



# Salama Roofing Limited

Business Plan

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# Company Overview

**Salama Roofing Ltd** is a forward-thinking roofing sheets manufacturing company based in Dar es Salaam, Tanzania. Established on 21st February 2025, we specialize in producing high-quality Pre-Painted Galvalume (PPGL) roofing sheets tailored for a wide range of customers — including individual households, property developers, construction companies, hardware wholesalers, and large-scale infrastructure contractors.

Our products are designed to meet the needs of both urban and rural construction projects, catering to residential, commercial, and industrial use cases. We aim to serve the local Tanzanian market and expand across the East and Central African regions — including Kenya, Uganda, Rwanda, Burundi, Zambia, and the Democratic Republic of Congo.

With our registered TIN (182-492-957) and located at the Red Cross Building, Bibi Titi Road, Ilala, Dar es Salaam, we are strategically located in Tanzania's industrial hub, providing access to ports and trade routes.

At Salama Roofing Ltd, we are committed to strengthening the national economy by creating jobs, encouraging import substitution, and delivering durable, rust-resistant roofing products. Our operations are built on quality, transparency, and long-term sustainability.

# Rishi Vipul Somaiya - (Nationality - Tanzanian)

## **Rishi Vipul Somaiya – 25% Shareholding**

A Tanzanian national and graduate in Commerce from the University of British Columbia (Canada), Rishi brings strong operational experience and a deep understanding of the local business environment. With over years of experience in managing and scaling businesses in Tanzania, he oversees on-ground operations, compliance, staffing, and supplier relations for Salama Roofing Ltd.



# Fulgence Habimana - (Nationality - Rwandan)

## **Fulgence Habimana – 50% Shareholding**

Based in Rwanda, Fulgence is the lead investor and primary technical expert in the company. He owns and operates a successful roofing sheet manufacturing plant in Rwanda and has over 15 years of hands-on experience in the roofing and construction materials industry. His role focuses on factory setup, machinery procurement, production efficiency, and overall technical guidance.



# Neil Jobanputra - (Nationality - British)

## Neil Jobanputra – 25% Shareholding

A UK-based director with a background in Economics, Neil specializes in financial planning, logistics, and international sourcing. With significant experience in global trade and investment, he plays a key role in structuring capital investments, financial modeling, and managing international procurement for machinery and raw materials.



# Legal and Regulatory Compliance


## Salama Roofing Ltd

 *Red Cross Building, Bibi Titi Road*

*Plot No. 2423, Block No. 208, Office No. 2423*

*Ilala Ward, Ilala District, Dar es Salaam,  
Tanzania*

 **P.O. Box:** 401

 **Phone:** +255 783 054 000

 **Email:** salamaroofingltd@gmail.com

## Salama Roofing Ltd

 **Date of Registration with Brela:** 21st  
February 2025

 **TIN Number:** 182-492-957

At **Salama Roofing Ltd**, our vision is to become East Africa's most trusted and innovative roofing solutions provider — known not only for delivering durable, high-quality products, but also for contributing meaningfully to the region's industrial development.

We envision a future where every home, business, and infrastructure project across Tanzania and neighboring countries is protected by roofing that is manufactured locally, sustainably, and to the highest international standards. Our goal is to bridge the gap between affordability and quality, ensuring that our customers no longer have to choose between cost and longevity.

We aim to lead by example — by adopting cutting-edge manufacturing technology, sourcing responsibly, and upholding ethical business practices. As we grow, we are committed to creating long-term employment opportunities, developing local technical expertise, and empowering communities through access to reliable building materials.

Ultimately, Salama Roofing exists to shelter dreams — to be the roof over every Tanzanian family's home, every school, hospital, and business, helping build a stronger, more self-reliant economy one sheet at a time.



# Our Vision

Our mission at **Salama Roofing Ltd** is to manufacture and deliver premium-quality roofing sheets that meet the highest standards of durability, safety, and aesthetics — serving the needs of households, businesses, and infrastructure developers across Tanzania and the East African region.

