

Soap & Detergent Production Business Plan

Drawn by: KUU SHINE COMPANY LIMITED

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Industry Overview

Businesses in the Soap, Washing Powder and Synthetic Detergent manufacturing industry are involved in the manufacturing of laundry soap, transparent soap, translucent soap, toilet soap, medicated soap, industrial soap, soap flakes, soap powder and synthetic products. Synthetic products include household and industrial detergents used for clothes washing, dish washing etc.

Research conducted by KUU SHINE COMPANY LIMITED shows that in the past five years, the Soap, Washing Powder and Synthetic Detergent manufacturing industry contended with steep competition from foreign-based soap manufacturers. The report also shows that foreign-based manufacturers have inundated the market with low-cost soap products, pressuring demand for domestically manufactured products.

KUU SHINE also projected that in the coming years, as per capita disposable income rises, many consumers will slowly shift to relatively high-cost, brand-name soaps and cleaning products. Additionally, downstream markets such as restaurants will require more cleaning products to comply with regulations and maintain cleanliness in line with the rise in consumer foot traffic.

The Soap, Washing Powder and Synthetic Detergent Manufacturing industry is a thriving sector of the economy of Tanzania and they generate over million dollars annually from more than 31 registered and licensed companies scattered all around Tanzania.

The industry is responsible for the employment of over 70 people. Experts project the industry to grow at 4.0 percent annual rate. KISM Limited and ROYAL SOAP AND DETERGENT INDUSTRIES LIMITED. are the leaders in the industry in Tanzania.

Due to the high cost of manufacturing, marketing and distribution of soap, washing powder and synthetic detergent, large corporations dominate the industry and despite the fact that there are big corporations who are into the business, the fact remains that starting a small – scale soap, washing powder and synthetic detergent production business has minimal barriers to entry, with low startup capital.

Most players in the industry are small to medium – size establishments that cater to the local community. Some of the factors that encourage aspiring entrepreneurs to venture into starting a laundry detergent production company is the fact that there is pretty huge and not seasonal.

That makes it easier for entrepreneurs who are interested in the business to come into the industry at any time they desire; the entry barriers are quite affordable and any serious – minded entrepreneur can comfortably raise the startup capital without collecting loans from the bank.

Over and above, the Soap, Washing Powder and Synthetic Detergent Manufacturing industry is a profitable industry and it is open for any aspiring entrepreneur to come in and establish his or her business as long as you are able to obtain the required chemical handling license.

You can choose to start on a small scale producing limited quantities of laundry detergents or you can choose to start on a large scale producing laundry detergents, soap, washing powder and synthetic detergent with distribution network and several outlets in key cities all around Tanzania.

Executive Summary

KUU SHINE COMPANY LIMITED is a licensed company that will be located in Kisemvule-Mkuranga District. We have been able to secure a long term lease for a facility in a strategic location with an option of a long term renewal on terms and conditions.

The facility has government approval for the kind of production business we want to run and the facility is easily accessible. KUU SHINE COMPANY LIMITED is in the industry to produce soaps and detergents. We are also in business to make profit and at the same to give our customers value for their money.

We are aware that there are several soap and detergent production companies scattered all around Tanzania, which is why we spent time and resources to conduct our feasibility studies and market survey.

We have mapped out plans to develop a far reaching distribution network for wholesalers of liquid soap and detergent products all around Coast Region and throughout Tanzania.

Beyond producing quality soaps and detergents, our customer care is going to be second to none. We know that our customers are the reason why we are in business which is why we will go the extra mile to get them satisfied when they purchase our products.

KUU SHINE COMPANY LIMITED will ensure that all our customers (wholesale distributors) are given first class treatment whenever they visit our factory. We have a CRM software that will enable us manage a one on one relationship with them also.

KUU SHINE COMPANY LIMITED will be owned by a group of investors led by Defa Wu. Mr. Defa Wu who is the Chief Executive Officer of the Company is Graduate of Chemical Engineering and he holds a Master's Degree in Business Management (MBA).

He has a Chemical Handler's Certificate and over 10 years' experience working in related industry as a senior manager prior to starting KUU SHINE COMPANY LIMITED. He will be working with a team of professionals to build the business.

Source of Supply of Inputs

The production required machineries and raw materials will be sourced from China and East African Communities upon comparison in terms of price and quality.

