

BUSINESS PLAN FOR THE
IMPLEMENTATION PROGRAMME OF
M/S EVERLASTING GENERAL TRADING LIMITED
IN INVESTMENT PLAN
FOR
MANUFACTURING ASSEMBLING
COMPUTER PROJECT

PREPARED BY
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DAR ES SALAAM-TANZANIA

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1.0 EXECUTIVE SUMMARY

Everlasting General Trading Limited is oriented company, intending to fill in the market need for a professional, customer-focused computer company. The company emphasizes service and support to differentiate itself from more price-oriented computer companies. We are on the brink of penetrating a lucrative market in a rapidly growing industry. The current trend towards an increase in the number of entrepreneurs and competition amongst existing companies presents an opportunity for **Everlasting General Trading Limited** to penetrate this market.

Located at **Ilala Arusha Road - DAR ES SALAAM Plot No 4A Block C** we realize that, for us to prosper, we need to be flexible and responsive, to delight clients by providing them with what they want, when they want it, and before the competition can offer it. The company intends to achieve this through a solutions approach that is customer-centric, and in which the customer's business objectives enjoy top priority.

Once the needs and processes are understood and described, leading edge products and best-of-industry skills will be applied to design and develop a fitting solution to enable the client's business in the most cost effective way.

Our marketing strategy will be based mainly on ensuring that clients know what need the service(s) is able to fulfill, and making the right service and information available to the right target client. We intend to implement a market penetration strategy that will ensure that our services are well known and respected in our respective industry. Our strategy will convey a sense of quality and satisfaction in every picture, every promotion, and every publication. Our promotional strategy will involve traditional advertising, Internet marketing, personal selling, public relations, and direct marketing, details of which are provided in the marketing section of this plan.

It is important to recognize that make our intangible resources, such as our ability to relate to customers regarding their needs and wants, management style, corporate culture and commitment. These elements will differentiate us from our competitors and contribute towards the development of a sustainable competitive advantage.

In a nutshell, we don't intend to just market and sell our product and services, but to provide customized services and products that will enable our clients to optimize their output and, assist in the attainment of their goals and objectives. However, for us to attain the above stated we shall need funding from outside investors.

1.1 Objectives

Our business strategy will revolve around the need to provide quality products and services to our various target customers. This shall be undertaken through the establishment of a professional team and the provision of quality, custom-designed services, catering to the client's particular needs.

We intend to attain the following objectives:

1. Develop a follow-up strategy to gauge performance with all our clients.
2. To continuously formalize and measure cross-functional working communication so as to ensure that the various departments work harmoniously towards attainment of company objectives.
3. To instill a culture of continuous improvement in beating standards of customer satisfaction and efficiency.
4. We are fully committed to supporting growth and development in the economy.

1.2 Keys to Success

The keys to the projects' success will undoubtedly be effective market segmentation through identification of several niche markets and implementation strategies. The key success factors will include the following:

1. Excellence in fulfilling the promise: completely confidential, reliable, trustworthy expertise, and service(s) through the provision of an uncompromising service. This dictates that we have the latest technology, hardware, software, and well-trained personnel so as to deliver this promise.
2. Timeous response to clients' orders: we cannot afford to delay our clients for whatever reason, as this will have a negative bearing on our image, reputation, and future business. We need to be continually communicating with the client, ensuring we provide needs-based solutions.
3. Skill and depth of knowledge: Considering the nature of our services and their relative infancy on the market, the skill and depth of knowledge of our personnel is of utmost importance in determining the provision of the service(s) to the end-users.
4. Clear product and marketing positioning: Not wanting to be associated with the numerous vendors on the market, we intend to aggressively market our business and the services we to be at the top provide in order of our clients' minds
5. Leveraging from a large pool of expertise: The Company's various alliances with technological and training partners shall prove invaluable. The skills and intellectual capacity these partners will have in the fields of product support, design and system integration, implementation and execution, lifecycle support and understanding, training, and in the

application of new technology are intangible benefits to Everlasting General Trading Limited.

1.3 Mission

Company Values

Everlasting General Trading Limited is committed to the fair and ethical treatment of employees and stakeholders. This shall be undertaken through implementation of the following company values:

- We intend to be a responsible corporate citizen, fulfilling our obligations as an integral member of society. Our business decisions will give appropriate weight and consideration to social and environmental impacts.
- We intend to provide products and services of uncompromising quality.
- We intend to seek mutually beneficial and enduring relationships in all the commitments that we make, ensuring that they are straightforward and honest. Our communication will be open and accurate, both internally and externally.
- We will intend to uphold all the above company values, promoting our employees to do likewise.

Through implementation of the company values, we believe that we will be able to attain our goals and objectives for the benefit of all concerned, in particular, the communities in which we will operate.

Everlasting General Trading Limited is built on the assumption that the management of information technology for business is like legal advice or accounting, in that it is not inherently a do-it-yourself prospect, and requires outside expertise to install and implement it. Smart business people need to find quality vendors of

reliable hardware, software, service, and support. They need to use these quality vendors as they use their other professional service suppliers: as trusted allies.