We are committed to:

- **Manufacturing excellence** — by investing in advanced machinery and rigorous quality control to produce roofing sheets that exceed industry standards.
- **Local empowerment** — by creating jobs, nurturing skills, and supporting the growth of Tanzania's industrial base.
- **Integrity and transparency** — by conducting our business ethically and building trust with every stakeholder, from suppliers to customers.
- **Sustainability** — by making responsible choices in sourcing, production, and packaging to protect our environment and future generations.



# Our Mission

# Our Product and Quality Standard



At **Salama Roofing Ltd**, we will specialize in the manufacturing of high-performance **Pre-Painted Galvalume (PPGL)** roofing sheets designed to meet the diverse needs of the Tanzanian and regional construction markets.

Our roofing sheets will be ideal for:

- **Residential Homes** – durable and rust-resistant roofs for long-term protection
- **Commercial Buildings** – customizable options for warehouses, retail outlets, schools, and hospitals
- **Industrial Structures** – heavy-duty roofing solutions for factories and logistic centers
- **Hardware & Wholesale Supply** – bulk supply to retail shops and distributors across Tanzania and East Africa

# Product Specifications

Thickness (mm)	Gauge (BG)	Use Case
0.25 mm	BG30	Low-cost housing, small structures
0.32 mm	BG28	Mid-range residential and commercial
0.40 mm	BG26	Heavy-duty roofing for industr

# Our Commitment to Quality

**Material Sourcing:** We import only certified-grade PPGL steel coils from trusted international suppliers.

**Machinery:** Our roll-forming and cutting equipment ensures precise dimensions, clean finishes, and consistent quality across batches.

**Quality Control:** Every sheet undergoes rigorous checks for thickness, coating, straightness, and finish before dispatch.

**Packaging & Handling:** We use protective packaging to prevent damage during transport and handling, ensuring products arrive in perfect condition.

# Target Market and Sales Strategy



At **Salama Roofing Ltd**, we aim to serve a broad spectrum of customers across Tanzania and neighboring East African countries, offering high-quality roofing solutions tailored to each market segment's needs.



# Target Market

## Residential Sector

- Rural and peri-urban housing projects in need of durable yet affordable roofing options.
- Developers of apartment complexes and gated communities.

## Construction Companies & Contractors

- Mid-to-large scale contractors and project managers responsible for infrastructure projects.
- Engineering and construction firms needing bulk orders with consistent quality and delivery timelines.

## Hardware Stores & Wholesalers

- Local and regional building materials suppliers, hardware stores, and distributors who need a reliable manufacturer to restock roofing sheets in various thicknesses and profiles.

## Export Markets

- Neighboring countries including **Rwanda, Uganda, Kenya, Burundi, Zambia, and the DRC**, where quality roofing products are in high demand and logistics are feasible from our Dar es Salaam location.

# Sales Strategy

## **Direct Sales**

- Targeting large-scale buyers such as contractors, real estate developers, and institutions through a dedicated sales team.

## **Distribution Partnerships**

- Supplying to hardware stores and regional wholesalers across Tanzania and neighboring countries, with a focus on building long-term relationships.

## **Tenders & Bulk Projects**

- Participating in government and private sector tenders for large construction projects, schools, hospitals, and public housing.

## **Retail & Walk-in Clients (Future Plan)**

- Establishing a showroom or retail outlet for individuals and small-scale builders seeking quality roofing directly from the manufacturer.

# Marketing Plan

## Brand Awareness

- Launch marketing campaign at industry expos and trade fairs
- Strong brand identity with consistent packaging
- Branded delivery vehicles for visibility

## Digital Marketing

- Website with product catalog, contact form, and quote request
- Social media marketing on, Instagram, LinkedIn
- Google Ads & search engine optimization (SEO) to generate leads

## Sales & Distribution

- Dedicated sales team for direct client engagement
- Build partnerships with hardware stores and regional dealers
- Offer reliable delivery services to client sites

## Promotions & Customer Retention

- Introductory offers and volume discounts
- Loyalty programs for repeat buyers
- After-sales support and warranty on products

# Machinery, Equipment and Raw Materials

## Machinery and Equipment

The facility will be equipped with state-of-the-art roll forming machines, cutting and edge finishing machines, coating systems, forklifts, and additional units for welding and material handling. To guarantee precision and high production efficiency, all equipment will be imported from trusted manufacturers.