Investment Costs and Source of Finances

The investment costs at **\$ 516,880**, among which: Foreign Equity: \$200,000

Local Equity: \$0

Foreign Loan: 116,880

Local Loan: 200,000

Source of Finances: The project will be financed by the company shareholders

S/N	Name of Shareholders	Nationality	Percentage of ownership
1.	DEFA WU	Chinese	60
2.	XIAOHUI ZHUO	Chinese	40

- **Our Products Offerings and Production Capacity**

KUU SHINE COMPANY LIMITED is going to run a standard soap and detergent production company whose products will not only be sold in Coast Region but also throughout Tanzania.

We are in the industry to make profits and also to give our customers value for their money. These are some of the products that we will be offering;

- Producing soap and detergents
- Estimated Annual Production Capacity : 1,500 Tons

Our Vision Statement

- Our vision is to establish a standard soap and detergent production Company whose products will be not only be sold in Coast Region, but also throughout Tanzania.
- Our mission is to establish a world class soap and detergent production brand that will favorably compete with leaders in the industry.
- We want to build a business that will be listed amongst the top 5 brands in Tanzania

Our Business Structure

KUU SHINE COMPANY LIMITED is established to compete with other leading liquid soap and detergent product brands in the industry. This is why we will put the right structure in place that will support the kind of growth that we have in mind for the business.

We will ensure that we only hire people that are qualified, honest, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders. 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 depending how fast we meet our set target.

In view of that, we have decided to hire qualified hands to occupy the following positions;

- Chief Executive Officer (Owner)
- Plant Manager
- Human Resources and Admin Manager
- Merchandize Manager
- Sales and Marketing Manager
- Machine Operators
- Accountants / Cashiers
- Distribution Truck Drivers

Job Roles and Responsibilities

Chief Executive Officer – CEO (Owner):

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results and developing incentives
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business

- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization.

Plant Manager

- Responsible for overseeing the smooth running of the production plant
- Maps out strategy that will lead to efficiency amongst workers in the plant
- Responsible for training, evaluation and assessment of plant workers
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Ensures the steady flow of raw chemicals to the plant and easy flow of finished products through wholesale distributors to the market
- Ensures that the plant meets the expected safety and health standards at all times.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Defines job positions for recruitment and managing interviewing process
- Carries out induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversees the smooth running of the daily office and factory activities.

Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Responsible for the purchase of chemicals and packaging materials
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors

Sales and Marketing Manager

- Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding sales
- Documents all customer contact and information
- Represents the company in strategic meetings

- Helps to increase sales and growth for the company

Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

Client Service Executive

- Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.
- 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
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the manager in an effective and timely manner
- Consistently stays abreast of any new information on the company's products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients
- Receives parcels / documents for the company
- Distributes mails in the organization

Production Workers/Machine Operators:

- Operates the chemical mixer, vessels, crystalizing machines, burner and conveyor belt system et al.
- Assists in packaging and loading soap and detergent products into distribution trucks

Distribution Truck Drivers

- Assists in loading and unloading liquid soap and detergent products
- Maintains a logbook of their driving activities to ensure compliance with federal regulations governing the rest and work periods for operators.
- Keeps a record of vehicle inspections and make sure the truck is equipped with safety equipment

- Assists the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route
- Inspects vehicles for mechanical and safety issues and perform preventative maintenance
- Comply with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures
- Collects and verifies delivery instructions
- Reports defects, accidents or violations

Job creation: The project will hire 5 foreign experts and 50 local employees

SWOT Analysis

There are several soap and detergent manufacturing companies in Tanzania which is why we are following the due process of establishing a business so as to compete favorably with them. We know that if a proper SWOT analysis is conducted for our business, we will position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be equipped to confront our threats.

KUU SHINE COMPANY LIMITED employed the services of an expert HR and Business Analyst with bias in startup businesses to help us conduct a thorough SWOT analysis and to help us create a KUU SHINE COMPANY LIMITED

This is the summary of the SWOT analysis that was conducted for KUU SHINE COMPANY LIMITED;

- **Strength:**

Part of what is going to count as positives for KUU SHINE COMPANY LIMITED is the vast experience of our management team, we have people on board who are highly experienced on how to grow a business.

So also our closeness to leading cleaning chemical production companies, large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

- **Weakness:**

A major weakness that may count against us is the fact that we are a new soap and detergent production company and we don't have the financial capacity to engage in the kind of publicity that we intend giving the business especially when big names like KISM Limited and ROYAL SOAP AND DETERGENT INDUSTRIES LIMITED et al are already determining the direction of the market.

