	17
CHAPTER SIX.....	18
MARKET ANALYSIS.....	18
6.1 Market Needs.....	18
6.2 Market Trends.....	18
6.4 Our Target Market	19
6.5 Market Growth.....	20
6.6 Our Competitive Advantage	20
6.7 Competitors analysis.....	21

CHAPTER SEVEN	22
SALES AND MARKETING STRATEGY	22
7.1 Marketing strategy	22
7.2 Publicity and Advertising Strategy	23
7.3 Advertisement and Promotion Strategy	23
7.4 Sales Literature	24
7.5. Technology	24
7.6 Channel of distribution	31
7.6.1 Selecting a channel of distribution.....	31
7.6.2 Distribution standard.....	32
7.6.3 Customer Services	32
7.7 Production.....	32
7.7.1 Social responsibility.....	32
7.7.2 Natural resources	32
7.7.3 Environmental Pollution	32
7.7.4 Child labour	32
7.7.5 Marketing.....	33
7.8 Consumerism	33
7.9 Consumer safety.....	33
7.10 Consumer information and education.....	33
7.10.1 Consumer's choice.....	34
7.10.2 Consumers' right to be heard.....	34
7.11 Our Pricing Strategy	34
7.12 Payment Options.....	34
7.13 Description of the business model-Production process	35
7.14 Fruit Juice Making Process.....	36
7.15 Decommissioning phase	37
CHAPTER EIGHT	37
ECONOMIC ASPECTS AND FINANCIAL PLAN	38
8.1 Project Priorities.....	38
8.2 Employment Effect	38
8.3 Financial Plan.....	38
8.4 Projected Profit and Loss	38

8.5 Assumptions on Sales Projections	40
CONCLUSION.....	46

v

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ABBREVIATION

BIT	Board of Internal Trade (BIT)
BRELA	Business Registration and Licensing Agency
CEO	Chief Executive Officer
HR	Human Resources
KPI	Key Performance Indicator
MD	Managing Director
MITM	Ministry of Industries Trade and Marketing
NEMC	National Environment Management Council
NO	Number
SWOT	Strength, Weakness, Opportunity and Threats
SUA	Sokoine University of Agriculture
UDSM	University of Dar es Salaam
TBS	Tanzania Bureau of Standards
TRA	Tanzania Revenue Authority

LIST OF TABLES

Table 1; Startup capital for investment

LIST OF FIGURES

Figure 1. Organization structure of the factory

Figure 2. Proposed machine to be used

EXECUTIVE SUMMARY

Juice Factory is a small business that dedicates to providing high quality and healthy fruit juice for consumers. To map the future operation of the business, We have developed a plan for the location, price and the establishment of financial sources, product promotion and distribution. We selected our place of plant and head office near the raw materials suppliers. Our products consist of apple, pineapple, orange, mango, airless cola and specially mixed fruit juice. We keep the price lower than other soft drinks and juices. We will distribute our products on the social media through free publicity. The entire production process in strict accordance with international standards, so our products and services will reach the highest standards. Our pricing will be reasonable, and distribution locations will be convenient, so our target customers will be easy to purchase the product. Since Juice Factory for their commitment to advertising customers to provide a superior value, the customer is faithful to Juice Factory and establishes the long-term relationship. Financial projections show that the average net profit for the next

Our fruit juice is particularly suitable for young and diabetes groups, due to its nature of sugar-free and dietary. Because people are increasingly concerned about their health, many people prefer fresh food to some carbonated drinks particular in the urban areas. Because of this, our company also offers fresh fruit juice; this will be beneficial for young and health conscious people in the cities. We will provide consumers with a premium, convenient and tasty way to get the benefits of fruit in a healthy diet. We will be in the production of mango, orange and specially mixed juice for the whole year, as well as for the seasonal drinks. Our expertise is to produce fruit juice for young and diabetes, because our juice has a lower fat content than regular fruit juice but high in vitamin content, it's best for diabetics and children.

One of the most attractive aspects is that, the business is projected to attain a strong cash position and achieve profitability in the first year of operation. Due to a large need for these products and services, and a lack of direct competition, our projection of quick profitability is attainable.

We will make sure that we take all the members of our workforce through the required trainings that will equip them to meet the expectation of the company and to compete with leading juice factory in Tanzania and throughout the globe.

CHAPTER ONE

COMPANY DETAILS

1.1 Company Name

The legal name of the company will be HUAREN COMPANY LIMITED and is formed as a Limited Liability Company in Tanzania.

1.2 Company Registration

The Company is duly registered and bears all the necessary registration documents and licensed from BRELA,TRA in order to engage into the intended activities in Tanzania.

1.3 Background of the Company

HUAREN COMPANY LIMITED is the factory owned by the Chinese nationals who will base on juice processing. The factory is a registered company in Tanzania under Companies Act No. 12 of 2002. This company was registered on 19th October 2019 under Certificate of Incorporation No: 140193593. Raw materials will be obtained locally within the country and other imported from China and from various countries.

The factory will obtain raw materials from individual people from residential areas, Packing material and other chemical for mixing by large percent of the raw materials will be imported from China. The proposed project will comprise of single building which is already available at the site previous used as timber warehouse. The building will be divided into several compartments for storage of juice material and installation of two machines to run the production processes of juice.

1.4 Legality of the Company and Government Regulation

HUAREN COMPANY LIMITED will operate legally as a legal entity and will follow all the regulatory requirements and all compliance issues from directly and related authorities. Apart

from that, the Company will obtain all required licenses and certificate as required by law in order to operate its facilities as per the regulations of the juice and food processing in Tanzania.

Because HUAREN COMPANY LIMITED is directly involved in a food ie juice processing, whose end products are incorporated into an environmental friendly materials, the company is under the potential jurisdiction of the Environmental Protection Agency.

1.5 Company Locations

The proposed juice processing factory is located at plot No. 292, Block D, IPTL Street, Bagamoyo Road, Wazo Ward in Kinondoni District in Dar es Salaam City. HUAREN COMPANY LIMITED is located 31 kilometers from Dar es Salaam Airport.

CHAPTER TWO

ACTIVITIES OF THE COMPANY

2.1 Products and Services offerings

Our products and services offer needed solutions to government and the market for juice processing. The Company will be the market leader as the first company in Tanzania to export plastic granules and plastic packing belt and to sell packing belt within the country.

HUAREN COMPANY LIMITED is established with the aim of maximizing profits in the juice industry. We intend to compete favorably with the other leading juice factory in Tanzania which is why we have but in place competent quality assurance teams that will ensure that every recycled material or products that leaves our factory meet our customers' expectations.

HUAREN COMPANY LIMITED plan to have a state of the art fruit and vegetable processing plant of 150 tons per day capacity to process wide range of locally grown fruits and vegetables that include Mango, Pine Apple, Orange, Guava, Passion fruit, Tomato etc.

At HUAREN COMPANY LIMITED, the choicest fruits will be selected, inspected, sorted, washed and then taken to the ripening chambers where they are ripened in a uniform manner under controlled conditions to maintain the color, flavor and taste. The ripened fruits are then thermally processed and aseptically packed in pre-sterilized high barrier bags to retain the natural taste, flavor, color and aroma of the fruit.

The process of manufacture will pass through frequent & stringent quality checks for physical, chemical, organoleptic and microbiological parameters and immediate corrective measures are carried out on detection of variance in parameters. The tests will be carried out in the in-house laboratory equipped with the latest facilities to perform all necessary tests.

2.2 Our Vision Statement

Our vision is to Enriching peoples lives through healthy balanced choices.

2.3 Our Mission Statement

Our mission is to Supply the best quality juice and beverages that our customers desire and our staff are proud to produce.

2.4 Overall Objectives

To act in the best interest of all Members and protect and promote their interests in ensuring a sustainable, environmentally sound, profitable and organized industry and business environment in Tanzania for the manufacturing, exportation, importation, distribution, bottling, marketing and supplying of fruit juice products.

2.5 Marketing and Branding Objectives

- Protect the image and integrity of the industry and to act as its representative and voice.
- Promote consumer confidence by ensuring the integrity of juice products.
- Create free and fair competition between role-players in different sectors.