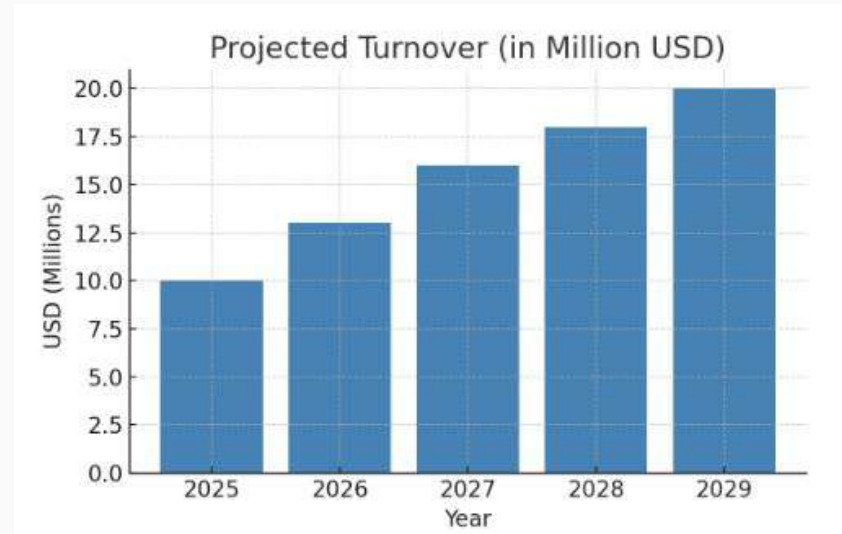
## Raw Materials

The primary raw materials required for manufacturing roofing sheets include, but are not limited to, high-quality steel coils, protective coatings, and fastening fixings. These materials will be sourced internationally to ensure superior quality and durability, with all raw materials being imported to meet the specific requirements of the production process.

# Financial Forecast

Salama Roofing Ltd anticipates a strong financial performance in its first year, with projected turnover expected to reach between \$8 million and \$10 million. This forecast is based on the expected demand for high-quality roofing sheets, supported by a growing construction sector in Tanzania. The company will focus on establishing a strong market presence, offering competitive pricing and reliable delivery.

Initial capital investments will be allocated towards machinery, raw materials, and facility setup, while operating expenses will include labor, maintenance, and marketing. The financial forecast assumes steady production capacity and efficient supply chain management, with the goal of achieving profitability in the first year. With the anticipated turnover, Salama Roofing Ltd expects to establish a strong foundation for long-term growth and a significant return on investment.



# Job Creation

Salama Roofing Ltd is committed to generating meaningful employment opportunities in Tanzania. During the initial phase of operations, the company plans to hire:

- **12 Factory Workers** – responsible for machine operation, sheet cutting, quality control, and packaging.
- **6 Administrative & Support Staff** – including logistics coordinators, warehouse supervisors, procurement officers, and accounting personnel.
- **6 Marketing & Sales Personnel** – tasked with market development, client acquisition, distribution channel management, and brand promotion.

**Total Initial Employment: 24 Jobs**

As production scales and market demand increases, Salama Roofing Ltd will continue to expand its workforce across all departments, creating additional employment opportunities for skilled and unskilled labor.

# Implementation Schedule

Activity	Timeline
Business Registration	Completed
TIC Application	May 2025
Machinery Procurement & Shipping	June–July 2025
Factory Setup & Installation	July–Sept 2025
Staff Recruitment & Training	Sept 2025
Production Commencement	October 2025
Full-Scale Operations	November 2025

# Project Capacity

- Initial production capacity: **2,000 tons per year**
- With a turnover rate of **2x**, we project to sell **4,000 tons in the first year**
- From the second year onward, **sales are expected to grow by 10% annually**

# Investment Breakdown

<b><u>Investment Breakdown</u></b>	<b><u>US\$</u></b>
Land/Building	75,000
Plant	250,000
Vehicles	100,000
Pre-expenses	250,000
Working capital	2,000,000
TOTAL	2,675,000