- **Opportunities:**

The opportunities available to liquid soap and detergent products manufacturing companies are enormous because almost all Americans make use of soap and detergent when washing. As a result of that, we to position our business to take advantage of the existing market to create our own new market. We know that it is going to requires hard work, and we are determined to achieve it.

- **Threat:**

One of the major threats that we are likely going to face is economic downturn and unfavorable government policies. Another threat that may likely confront us is the arrival of a new production company in same location where ours is located.

MARKET ANALYSIS

- **Market Trends**

If you are conversant with trends in the industry, you will quite agree that despite the fact that there are competitions in different stages of the industry, most soaps and detergents production company are leveraging on creativity in terms of packaging and marketing to continue to stay afloat.

Lastly, our soap and detergent company will adopt eco – friendly approach towards the production and packaging of its products. As a matter of fact, the adoption of eco-friendly practices will likely persuade environmentally conscious consumers to buy its products.

Our Target Market

When it comes to selling soap and detergent, there is indeed a wide range of available customers. We are in business to engage in wholesale distribution and to retail our soap and detergent to the following groups of people;

- Commercial cleaning companies
- Hotels
- Hospitals
- Laundries and Laundromats
- Everybody in our target market location

Our competitive advantage

A quick of the industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the competition and we are prepared to compete favorably with other liquid soap and detergent production companies in Kisemvule Mkuranga.

Part of what is going to count as competitive advantage for us is the vast experience of our management team. So also closeness to some of the largest cleaning chemical manufacturing plants, our large and far reaching national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

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

SALES AND MARKETING STRATEGY

Sources of Income

KUU SHINE COMPANY LIMITED is established with the aim of maximizing profits in the industry and we are going to ensure that we do all it takes to sell our liquid soap and detergent to a wide range of customers.

Sales Forecast

When it comes to liquid soap and detergent production company, if your products are well – packaged and branded and if your production plant is centrally positioned and easily accessible, you will always attract customers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in Kisemvule– Mkuranga and every city where our liquid soap and detergent will be sold and we are quite optimistic that we will meet our set target of generating enough profits from the first six months of operation.

We have been able to examine the soap, washing powder and synthetic detergents production industry, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. Below are the sales projections for KUU SHINE COMPANY LIMITED. It is based on the location of our business and other factors that relate to medium scale startups in Tanzania.

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor offering same products as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

Before choosing a location to start KUU SHINE COMPANY LIMITED and also the kind of soap and detergent products to produce, we conducted a thorough market survey and feasibility studies in order for us to penetrate the available market in our target market location.

We have detailed information and data that we were able to utilize to structure our business to attract the number of customers we want and also for our products to favorably compete with other leading brands in Tanzania.

We hired experts who have good understanding of the soap, washing powder and synthetic detergents production industry to help us develop marketing strategies that will help us win a larger percentage of the available market in Fort Kisemvule – Mkuranga and other cities in Tanzania.

In summary, KUU SHINE COMPANY LIMITED will adopt the following sales and marketing approach to sell our liquid soap and detergent;

- Introduce our liquid soap and detergent brand by sending introductory letters to residents, merchants, retailers and other stakeholders in Kisemvule – Mkuranga and other cities in Tanzania
- Engage in roadshows in targeted communities from time to time to sell our products
- Advertise our products in community based newspapers, local TV and radio stations
- List our business and products on yellow pages' ads (local directories)
- Leverage on the internet to promote our liquid soap and detergent brand
- Engage in direct marketing and sales
- Encourage the use of Word of mouth marketing (referrals)

Publicity and Advertising Strategy

KUU SHINE COMPANY LIMITED has a long term plan of distributing our soap and detergent in various locations all around Tanzania which is why we will deliberately build our brand to be well accepted first in Kisemvule – Mkuranga before venturing out.

Here are the platforms we intend leveraging on to promote and advertise KUU SHINE COMPANY LIMITED;

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Sponsor relevant community programs
- Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, et al to promote our soap and detergent brand
- Install our billboards in strategic locations all around major cities in Tanzania
- Engage in roadshows from time to time in targeted communities
- Distribute our fliers and handbills in target areas
- Position our Flexi Banners at strategic positions in the location where we intend getting customers to start patronizing our products.
- Ensure that our products are well branded and that all our staff members wear our customized clothes, and all our official cars and distribution vans are customized.

Our Pricing Strategy

We are aware of the pricing trend in the soap and detergent production industry which is why we have decided to produce various sizes of soap and detergent.

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

- **Payment Options**

The payment policy adopted by KUU SHINE COMPANY LIMITED is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Tanzania.