2.6 Technical and Operational Objectives

- To work with government departments towards updating and simplifying the legislation applicable to the classification, manufacture, distribution and labelling of fruit and vegetable juice or juice derived products.
- To ensure that healthy, fair and ethical competition takes place within the Tanzania juice industry
- To apply a code of ethics regarding the conduct
- To establish effective mechanisms for self-regulation of the juice industry
- To encourage all participants in the industry to adhere to the principles set out in the Constitution and the statutes.
- To co-operate with similar other organizations and entities in the overall interest and benefit of the members of Company.

2.7 Keys to Success

- Overcome perception issues that may exist with using products and fruits from farmers.
- Establish and build relationships and trust with customers to help shield from future competition.
- Expand rapidly to control the market, to offer reasonable prices and to get investment.

2.8 Start-up Summary

Our start-up costs will be \$ 610,000 and this capital is from our various businesses conducted in China. After establishing our project in Tanzania if our capital will not be enough, the management of the Company can apply a loan to any financial institution in Tanzania or in China in order to continue to facilitate the plant. The funds will be primarily used for the following:

S/N	DESCRIPTION	AMOUNT (\$)
	Land & Building -Rent	70,000
	Plant	230,000
	Motor Vehicles	80,000
	Furniture's & Fittings	70,000
	Start-up Expenses/Pre expenses	50,000
	Others	30,000
	Working Capital	80,000
	Total	610,000

Table 1; Start up capital for investment

2.9 Sources of Income

The juice factory of HUAREN COMPANY LIMITED is established with the aim of maximizing profits in the juice and we are going to go all the way to ensure that we do all it takes to meet the expectations of all our clients. HUAREN COMPANY LIMITED is in business to produce juice in Tanzania and other parts of the world. HUAREN COMPANY LIMITED will generate income by selling the juice in Tanzania and outside.

CHAPTER THREE

BUSINESS STRUCTURE

Our intention of starting a juice processing factory is to build a standard fruits juice in Tanzania. Although our factory might not be as big as Nature Works, but hope to grow big and expand in order to compete favorably with leading juice factory in the industry both in Tanzania and in other countries. We are aware of the importance of building a solid business structure that can support the picture of the kind of world juice processing factory we want to own. This is why we are committed to only hire the best hands within our area of operations.

At HUAREN COMPANY LIMITED factory, we will ensure that we employ people that are qualified, honest, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders. (the owners, workforce, and customers). 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 ten years or more as agreed by the board of Directors of the company.

3.1 Board of Directors/Board of Advisor

A Board of Advisor will be selected to advice on matters regarding smooth running of the business based on qualification specific to the organization functions. Advisors will strictly come from research institutes like UDSM Process Engineering Department, SUA, and TBS etc since the business needs technical expertise and solutions from them for the benefit of making it outstanding in terms of quality and up to date with technological features. A political figure will be included for the health of the business.

3.2 Key Professional Service Providers

The services of a change agent like SIDO experts are vital for advising on entrepreneurship skills including business management and capital acquisition. The service of reputed audit personnel for legal advisor is required by the business, but company will higher advocate professional whenever needed.

In view of the above, the organization framework for HUAREN COMPANY limited begins with company Chief Executive Officer (CEO) who is a supreme. Finance director, operation manager, Human Resource (HR) and Managing Director (MD) all report to CEO. We have decided to recruit the qualified and competent hands to occupy the following positions;

- Chief Executive Officers (1)
- Finance Manager (1)
- Operation Manager (1)
- Human Resources and Admin Manager (1)
- Managing Director (1)
- Production Manager (1)

Other staff

- Sales and Marketing officers(2)
- Accountants/Cashiers (1)
- Plant Engineers (2), Technicians and Operators (3)
- Receptionist (1), Drivers (2) Other staff 4 (i.e. loader ,Cleaners, security etc)

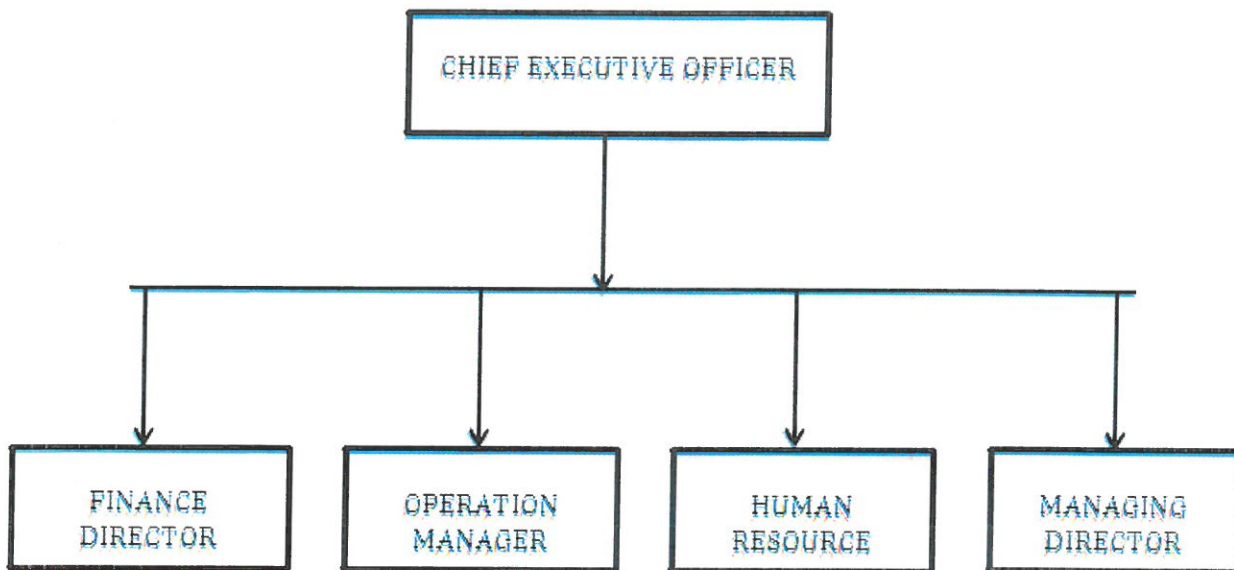


Figure 1: Organization structure of the factory

3.3 Roles and Responsibilities of Staff

3.3.1 Chief Executive Officer – CEO

- i. Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, appraising job results and developing incentives.
- ii. Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall Company’s strategy.
- iii. Responsible for fixing prices and signing business deals
- iv. Responsible for providing direction for the business
- v. Responsible for signing checks and documents on behalf of the company
- vi. Evaluates the success of the Company

3.3.2 Finance Manager:

- i. Responsible for preparing financial reports, budgets, and financial statements for the organization
- ii. Provides managements with financial analyses, development budgets, and accounting reports
- iii. Responsible for financial forecasting and risks analysis.
- iv. Performs cash management, general ledger accounting, and financial reporting
- v. Responsible for developing and managing financial systems and policies
- vi. Responsible for administering payrolls and Ensures compliance with taxation legislation
- vii. all financial transactions for the organization and to Serves as internal auditor for the organization

3.3.3 Operation Manager:

- i. Responsible for managing the daily activities in the factory
- ii. That proper records of materials are kept and warehouse does not run out of finished products
- iii. Ensures that the factory is in tip top shape and easy to locate
- iv. Supervises the workforce in the factory.

3.3.4 Human Resources and Admin Manager

- i. Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- ii. Designs job descriptions with KPI to drive performance management for clients
- iii. Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
- iv. Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.

- v. Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- vi. Defines job positions for recruitment and managing interviewing process
- vii. Carrying out staff induction for new team members
- viii. Responsible for training, evaluation and assessment of employees
- ix. Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- x. Oversees the smooth running of the daily office activities.

3.3.5 Sales and Marketing officers

- i. Models demographic information and analyze the volumes of transactional data generated by customer purchases
- ii. Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
- iii. Identifies development opportunities; follows up on development leads and contacts
- iv. Documents all customer contact and information
- v. Represents the company in strategic meetings
- vi. Helps increase sales and growth for the company

3.3.6 Production Manager and Technicians / Machine Operators

- i. Responsible for installing, maintaining and repairing of all the machines in the plant
- ii. For operating recycling machines in the plant
- iii. Operates facilities for separating and sorting juice processing materials.
- iv. Operates facilities where commingled juice production materials are sorted into distinct categories
- v. Handles any other job functions as it relates to juice production materials.