Everlasting General Trading Limited intends to be such a solution provider. We will serve our clients as trusted allies, providing them with the loyalty of a business partner and the economics of an outside vendor. We want to make sure that our clients have what they need to run their businesses as well as possible, with maximum efficiency and reliability. Many of our information applications will be mission critical, so we will give our clients the assurance that we will be there when they need us. The above is well summarized in our mission statement which is as follows:

"The company is dedicated to leveraging emerging technologies to provide the highest level of quality products and services, customer service, and security."

2.0 Company Summary

Everlasting General Trading Limited is a private owned company which was registered/incorporated in Tanzania by Registrar of companies under company's ordinance Cap 212, on 19th day of January 2020 with certificate of Incorporation No. 140710008

2.1 Company Ownership

The following sponsors are promoting the intended project for the high quality manufacturing computer assembling Everlasting General Trading Limited These are directors and shareholders of Everlasting General Trading Limited with their shareholders position.

No.	Name of Shareholders	No. of Shares	Nationality	%Shareholder Structure
1	Abdishakur Omar	A. 680	British	68
2	Abdullahi Osman	M. 300	Somalia	30

3	Ahmed M. Osman	20	Kenyan	2
	TOTAL	1000		100

The share capital of the company is Tshs 500,000 divided into 10,000 shares of Shs 50,000/= each. The company shall have powers to increase its capital and divide the shares in its capital for the time being into several classes of stock or shares and to attach thereto respectively such preferential, deferred or special rights, privileges, or conditions as may be determined by or in accordance with the article of association of the Company

2.2 Start-up Summary

Total start-up capital and expenses covered include legal costs, business cards, stationery, and related expenses. Messrs. ABDISHAKUR.A.OMAR, ABDULLAHI.M.OSMAN and AHMED.M.OSMAN have provided investment covering much of the starting assets, with the rest of required financing coming from a 5-year commercial loan obtained from Bank. The start-up table below itemizes the start-up expenses.

• Own foreign equity	USD \$	800,000
• Foreign Loan	USD \$	500,000
• TOTAL	USD\$	1,300,000

Table: Start-up

Land/Building	70,000
Furniture and Fittings	20,000
Office Location	10,000
Pre expenses	10,000
Other	10,000
Total Start-up Expenses	10,000
Total Requirements	1,300,000

INCOME AND EXPENDITURE IN USD

APPENDIX 1

	1	2	3	4	5	6	7	8
Revenue	2,592,000	2,851,200	3,136,320	3,449,952	3,794,947	4,174,442	4,591,886	5,051,075
Cost of raw materials	1,036,800	1,140,480	1,254,528	1,379,981	1,517,979	1,669,777	1,836,754	2,020,430
Profit before depreciation & interest	1,555,200	1,710,720	1,881,792	2,069,971	2,276,968	2,504,665	2,755,132	3,030,645
Interest	250,000	171,429	142,857	114,286	85,714	57/143	28,572	-
Depreciation	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000
Net profit before tax	1,121,200	1,355,291	1,554,935	1,771,685	2,007,254	2,263,522	2,542,560	2,846,645
Tax (30%)	336,360	406,587	466,481	531,506	602,176	679,057	762,768	853,993
Profit after Tax	784,840	948,704	1,088,455	1,240,180	1,405,078	1,584,466	1,779,792	1,992,651
Accumulated profit	784,840	1,191,427	1,657,908	2,189,413	2,791,590	3,470,646	4,233,414	5,087,408

PROJECT BALANCE SHEET

APPENDIX III

	1	2	3	4	5	6	7	8
Fixed Assets	-							
Opening balance	3,640,000	3,456,000	3,272,000	3,088,000	2,904,000	2,720,000	2,536,000	2,352,000
Additions	-							
Total long term assets	3,640,000	3,456,000	3,272,000	3,088,000	2,904,000	2,720,000	2,536,000	2,352,000
Less depreciation	184,000	184,000	184,000	184,000	184,000	184,000	184,000	184,000
Closing balance	3,456,000	3,272,000	3,088,000	2,904,000	2,720,000	2,536,000	2,352,000	2,168,000
Working capital	1,360,000	1,360,000	1,360,000	1,360,000	1,360,000	1,360,000	1,360,000	1,360,000
Accumulated cash	-	770,360	3,274,417	4,104,208	4,976,106	5,896,305	6,871,645	7,909,639
Total assets	1,360,000							
Finance by								
Loan	5,000,000	4,285,715	2,857,145	2,142,860	1,428,575	714,290	-	-
equity	-							
Accumulated profit	-	784,840	1,657,908	2,189,413	2,791,590	3,470,646	4,233,414	5,087,408
Total equity	-	784,840	1,657,908	2,189,413	2,791,590	3,470,646	4,233,414	5,087,408
Long term loan	-							
Bank overdraft	-							
Total debts	-							
Total equity and debts	-	784,840	1,657,908	2,189,413	2,791,590	3,470,646	4,233,414	5,087,408

PROJECTED LONG TERM LOAN REPAYMENT

(Fig. in USD \$ '000')

Year	Repayment			Amount
	Principal	Interest	Total	
0				500.0
I	50.0	50.0	100.0	450
II	50.0	45.0	95.0	400
III	50.0	40.0	90.0	350
IV	50.0	35.0	85.0	300
V	50.0	30.0	80.0	250
VI	50.0	25.0	75.0	200
VII	50.0	20.0	70.0	150
VIII	50.0	15.0	65.0	100
IX	50.0	10.0	60.0	50
X	50.0	5.0	55.0	0