Here are the payment options that KUU SHINE COMPANY LIMITED will make available to her clients;

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

In view of the above, we have chosen banking platforms that will enable our clients make payment without any stress on their part.

Startup Expenditure Breakdown (Budget)

Starting a standard liquid soap and detergent production company is indeed capital intensive because the amount required here is quite huge. The bulk of the startup capital will be spent on leasing or acquiring a facility and also in purchasing chemical mixer, vessels, crystalizing machines, burner and conveyor belt system, protective gears, a mini lab and good drainage system.

These are the key areas where we will spend our startup capital;

PARTICULAR	USD \$
Land and Building	15,128
Plant	273,421
Motor-vehicles	37,450
Furniture & Fixtures	12,416

Pre expenses	8,654
Others	24,575
Working capital	145,236
TOTAL	\$516,880

We would need \$516,880 to start up the soap and detergents plant.

1.1 Projected Profits and Loss Statement

The income and Expenditure Statement shows the projected income for the 5 years period.

The position depreciated is that the project earns profit thorough its life. Accumulated after tax profits grow from. US\$ -85, 347 in first year to US\$ 335, 689 in the 5 year

KUU SHINE COMPANY LIMITED					
	YEAR 1	YEAR 2	YEAR 3	YEAR4	YEARS5
Sales Revenue	1, 200, 000	1, 800, 000	2, 430, 000	3, 280, 500	4, 428, 675
Cost of Sales	1, 080, 000	1, 620, 000	2, 065, 500	2, 788, 425	3, 764, 374
Gross Profit	120, 000	180, 000	364, 500	492, 075	664, 301
Operating Expenses:					
Administrative Expenses	4, 200	4, 500	5, 000	5, 200	5, 800
Motor-vehicle Running expenses	10, 000	10, 000	10, 000	10, 000	10, 000
Salaries and Wages	60, 000	63, 000	66, 150	69, 458	72, 930
Donation	1, 000	1, 000	1, 000	1, 000	1, 000
Depreciation	46, 983	39, 940	34, 070	29, 153	25, 015
Marketing Costs	8, 000	9, 000	8, 500	8, 000	7, 000
Maintenance	10, 000	10, 000	10, 000	10, 000	10, 000
Utility Costs	20, 000	25, 000	30, 000	30, 000	30, 000
Insurance	5, 000	5, 000	5, 000	5, 000	5, 000
Communication	5, 400	5, 406	5, 410	5, 415	5, 418

Pension Contribution	12,582	12,582	12,582	12,582	12,582
Loan Interest (7%)	22,182	22,182	22,182	22,182	
Total Expenses	205,347	207,610	209,893	207,989	184,745
Profit before Tax	-85,347	-27,610	154,607	284,086	479,556
Tax (30%)	0	0	46,382	85,226	143,867
Profit After Tax	-85,347	-27,610	108,225	198,860	335,689

1.2 Projected Cash Flows

This is shown in the financial statements. The project has a positive end of year cash flow from year 1, i.e. US \$ 10,786 of operation to the 5th year i.e. US \$ 712,723

KUU SHINE COMPANY LIMITED					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
CASH FLOW FROM OPERATIONS:					
Cash Sales	1,200,000	1,800,000	2,430,000	3,280,500	4,428,675
VAT Receipt	216,000	324,000	437,400	590,490	797,162
Subtotal Cash Payments	1,416,000	2,124,000	2,867,400	3,870,990	5,225,837
Expenditures from Operations					
Cash spent	1,213,789	1,787,670	2,241,324	2,967,261	3,924,104
VAT Payments	216,000	324,000	437,400	590,490	797,162
Subtotal Cash Payment	1,429,789	2,111,670	2,678,724	3,557,751	4,721,266
Cash flow from operations	-13,789	12,330	188,676	313,239	504,571
Cash Flow From Investments:					
Purchase of Machines and Equipment					-338,415
Working Capital					-153,890

and pre-expenses					
Cash Flow From Investments	-492,305				
Cash Flow from Financing:					
Loan	316,880				
Owners Equity Contribution	200,000				
Cash Flow From Financing	516,880				
Net Cash Flow For Period	10,786	12,330	188,676	313,239	187,691
Cash Flow Start Of Year	0	10,786	23,117	211,793	525,032
Cash Flow At The End of Year	10,786	23,117	211,793	525,032	712,723

1.3 Projected Balance Sheet

The projected Balance Sheet of the project is shown in the financial statements under same heading. Net worth of the project increases from US\$ 114,653 in the first year of operation to US\$ 729,818 in the 5th year.