3.3.7 Receptionist

- i. Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level

- ii. Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services
- iii. Manages administrative duties assigned by the human resources and admin manager in an effective and timely manner
- iv. Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to customers when they make enquiries

3.3.8 Drivers

- i. Assists in loading and unloading waste materials and processed juice.
- ii. Maintains a logbook of their driving activities to ensure compliance with federal regulations governing the rest and work periods for operators.
- iii. Keeps a record of vehicle inspections and make sure the truck is equipped with safety equipment, such as hazardous material placards.
- iv. Assists the transport and logistics manager in planning their route according to a pick – up and delivery schedule.
- v. Inspect vehicles for mechanical items and safety issues and perform preventative maintenance
- vi. Complies with hazardous waste truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures
- vii. Collects and verify delivery instructions and Reports defects, accidents or violations.

CHAPTER FOUR

SWOT ANALYSIS TO OUR STARTUP BUSINESS

HUAREN COMPANY LIMITED for juice production plans to become one of the leading juice production companies in Tanzania and we are aware that it will take the right business concept, management and organizational structure to achieve our goal.

We know that there are several juice production companies over the Tanzania, which is why we are following the due process of establishing a business. We know that if a proper SWOT analysis is conducted for our 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 well equipped to confront our threats.

HUAREN COMPANY LIMITED is established for fruits juice production, and exporting. The Company engaged the services of a core professional in the area of business consulting and structuring to assist our Company in building a well – structured juice business that can favorably compete in the highly competitive soft drinks industry in Tanzania and the world at large. Part of what the team of business consultant did was to work with the management of our Company in conducting a comprehensive SWOT analysis for HUAREN COMPANY LIMITED. Here is a summary of the SWOT analysis that was conducted for HUAREN COMPANY LIMITED

4.1 Strength:

Our core strength lies in the power of our team; our workforce. Highly experienced technologically, Willingness to deliver as per vision, Strong team of management. We have a team of certified and highly trained and experience recycling engineers and technicians / machine operators, a team with excellent qualifications and experience in various niche areas in the recycling industry.

4.2 Weakness:

As a new juice production factory in Tanzania, it might take some time for our Company to break into the market and gain acceptance especially from top profile clients (big time processing/production companies that make use of fruits/products) in the already saturated and highly competitive juice industry; that is perhaps our major weakness. Another weakness are Limited capital to invest in large scale venture and a less reputed venture not yet gained a name

4.3 Opportunities:

No doubt, the opportunities in the plastic recycling industry is massive (unlimited due to the rising environmental awareness) considering the number of individuals and manufacturing companies who are now switching over to alternative source of raw materials basically to save cost and energy. We have been able to conduct thorough feasibility studies and market survey and we know what our potential clients will be expecting from us; HUAREN company Limited, we are ready to take advantage of any opportunity that is available in juice processing as follows

- Niche markets that take advantage of seasonal shortages
- Consciousness of fresh and nutritional healthy products by consumers
- Availability of ample and variety of fruits in most time of the year
- Location is along the fruits and vegetable growing zone
- Location centrally located, feasible transport wise to both farmers and consumers
- Availability of many funding arrangements like loans and grants for investors and entrepreneurs.
- Recent economic recession will reduce competing imports to a large extent

4.4 Threat

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. There are other juice processing Companies already established and operating in the market. Another threat that may likely confront us is the

- Importation of less quality but cheap concentrates

- Emerging large scale investors with similar project
- Weather calamities such as drought that may hamper production
- Inconsistent supply of raw materials due to seasonality
- Substitutes such as Soda and Mineral water especial Uhai, Kilimanjaro, Dasani, Masafi,DewDrop,Hill and so on

CHAPTER FIVE

ENVIRONMENT IMPACT AND BUSINESS RISK

5.1 Environment Impact assessment

The environmental is one among things that any business should be accountable. For HUAREN COMPANY LIMITED takes care of the environment by making sure that no activities done by the company results to environmental destruction.

5.2 Possible Environmental Problems from juice processing Activities

The project operations and activities can result in several environmental problems as classified below;

5.2.1 Air pollution

Air pollution may result from dust due to collected raw materials, power usage and machine in operation process. The release of small particles together with dust due to operations process may be in lower quantity during operation process. Also emission from standby generator and movement of vehicles around the area.

5.2.2 Surface water contamination

This is mainly happens when fuel spill occurs during vehicle and machine maintenance and refueling which then could be washed away by storm water to the surface water source.

5.2.3 Ground water contamination

Potentially this is happening when the spill fuel and waste water from processing percolate through the ground which eventually reaches the ground water and contaminates it also ground water contamination can occur due to leakage in waste management system.

5.2.4 Land / Soil contamination

This occurs when the spills of hydrocarbon such as waste oil, grease, diesel and petrol enters directly into the soil surface. This hydrocarbon can also then be washed away by site runoff and

directly enters the surrounding environment hence cause a serious contamination at local and remote area from the source.

5.2.5 Noise and vibration effects

The major source of noise and vibration at the site is when generator turned on

5.3 Environmental problems and mitigation measures at the site

HUAREN COMPANY LIMITED will ensure safety and environmental measures are observed during construction, operation and project decommission. Among measures that the Company will use and implement to prevent environmental destruction or contamination as follows

5.3.1 Mitigation measure for Air Pollution

- The industry will ensure emission is minimized by using machine and equipment with less emission level.
- Planting trees around the industry area and conserve the available trees avoiding cutting them.
- Wider or large windows to allow air circulation to improve ventilation system in the industry.

5.3.2 Mitigation measure for Surface water contamination

- The factory will ensure proper handling of all kind of hazardous waste produced such as hydrocarbons constituent like used oils and other types of waste.
- The used of special bin for temporary storage of waste and frequently transporting to the disposal site will be maintained.

5.3.3 Mitigation measure for Ground water contamination

- Oil spillage will minimized by ensuring proper management of oils and proper management of waste water from sanitation system.

5.3.4 Mitigation measure for Land / Soil contamination

- Both liquid and solid wastes will be properly handled to avoid soil and water pollution

5.3.5 Mitigation measure for Noise and vibration effects

- The factory will ensure a wall built around the generator to reduce the level of noise pollution.

5.3.6 Mitigation measure for Workers health and safety

Regular training in occupational health, safety gears, safety and emergency response will be done and provided to all workers regardless of their gender and terms of work. Meaning of safety sign provided in each building and Training on how to use firefighting facilities.

5.4 BUSINESS RISKS

The Company is considered to be subjected to controllable and uncontrollable risks uncertainties (risks). Some of the risks thoughts of by the owner are as follow

- **Cyclical fluctuations:**

There are seasonal or economic fluctuations like inflation that could become so extreme that reasonable planning could not prevent.

- **Unforeseen industry trends:**

These are like adverse changes in equipment and machine prices that can affect the Company' profitability.

- **Actions of competitors:**

There are possibilities of new competitors rise or growth of competition from the existing players in the market that may affect the planned sales and hence profits.

- **Political risks**

There are possibilities of the politician to interfere the plant operations that actions may affects the Company Operations.

- **Changes of Government Rules and regulation**

There are possibilities that the government rules and regulations can be changed, and these changes may affect our activities in the Country. For instance the government can ban or introduce strict rule of compliance before import juice mixing material and export offruits juice outside the country.

CHAPTER SIX

MARKET ANALYSIS

There are customers at both ends of our supply chain that will benefit from our services and products. The Tanzanian Government will benefit from our service by having an alternative means of increase the income of local famers hence our factory will purchase the fruits from various farmers from different regions. Apart from that the government will be benefits from the taxes which will be paid to Tanzania Revenue Authority (TRA). Other potential customers who will benefit from our compost product include farmers. Therefore, we have two basic market segments; the government which will benefit from taxes through our services and consumers who will benefit from our product.

6.1 Market Needs

Several companies compete in the production and selling juice. Their major selling points are performance and price. However, health conscious consumers have created growing competition between chemical and organic products. HUAREN COMPANY LIMITED competition can be divided into two forms: direct and indirect.

Our direct competitors would include other Company who are juice producer..

Our indirect competitors are local producers (individuals) who also are a part of our target market).

6.2 Market Trends

Current trends in the market greatly favor the start-up of our business in processing and selling of juice. One obvious trend in the juice industry is that players in this industry leverage on saving the earth and balancing the ecosystem to promote their business. As a matter of fact, governments all over the world and even international Non – Government Organizations are in the forefront when it comes to campaigning to increase the life standards of the society through agriculture activities.

