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# Business Plan

## Algawhara Ltd

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### 1. Executive Summary

Algawhara Ltd, established in 2020 and headquartered in Dar es Salaam, Tanzania, is a fast-growing manufacturer of premium polypropylene (PP) mats. With increasing production capacity and a robust supply network, we currently serve both the Tanzanian and Rwandan markets. Our goal is to become the leading synthetic mat manufacturer in East Africa through operational modernization and full automation.

We are committed to sustainable growth, quality products, and expanding our market footprint across the region.

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### 2. Company Overview

- Company Name: Algawhara Ltd
- Head Office: Plot 88-89, Vingunguti Industrial Area, Dar es Salaam, Tanzania
- Year Established: 2020
- Number of Employees:
  - 155 Local Staff
  - 16 Expatriates
- Industry: Manufacturing – Plastics/Textiles
- Primary Product: Polypropylene (PP) Floor Mats

Algawhara Ltd is a privately owned company that prioritizes local employment, quality manufacturing, and sustainable growth. Our production facility is strategically located to optimize logistics across East Africa.

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### **3. Products and Production**

Our core product is polypropylene (PP) floor mats, manufactured using a combination of extrusion and weaving technologies. We are in the process of a three-phase modernization project to transition from semi-mechanical to fully computerized weaving systems.

#### **Production Overview**

- Current Output: 160 tons of finished mats per month
- Short-Term Target (2025): 200 tons/month
- Long-Term Goal (2026): 300 tons/month

#### **Manufacturing Technology**

- Extrusion: Produces PP sticks from raw polypropylene
  - Weaving: Currently semi-mechanical, transitioning to computerized looms
  - Upgrade Phases:
    - Phase 1 complete: 6 advanced computerized weaving machines installed
    - Phases 2 & 3 scheduled for completion by the end of 2026
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### **4. Raw Materials and Markets**

#### **Raw Materials Composition**

- Polypropylene (Virgin & Recycled): 87% – locally sourced
- Polypropylene Yarn: 12% – imported
- Masterbatch (Color Additive): 1% – imported

We maintain long-term supplier relationships to ensure a stable and cost-effective supply chain.

## **Target Markets**

- Geographic Reach: Tanzania and Rwanda
- Customer Segments:
  - Distributors and wholesalers
  - Retail chains
  - Government and institutional buyers

## **Competitive Advantages**

- High and consistent product quality
  - Investment in automation and skilled labor
  - Reliable local and international raw material supply chain
  - Commitment to sustainable and scalable production
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## **5. Business Objectives**

### **Short-Term Objectives (2025)**

- Increase monthly production to 200 tons
- Complete staff training for computerized weaving systems
- Improve production efficiency and reduce downtime

### **Mid-Term Objectives (By End of 2026)**

- Achieve full production capacity of 300 tons/month
- Complete automation of the weaving process
- Expand distribution into new East African markets, including:
  - Kenya
  - Uganda

Our business strategy is focused on maximizing efficiency, expanding market reach, and reinforcing our brand as a leading producer of synthetic mats in East Africa.

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