WU ZHOU INVESTMENT CO.,LTD					
<u>Fixed Assets</u>	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Long-term Assets	338,415	291,432	251,492	217,422	188,270
Depreciation	46,983	39,940	34,070	29,153	25,015
Total Long-term Assets	291,432	251,492	217,422	188,270	163,255
<u>Current Assets</u>					

Cash	10,786	23,117	211,793	525,032	712,723
Accounts Receivable	129,315	129,315	82,933		
Total Current Assets	140,101	152,432	294,726	525,032	712,723
Total Assets	1,580,504	1,524,636	1,601,159	935,401	1,415,221
<u>Current Liabilities</u>					
Accounts Payable	0	0	0	2,293	146,160
Other Current Liabilities		0	0		
Subtotal Current Liabilities	0	0	0		
Long-term Liabilities	316,880	316,880	316,880	316880	0
Total Liabilities	316,880	316,880	316,880	319,173	146,160
Net Assets	114,653	87,044	195,268	394,129	729,818
<u>Capital and Reserves</u>					
Owner Contribution	200,000	114,653	87,044	195,268	394,129
Retained Earnings	-85,347	-27,610	108,225	198,860	335,689
Total Capital	114,653	87,044	195,268	394,129	729,818

1.4 Projected Fixed Schedule

The projected fixed schedule is shown in the schedule under same heading. Net worth of the fixed assets decreases from US\$ 291,432 in the first year of operation to US\$ 163,255 in the 5th year.

KUU SHINE COMPANY LIMITED FIXED ASSETS					
NAME OF ASSETS	1 USD	2 USD	3 USD	4 USD	5 USD
Plant, Tools& Equipment	288, 549	252, 480	220, 920	193, 305	169, 142
Motor vehicles	37, 450	28, 088	21, 066	15, 799	11, 849
Furniture &Fixtures	12, 416	10, 864	9, 506	8, 318	7, 278
TOTAL	338, 415	291, 432	251, 492	217, 422	188, 270
DEPRECIATION	1 USD	2 USD	3 USD	4 USD	5 USD
Plant, Tools& Equipment	36, 069	31, 560	27, 615	24, 163	21, 143
Motor vehicles	9, 363	7, 022	5, 266	3, 950	2, 962
Furniture &Fixtures	1, 552	1, 358	1, 188	1, 040	910
ANNUAL DEPRECIATION	46, 983	39, 940	34, 070	29, 153	25, 015
CLOSING FIXED ASSETS	291, 432	251, 492	217, 422	188, 270	163, 255

Generating Startup Capital for KUU SHINE COMPANY LIMITED

KUU SHINE COMPANY LIMITED is a business that is owned and financed by Defa Wu and other business partners. They do not intend to welcome any other business partner which is why he has decided to restrict the sourcing of the startup capital to 3 major sources.

These are the areas we intend generating our startup capital;

- Generate part of the startup capital from personal savings and sell of stocks
- Source for soft loans from family members and friends
- Apply for loan from the bank

N.B: We have been able to generate about **\$316,880** (*Personal savings \$200,000 and soft loan from family members \$116,880*) and we are at the final stages of obtaining a loan facility of **\$200,000** from our banker.

Sustainability and Expansion Strategy

The future of any business lies in the number of loyal customers they have, the capacity and competence of their employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business closes shop.

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

We know that one of the ways of gaining approval and winning customers over is to retail our soaps and detergents a little bit cheaper than what is obtainable in the market and we are prepared to survive on lower profit margin for a while.

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

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

Check List/Milestone

- Business Name Availability Check: **Completed**
- Business Registration: **Completed**
- Opening of Corporate Bank Accounts: **In Progress**
- Securing Point of Sales (POS) Machines: **Completed**
- Application and Obtaining Tax Payer's ID: **Completed**
- Application for business license and permit: **Completed**
- Purchase of Insurance for the Business: **In Progress**
- Leasing of facility and construction of standard liquid soap and detergent production plant: **Completed**
- Conducting Feasibility Studies: **Completed**
- Generating capital from family members and friends: **Completed**
- Applications for Loan from the bank: **In Progress**
- Writing of Business Plan: **Completed**
- Apply for Tanzania Investment Center Incentive Certificate: **In Progress**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of the Company's Logo: **Completed**
- Printing of Promotional Materials: **Completed**
- Recruitment of employees: **In Progress**
- Purchase of the needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **Secured**
- Establishing business relationship with vendors – wholesalers, chemicals production companies, suppliers and merchants: **In Progress**