Another trend is that is common in the juice processing business is that, with the advancement of technology, it is now easier to process juice in our world. This trend and the immerse support from government and NGOs is sure responsible for encouraging investors to venture into the juice processing business.

6.3 Fruit Juice Market Drivers:

The consumption of soft drinks, such as colas and flavored sodas, is reducing globally as they have high sugar content, artificial coloring, phosphoric acid, artificial sweeteners, and caffeine which can cause negative effects on the human body. Owing to this, a large number of consumers are shifting from carbonated drinks towards natural fruit juices. Changing lifestyles and altering eating patterns of the consumers have resulted in an increased intake of affordable, healthy and quick sources of nutrition like packaged fruit juices, thereby catalyzing the growth of the market.

In order to expand the consumer-base, manufacturers are introducing a wide array of flavors, and producing preservative-free and sugar-free fruit juices. In addition to this, growth in the food and beverage industry is boosting the overall demand for fruit juices worldwide. Earlier, a number of players were hesitant to sell their products in the emerging countries due to the lack of infrastructure and storage facilities. Nonetheless, with a rise in the number of organized retail outlets, several players are now willing to invest in these markets which is expected to bolster the growth of the fruit juice industry.

6.4 Our Target Market

Before starting our juice processing business in Tanzania, we conducted a market survey and feasibility studies and we are certain that there is a wide range of juice processing factories that cannot successfully run their businesses without sourcing for fruits raw materials from farmers.

In view of that, we have created strategies that will enable us reach out to various super markets, retail and wholesale shops, hotels and restaurants who we know are the ones who will use our products.

6.5 Market Growth

The possibility of growth in this market is realistically huge. Consider the following simple facts:

- Majority of the society in Tanzania prefer to drink fruits juice, therefore there are many user of our products.
- The government must have an alternative means increasing the life standard of the society especially in the areas where the fruits are obtained for high rate; we offer a great alternative to meet that need.
- Market trends are skewing more and more toward fruits juice.

6.6 Our Competitive Advantage

Without a shadow of doubt, there are loads of big time investors that have a stake in the fruits juice industry; but one thing is certain, there is room big enough to accommodate all players. So, if you enter the industry today, you should brace up yourself for collaboration and prepare for serious competition in the nearest future as soon as the fruits juice industry enter it boom period, this period will definitely arrive especially in the developing world in little time when fruits product is seen in the same light as the new and “virgin” materials.

Fruit concentrates and fruits in syrup are made from fresh fruits of the highest quality, maturity, and health from both temperate and tropical zones. The fruits have to be selected and graded through a rigorous quality control system so that all of our products have the best flavors and nutrient content that meet the national and international quality and safety parameters and standards. The products made by HUAREN COMPANY LIMITED will be raw material to other secondary fruit products that include among others; juices, wines, fruit salads and fruit based products.

Literature review and a study visit to few industries in Dar es salaam indicates about 16 medium scale and 300 small scale prospective competitors, however, paste, fruit concentrates and fruits in syrup are not their core activities to any of these companies. They specialize in finished products of this semi finished products. Similarly, the demand for HUAREN COMPANY LIMITED products especially during off seasons in which consumers shift to imported pastes and fruit

concentrates is prospectively high. Furthermore, customers of secondary products (finished products) have become health conscious, which add to the unique selling point of the company products. The company is reputed of having competent employees both professionally and aggressiveness to deliver as per vision of the company.

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category (startups fruits juice companies in Tanzania) in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

6.7 Competitors analysis

Few medium to large scale industrial processing plants in Tanzania that are currently operational, are located in strategic areas of high production and/or consumption like Bakhresa Food products, Noble Foods & beverages Ltd, A-One products and Bottlers Ltd and Redgold in Dar es Salaam region, Darsh Industries Ltd in Arusha region, Dabaga Fruit and Vegetable Caning Factory in Iringa region. These factories produce a range of products that include fruit juices of various kinds, tomato sauces, pickles, wine, ketchup, etc. Other factories are emerging in other potential areas like in Morogoro as more investors venture into this sub-sector.

7.4 Sales Literature

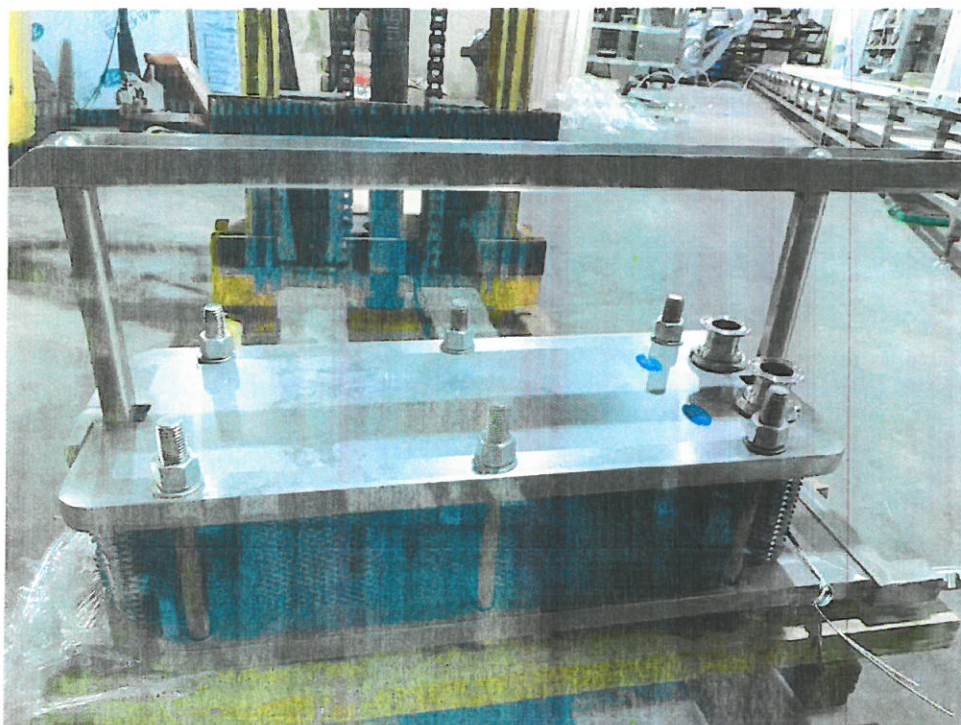
We will prepare a general brochure with information and maps about HUAREN COMPANY LIMITED Our products and services for dissemination to potential customers, including hotels. Restaurant etc.. Sales personnel will visit each potential customer with pricing, maps, and reminders of the facility. Sales literature will be very important, with the need to establish a high-quality look and feel in order to create a trusting sense of professionalism.

7.5. Technology

In this company majority of tasks are manual work and few activities will involve machines; these machines will includes Electrical weighing balance, Cutting machine, Washing tank, Drier machine, Track and light vehicle, Computers, water heaters and other small office machines

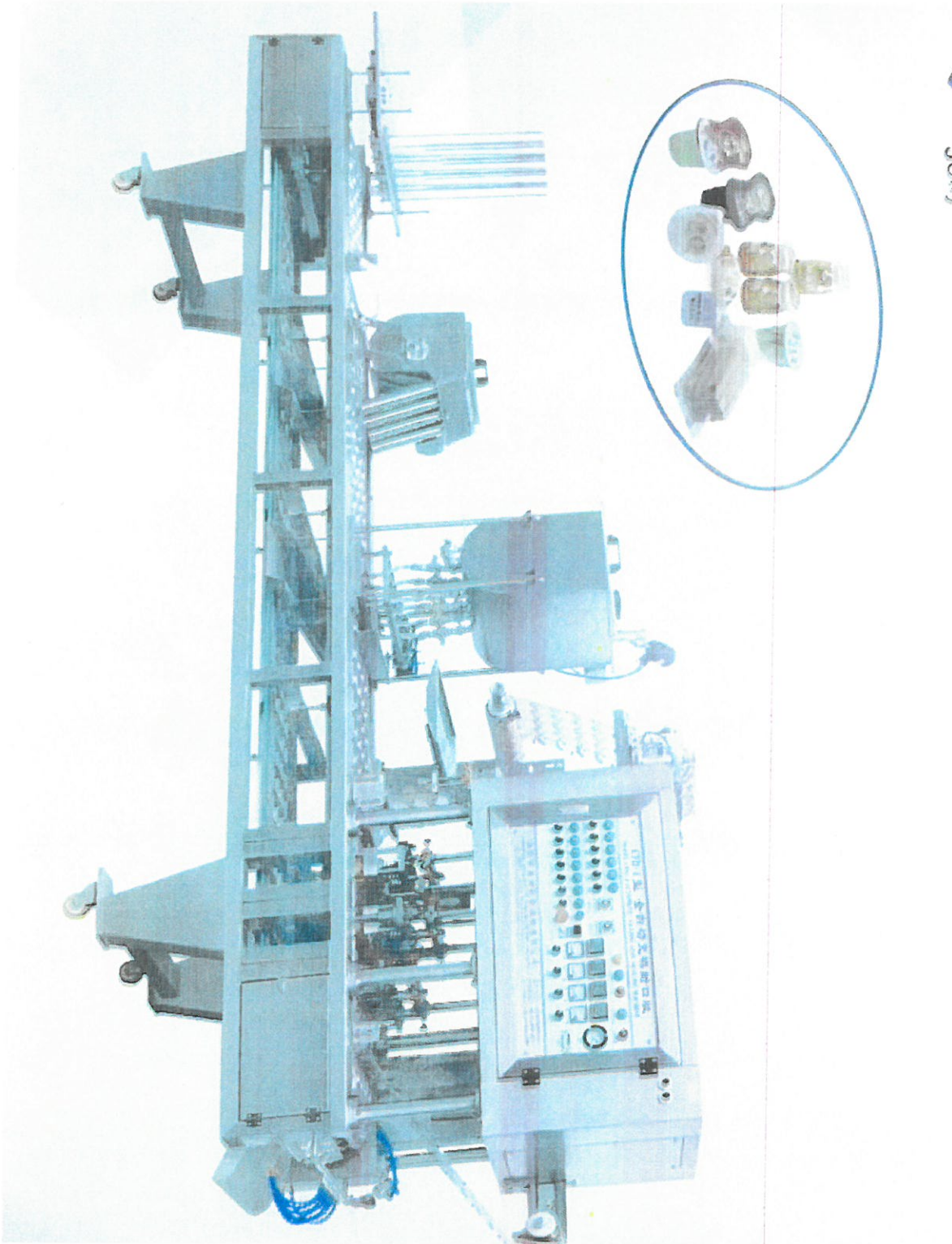
In order to ensure that our products meet the quality and specifications needs by our clients. The management decide to use the advanced machine which use the currently technology .This machines consume few electricity and can produce many litres of juice within an hour.

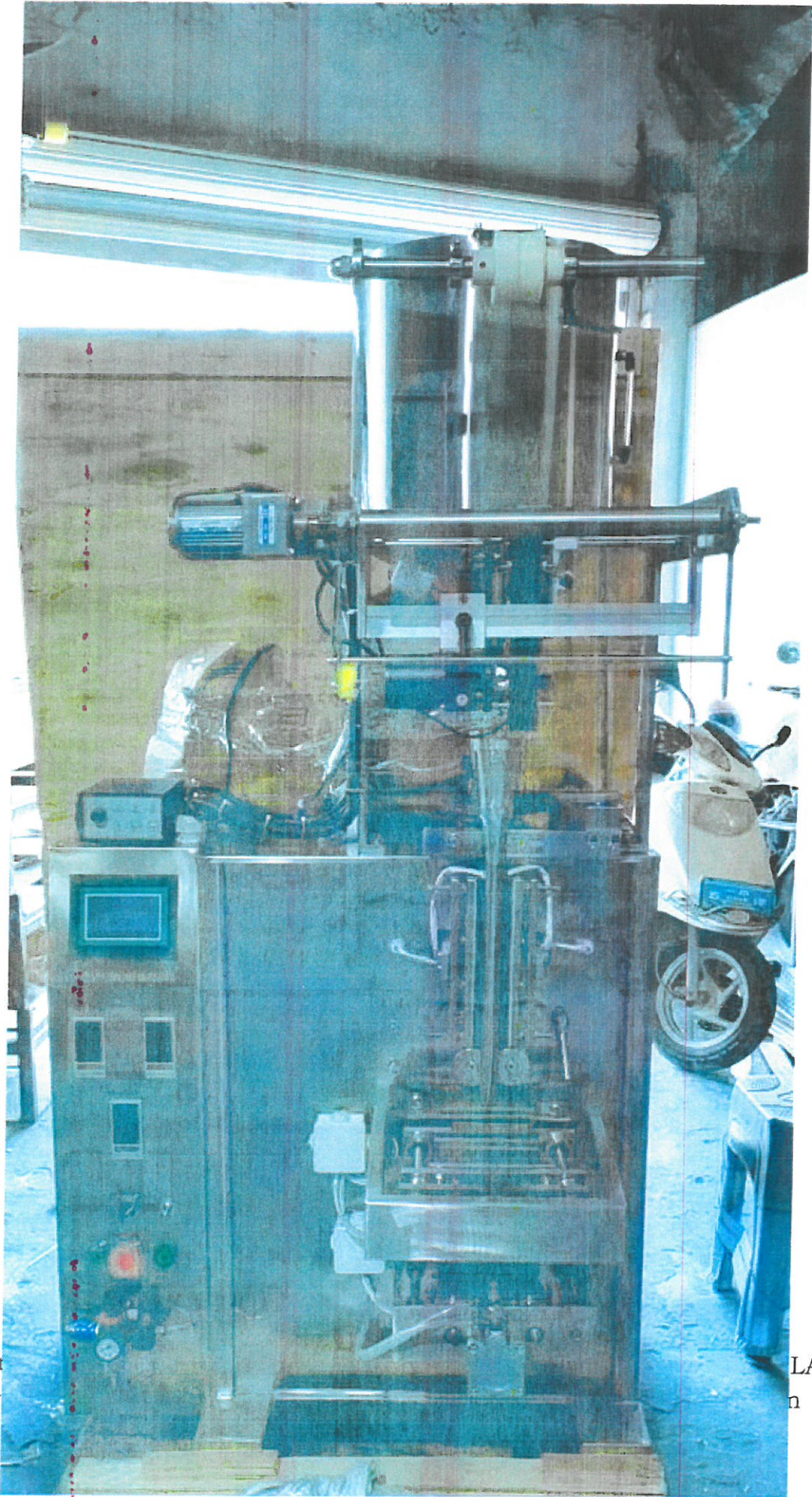
Below are sample of our machines we interested to put in our factory in Tanzania











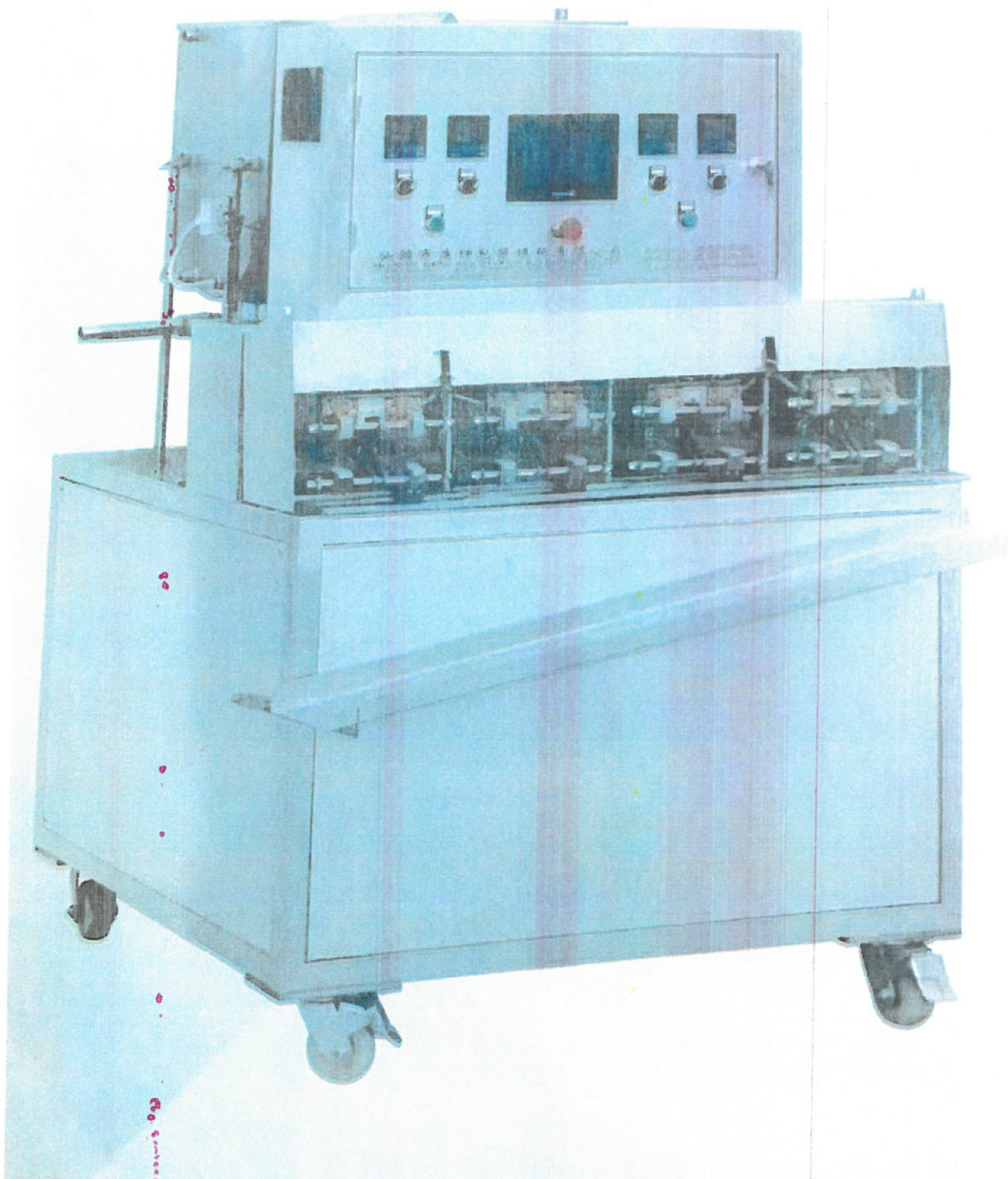
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Semi-automatic Filing Machine For Specid





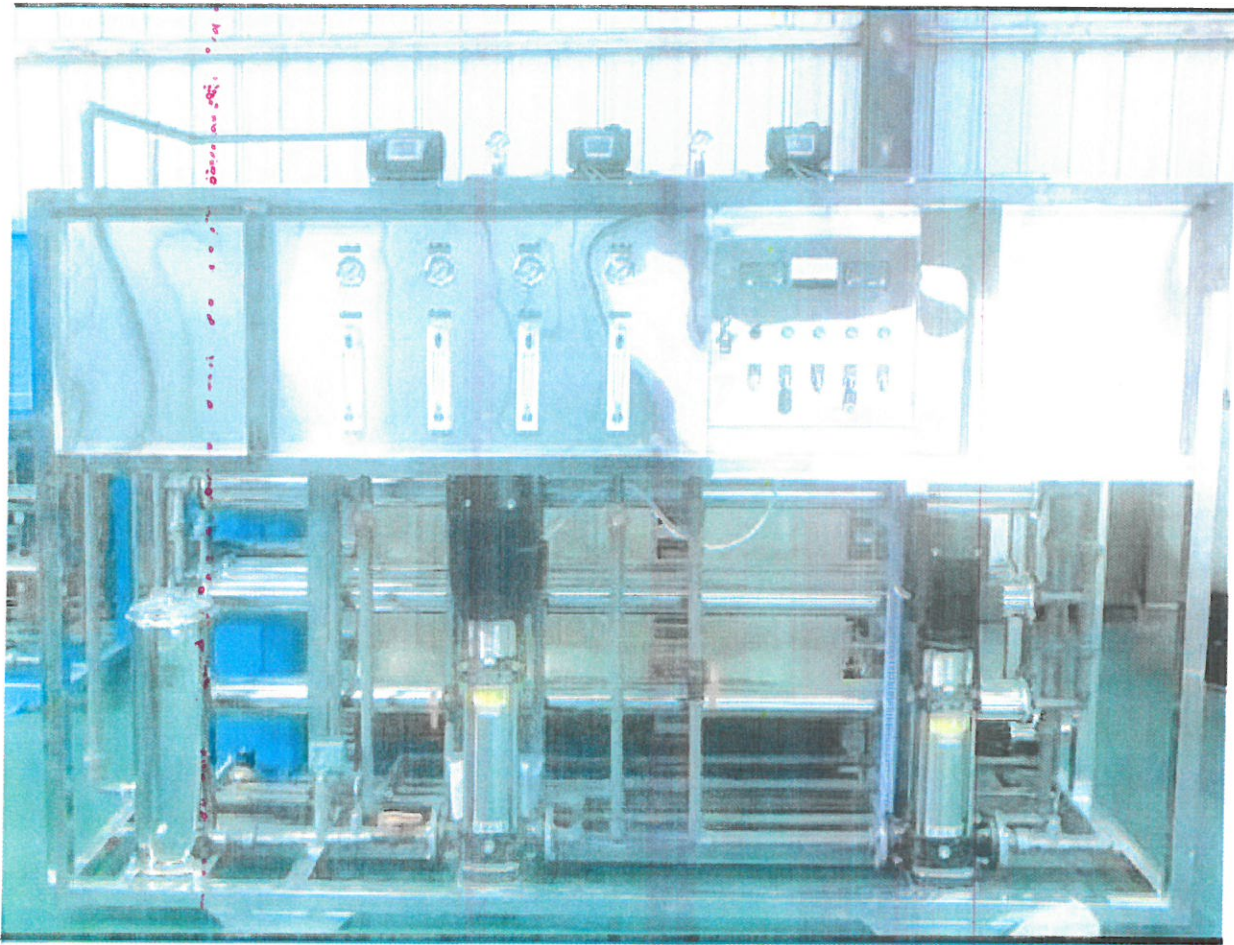


Figure 3; Proposed machines to be used

7.6 Channel of distribution

7.6.1 Selecting a channel of distribution

HUAREN COMPANY Limited when selecting a channel of distribution as Fruit product Industry will consider the follow:

- The consumer characteristics need and segment
- The company goals, resources expertise and experience
- The product value, complexity, perish ability and bulk
- The competition characteristics and tactics
- Distribution channels alternatives, characteristics and availability

7.6.2 Distribution standard

HUAREN COMPANY Limited will have clear and measurable goals regarding service levels in physical distribution. In so doing there must be a clear distribution strategy for products to reach the target consumers, in this respect the clear distribution channel must be in place.

7.6.3 Customer Services

HUAREN COMPANY LIMITED will understand the decisions involve delivery frequency, speed and consistency transportation and shipping to policies, whether to accept small customer orders; warehousing coordinating assortments; and so on. Poor performance in these areas may result in lost customers.

7.7 Production

7.7.1 Social responsibility.

HUAREN COMPANY LIMITED we will consider the impact of company's action and operating in a way that balances short term profit needs with societies long-term need this ensuring the company survival in a health environment.

7.7.2 Natural resources

HUAREN COMPANY LIMITED will make sure that the depletion of natural resources can be reduced if the consumption of scarce material is lessened and more efficient alternatives are chosen.

7.7.3 Environmental Pollution

HUAREN COMPANY LIMITED will make sure that dangerous pollutants need to be eliminated from the environment and safe substitutes found. The environment protection is the major federal organization involved.

7.7.4 Child labour

HUAREN COMPANY LIMITED we will make sure there is no possibility of child labour. Sometimes supervisors use this opportunity to pay this child less while they benefit against them. We will obey the law and perform as per given instructions.

7.7.5 Marketing

HUAREN COMPANY LIMITED as a company which deal with products fall under the umbrella of the Marketing Mix (product, price, place and promotion) which describes the strategic position of a product in the market place. An enterprise involved in producing fruits products must have clear strategies of producing those products. Also the firm dealing with fruits production should have clear pricing strategies, promotion strategies and placing or distribution strategies. An enterprise we must be able to market what we produce and produce what we can market.

7.8 Consumerism

HUAREN COMPANY LIMITED fruits product manufacturer we agree that customer has right to be informed and protected against fraudulent, deceitful, and misleading statements, advertisement, labels

7.9 Consumer safety

HUAREN COMPANY LIMITED fruits product manufacturer we will make sure that, consumer are protected against dangerous and unsafe product.

7.10 Consumer information and education

HUAREN COMPANY LIMITED fruits product manufacturer we are aware that, consumer have right to be informed includes protection against fraudulent deceitful, or grossly misleading information advertising, labeling, pricing, packaging or other practices.

7.10.1 Consumer's choice

HUAREN COMPANY LIMITED fruits product manufacturer we know that consumer has a right to choose means that consumers have available several products and brands for which select.

7.10.2 Consumers' right to be heard

HUAREN COMPANY LIMITED fruits product industry, consumers has right to be heard means that consumers should be able to voice their opinions to business, government and other parties. This gives consumers input into the decisions that affect them.

7.11 Our Pricing Strategy

Aside from quality, pricing is one of the key factors that gives leverage to juice products, it is normal for juiceprocessing companies to go to places where they can get the fruits at cheaper prices which is why big players in the industry will always attract loads of clients.

At HUAREN COMPANY LIMITED we will keep the prices of our fruits raw materials below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would hire our services. In addition, we will also offer special discounted rates to all our customers at regular intervals.

We are aware that there are some one – off jobs or government contracts that are always lucrative, we will ensure that we abide by the pricing model that is expected from contractors or organizations that bid for such contracts.

7.12 Payment Options

HUAREN COMPANY LIMITED our payment policy will be all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients:

- Payment by or via bank transfer
- Payment via online bank transfer

- Payment via check
- Payment via bank draft
- Payment via mobile money
- Payment with cash

In view of the above, we have chosen banking platforms that will enable our client make payment for the purchase of our products without any stress on their part. Our bank account numbers will be made available in sales documents i.e.proforma invoice, tax invoices and promotional materials

7.13 Description of the business model-Production process

- 1.Site acquisition, registration of business and other start up logistics - Site us owned by one of the partner which will be transfer in the business under the law and legal contract.
- 2.Purchase of equipment - Machineries equipment with the capacity of producing 500-800 kilograms per hour will be procured. Office equipment, a vehicle and furniture will also be procured.
- 3.Employees recruitment - Director production and technical, manager administration and finance, manager production and technical will be the first people to be employee operators staff and hiring the security.
- 4.Purchases of production materials - Identification of locations, suppliers of raw materials and other inputs; training on the quality to supply and later purchases to be done
- 5.Production process - Receiving, grading, washing, desizing/pulping, packing & packaging and storing
- 6.Marketing - Market research, Transportation, advertisement, selling.

7.14 Fruit Juice Making Process

The production process is not the same for every fruit juice production business plan; here we have mentioned the standard production process for fruit juice processing business.

1. Fruit Selection & Preparation

Selection of the fresh fruit is a very important task in fruit juice manufacturing business because the quality of fruit juice totally depends on the fruit used in the production as a raw material. In fruit Selection & Preparation step, the fruit is to be collected and sorted, and then they are washed by rotary brush to remove soil and other impurities.

2. Juice Extraction

Once the fruit is selected and washed it needs to take the pulp before crushing, the pulping process breaks down the cell walls of the fruit and which is result in increasing the amount of juice extracted.

3. Straining & Filtration

Once we take out the pulp and fruit is gone through crushing process it will give a juice extraction but it still contains some unnecessary wastage, to clarify the juice extract, the juice is passed through centrifuged process where the larger particles such as broken fruit tissue, seed and skin, and various gums, pectin substances, etc. settle to the bottom. Once the unnecessary particles are settled down the remaining juice is taken out using the filtration process.

4. Cooling

When the fruit juice is pass through all the process it contains some heat so it needs to pass through the quick cooling to avoid burnt taste and it will also avoid the colour changes in the fruit juice.

5. Packing & Storage

Packaging plays an important role in fruit juice production the product is packed using a bottle filling machine to fill and pack the juice/syrup to increase the shelf life. The next step is sealing. The final step in the fruit juice production process is labelling (you must arrange the labels with proper product information) and bulk packaging for wholesale delivery.

The fruit juice bottles are packed according to the size, you want to deliver, procure packaging consumables.

7.15 Decommissioning phase

At the end of the operation, the project will be decommissioned and thus bringing all the activity conducted during the operation phase to stop. The infrastructural facilities such as waste management facilities and other disturbed areas in the site will need to be demolished at the end of the operations so that the areas can be restored accordingly. The decommissioning and closure plan of the project will be prepared in line with the requirements of the national and regional environmental good practices.

CHAPTER EIGHT

ECONOMIC ASPECTS AND FINANCIAL PLAN

8.1 Project Priorities

The business is in line with the government policy of avoiding environmental pollutions around the factor also the business will be in line with the government policy of encouraging private sector in economic strengthening to achieve the long desired growth. The operations of the business will contribute to the National economy by boosting the industry which is vital for any economy.

8.2 Employment Effect

The Company will generate employment opportunities for many Tanzanian directly as indicated in the business structure above in this business plan as well as indirectly. Therefore the Company through its business will contribute to the Government's efforts to curb the problem of unemployment in the country.

8.3 Financial Plan

Our financial plan is based on receiving a big profit in this investment in Tanzania. We will achieve profitability early in the first year and due to the expected high growth rate, we will realize strong profits on sales by year three. We have been able to critically examine the juice market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to similar startups in Tanzania

8.4 Projected Profit and Loss

The following table summarizes our anticipated sales and cost of goods sold for the first five years. The forecast is based on reasonable sales projections within this very large market

PROJECTED STATEMENT OF COMPREHENSIVE INCOME FROM 2019 TO 2024

PROJECTED STATEMENT OF COMPREHENSIVE INCOME FROM 2020 TO 2024					
PARTICULARS	2020	2021	2022	2023	2024
	\$	\$	\$	\$	\$
Revenue	325,000.00	430,000.00	525,000.00	630,000.00	760,000.00
Cost of sales	130,000.00	185,000.00	250,000.00	320,000.00	360,000.00
	130,000.00	185,000.00	250,000.00	320,000.00	360,000.00
Gross profit	195,000.00	245,000.00	275,000.00	310,000.00	400,000.00
Less: Expenses					
Administrative expenses	53,200	70,100.00	80,350.00	96,425.00	145,550.00
Marketing and Advertsment expenses	8,500	12,750.00	19,125.00	28,687.50	34,425.00
Financial expenses	3,800	4,400.00	5,200.00	6,700.00	7,000.00
	65,500	87,250.00	104,675.00	131,812.50	186,975.00
Profit / (Loss) before tax	129,500.00	157,750.00	170,325.00	178,187.50	213,025.00
Less : Tax for the year(30%)	38,850	47,325	51,098	53,456	63,908
Profit / (Loss) after tax	90,650.00	110,425.00	119,227.50	124,731.25	149,117.50
Other comprehensive income / (loss)					
Gain / (loss) on fair value adjustment of borrowings	-				
Deferred interest	-				

Gain / (loss) on fair valuation of property, plant and equipment					
Others					
Total comprehensive income / (loss)	90,650	110,425	119,228	124,731	149,118

8.5 Assumptions on Sales Projections

- I. The political stability of the country will remain constant
- II. The Government regulations can change but the changes will not affect our business
- III. The number of our customers will increase year after year
- IV. The price of the products will be increase at a high rate while the rate of expenses will increase also but not to the extent to affect the annual profit.
- V. The inflation rate will increase but will be expected to remain in the single digit.
- VI. The exchange fluctuation for dollars (usd) will increase but it's effects will be low to our business
- VII. The quality of our products will be improved
- VIII. The business will continue to be in a going concern basis
- IX. There won't be any major economic meltdown and there won't be any major competitor within same location.

PROJECTED STATEMENT OF FIANANCIAL POSITION FROM 2019 TO 2024

	2020	2021	2022	2023	2024
	\$	\$	\$	\$	\$
Non current assets					
Property, plant and equipment	379,875	367,584	349,382.89	299,537.23	257,585.47
	379,875	367,584	349,383	299,537	257,585
Current assets					
Inventories	277,750	307,894	346,673	280,799	328,226
Trade and other receivables	42,025	26,500.0	47,700.0	143,100.0	214,829.0
Cash and cash equivalents	92,500	157,250.00	179,796.00	251,714.40	503,428.80
	412,275	491,644	574,169	675,613	1,046,483
Total assets	792,150	859,228	923,552	975,151	1,304,069
Equity					
Share capital	610,000	610,000	610,000	610,000	610,000
Retained earnings	90,650	110,425	119,228	124,731	149,118
	700,650	720,425	729,228	734,731	759,118
Non current liabilities					
Loan from Bank	-	-	-	-	-
Current liabilities					
Trade and other payables	91,500.00	138,803.00	194,324.20	195,459.36	451,826.85
Provisions	-	-	-	-	-
Current tax	-	-	-	44,960	93,124

	91,500	138,803	194,324	240,419	544,951
Total equity and liabilities	792,150	859,228	923,552	975,151	1,304,068

PROJECTED STATEMENT OF CHANGE IN EQUITY FROM 2020 TO 2024

Particulars	Share capital	Retained earnings	Total
	\$	\$	\$
Year ended 31st December 2020			
Opening balance equity as at start of the year	530,000	-	530,000
	530,000	-	530,000
Net profit / (loss)	-	90,650.00	90,650.00
At the end of the year	530,000	90,650.00	620,650.00
Year ended 31st December 2021			
As at start of the year	530,000	90,650.00	620,650.00
Prior year adjustments	-	-	-
	530,000	90,650.00	620,650.00
Net profit / (loss)	-	110,425.00	110,425.00
At the end of the year	530,000	201,075.00	731,075.00
Year ended 31st December 2022			
As at start of the year	530,000	201,075.00	731,075.00
Prior year adjustments			
	530,000	201,075.00	731,075.00

Net profit/(Loss)	-	119,227.50	119,227.50
At the end of the year	530,000	320,302.50	850,302.50
Year ended 31st December 2023			
As at start of the year	530,000	320,302.50	850,302.50
Prior year adjustments	-	-	-
	530,000	320,302.50	850,302.50
Net profit/(Loss)		124,731.25	124,731.25
At the end of the year	530,000	445,033.75	975,033.75
Year ended 31st December 2024			
As at start of the year	530,000	445,033.75	975,033.75
Prior year adjustments			
	530,000	445,033.75	975,033.75
Net profit/(Loss)		149,151.25	149,117.50
At the end of the year	530,000	594,151.25	1,124,151.25

NOTE :This projection is done based on what is obtainable in the industry and the above projection might be lower and at the same time it might be higher.

Initial Assets (Property, plant & equipment)

Particulars	Buildings	Furniture and fixtures	Office equipment	Plant & Machinery	Computers	MV Class I	Motor vehicles Class II	Total
	\$	\$	\$	\$	\$	\$	\$	\$
Rate Cost	5.0%	12.5%	12.5%	12.5%	37.5%	37.5%	25.0%	
Balances as at January 2020	40,000	70,000	15,000	230,000	15,000	25,000	55,000	450,000
Additions	-	-	-	-	-	-	-	-
Disposals	-	-	-	-	-	-	-	-
Revaluation increase / (decrease)	-	-	-	-	-	-	-	-
Balances as at 31st December 2020	40,000	70,000	15,000	230,000	15,000	25,000	55,000	450,000
Depreciation for the year	2,000	8,750	1,875	28,750	5,625	9,375	13,750	70,125
Balances as at 31st December 2020	38,000	61,250	13,125	201,250	9,375	15,625	41,250	379,875
Balances as at January 2021	38,000	61,250	13,125	201,250	9,375	15,625	41,250	379,875
Additions	-	-	-	50,000.00	-	-	-	-
Disposals	-	-	-	-	-	-	-	50,000.00
Revaluation increase / (decrease)	-	-	-	-	-	-	-	-
Balances as at 31st December 2021	38,000	61,250	13,125	251,250	9,375	15,625	41,250	429,875
Depreciation for the year	1,900.0	7,656.3	1,640.6	31,406.3	3,515.6	5,859.4	10,312.5	62,290.6
Balances as at 31st December 2021	36,100.0	53,593.8	11,484.4	219,843.8	5,859.4	9,765.6	30,937.5	367,584.4
Balances as at January 2021	36,100.0	53,593.8	11,484.4	219,843.8	5,859.4	9,765.6	30,937.5	367,584.4
Additions	-	-	-	-	-	4,500.00	40,000.00	44,500.00
Disposals	-	-	-	-	-	-	-	-
Revaluation increase / (decrease)	-	-	-	-	-	-	-	-
Balances as at 31st December 2021	36,100.0	53,593.8	11,484.4	219,843.8	5,859.4	14,265.6	70,937.5	412,084.4
Depreciation for the year	1,805.00	6,699.22	1,435.55	27,480.47	2,197.27	5,349.61	17,734.38	62,701.48
Balances as at 31st December 2022	34,295.00	46,894.53	10,048.83	192,363.28	3,662.11	8,916.02	53,203.13	349,382.89
Balances as at January 2022	34,295.00	46,894.53	10,048.83	192,363.28	3,662.11	8,916.02	53,203.13	349,382.89
Additions	-	1,200.00	-	-	-	-	-	1,200.00
Disposals	-	-	-	-	-	-	-	-
Revaluation increase / (decrease)	-	-	-	-	-	-	-	-
Balances as at 31st December 2022	34,295.00	48,094.53	10,048.83	192,363.28	3,662.11	8,916.02	53,203.13	350,582.89
Depreciation for the year	1,714.75	6,011.82	1,256.10	24,045.41	1,373.29	3,343.51	13,300.78	51,045.66
Balances as at 31st December 2023	32,580.25	42,082.71	8,792.72	168,317.87	2,288.82	5,572.51	39,902.34	299,537.23
Balances as at January 2023	32,580.25	42,082.71	8,792.72	168,317.87	2,288.82	5,572.51	39,902.34	299,537.23
Additions	-	-	-	-	-	-	-	-
Disposals	-	-	-	-	-	-	-	-
Revaluation increase / (decrease)	-	-	-	-	-	-	-	-
Balances as at 31st December 2023	32,580.25	42,082.71	8,792.72	168,317.87	2,288.82	5,572.51	39,902.34	299,537.23
Depreciation for the year	1,629.01	5,260.34	1,099.09	21,039.73	858.31	2,089.69	9,975.59	41,951.76
Balances as at 31st December 2024	30,951.24	36,822.38	7,693.63	147,278.14	1,430.51	3,482.82	29,926.76	257,585.47

PRINCIPAL ACCOUNTING POLICIES

Basis of Accounting

As in the previous year the financial statement have been prepared under the historical cost convention. A summary of more important accounting policies is set out below.

Adaption of International Financial Reporting Standards (IFRS)

The company has not adopted the International Financial Reporting Standards for the preparation and presentation of its Financial Statements. In the circumstances, these Financial Statements have been prepared under the generally accepted accounting principles.

Turnover:

Turnover represents the invoiced value of goods/services rendered net of sales tax paid. The amount retained by the customers as retention money towards performance is accounted as income as and when received.

Fixed Assets

The fixed assets are stated in the Balance Sheet at cost less depreciation Continuing existence and usage of fixed assets is confirmed by the Management.

Depreciation

The depreciation is provided so as to write off the cost of fixed assets on reducing balance basis.

The principal annual rates used for this purpose which are consistent with those of last year are:-

M/Vehicle Class I	37.5 %
Office Equipments	12.5%
Furniture and fittings	12.5%
Buildings	5%
Plant & Machinery	12.5%

Regroupings

Previous years figures have been re-grouped/rearranged whenever necessary so as to make them comparable with current year figures.

Foreign Currency Transactions

Transactions in foreign currencies are converted into Tanzanian Shillings at the exchange rate ruling at the day of the transaction. Assets and Liabilities at the Balance Sheet date which are expressed in foreign currencies are translated into Tanzanian Shillings at the rate ruling at that date. The resulting difference from conversions and translations are dealt in profit & loss account in the year in which they arise.

CONCLUSION

From the above business assessment, it can be concluded that our business activities are technically feasible and financially viable also it is economically acceptable. In this view it is true that the business will continue to grow since more expertise will be employed and the business will continue to provide enough opportunity to local people to sell the fruits for juice production.