

TAJI INDUSTRIES LIMITED

BUSINESS PLAN

FOR

**AN INVESTMENT IN MANUFACTURING OF GLASS, GLASS PRODUCTS, AND
MANUFACTURING OF PLASTIC PRODUCTS TO BE ESTABLISHED ON PLOT NO.
7 AND PLOT NO. 8, LOCATED AT MIVULE AREA, MKURANGA DISTRICT, COAST
REGION**

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1. Contents	
1. GENERAL PROJECT INFORMATION	1
1.1 Preamble	1
1.2 The Project Promoters	1
1.3 Proposed Development	1
1.4 The Project Justification	2
2. PRODUCT DESCRIPTION	2
3. SWOT ANALYSIS	2
Showing the SWOT ANALYSIS	3
4. MARKETING AND SALES	3
Competition	5
MANPOWER REQUIREMENTS AND ORGANISATION	5
MANAGEMENT	5
MANPOWER REQUIREMENTS	6
Chief Executive Officer	6
Human Resources and Admin Manager	6
Marketing Executives	6
Accountants	7
Mechanics and assistant	7
Drivers	7
Security Guard	7
Risk Management	8
ECONOMIC AND SOCIAL BENEFITS	8
Salaries and Wages	9
Corporate income	9
5.1 Estimated Cost of the Project	9
5.2 Mode of Project Financing	10
5.3 Investment Cost Financing Pattern	10
5.4 Financial Viability	10
5.5 Sustainability and Expansion Strategy	10
6 . SUMMARY AND CONCLUSION	11

1. GENERAL PROJECT INFORMATION

1.1 Preamble

This study covers the business plan for the investment in manufacturing of glass, glass products, and manufacturing of plastic products to be established on Plot no. 7 and Plot no. 8, located at Mivule Area, Mwanambaya Ward, Mkuranga District, Coast Region

1.2 The Project Promoters

The project is promoted by TAJI INDUSTRIES LIMITED; a limited liability company incorporated under the laws of Tanzania. The shareholders of the company are experienced entrepreneurs and professionals with expertise in industrial manufacturing, engineering, and business management.

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S/N	NAME OF SHAREHOLDERS	PERCENTAGE OF OWNERSHIP	NATIONALITY
1	YIJIA LI	85% (850 shares)	CHINESE
2	JUNMING WU	10% (100 shares)	CHINESE
3	HONGFU CHI	5% (50 shares)	CHINESE

1.3 Proposed Development.

The proposed development shall consist of A modern glass manufacturing plant for producing float glass, tempered glass, bottles, and glassware. A plastic manufacturing unit for producing bottles, containers, packaging materials, and other plastic household and industrial items. Investment in advanced machinery and quality assurance systems to ensure international standards.

1.4 The Project Justification

The demand for glass and plastic products in Tanzania and East Africa has been rising steadily due to population growth, increased construction, industrial expansion, and lifestyle changes. Currently, a significant portion of these products is imported, leading to foreign exchange outflow. TAJI INDUSTRIES aims to substitute imports, create employment, and enhance industrial capacity while remaining price-competitive. Our goal is to be among the top three top brands in Tanzania as a whole.

2. PRODUCT DESCRIPTION

The product range includes:

The main economic activities of **TAJI INDUSTRIES LIMITED** will comprise the manufacture of glass and glass products, plastics, basic iron and steel, porcelain, ceramics, domestic appliances, and other electrical equipment. In addition, the company will engage in other manufacturing activities not elsewhere classified, the treatment and disposal of non-hazardous waste, as well as wholesale and retail trade in various sectors, including specialized sale of electrical household appliances, furniture, lighting equipment, hardware, paints, and glass. These diverse activities position the company as a key player in both industrial manufacturing and commercial distribution within Tanzania.

Benefits to clients include affordability, quality assurance, shorter supply chains, and locally available after-sales service.

3. SWOT ANALYSIS

Having a SWOT analysis is very important as this would help us know what our chances of succeeding in this market are and how well we can improve on our weakness while eliminating totally or reducing threats to the barest minimum. In carrying out a thorough SWOT analysis, we hired a reputable business consultant who has several years of experience in helping startups with carrying out this analysis.

The aim of the SWOT has also helped us determine if this is a business that we should pursue or not. We are glad to say our strengths and opportunities were in high percentages and that the threats posed to our business is few and our weaknesses will be worked on.

Here is what the SWOT analysis carried out by an expert on behalf of TAJI INDUSTRIES LIMITED revealed;

Showing the SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Experienced management and technical team. • Local production reducing import reliance. • Strong shareholder commitment. • Location advantage near raw material sources and markets. 	<ul style="list-style-type: none"> • Invest in unfamiliar countries • Need time to get used to the different legal and business environment • High initial capital requirement. • Need to develop new supply chain networks. • Limited local skilled labour in specialized manufacturing.
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Growing demand for glass and plastic products in construction, packaging, and manufacturing. • Regional market expansion through EAC and SADC. • Government incentives for manufacturing and industrialization. 	<ul style="list-style-type: none"> • Competition from imported goods. • Fluctuation in raw material prices. • Regulatory changes and environmental concerns.

4. MARKETING AND SALES

Every business man knows how important marketing is to a business and how deploying the right marketing strategies will help the companies generate income as well as boost its own profile as

well. After thorough research on what marketing strategies would be best for us to not only penetrate the market but also compete favorably with other leading brands as an upcoming company, we were able to come up with reliable data and information that will ensure our business is marketed effectively in Tanzania.

Also, knowing the importance of marketing to our business, our sales and marketing executives have been empowered to deliver our corporate sales goals so as to shore up our revenue base while also positively promoting the company's image.

We also know how important technology is in these times especially when it comes to marketing and so we have perfected plans to develop an app that will bring us closer to our existing and potential clients. We would also make our official website and social media platforms as active as possible for our audience.

We intend in summary to leverage on the following approaches to market our products and services at TAJI INDUSTRIES LIMITED;

- a) Advertisements in print, electronic, and digital platforms.
- b) Encourage our loyal customers by giving out incentives for referrals
- c) Engage in word-of-mouth marketing
- d) Partnerships with construction companies, beverage companies, and packaging firms.
- e) Engage in direct marketing through our sales and marketing executives
- f) Ensure our business is listed in Yellow pages and other local directories as well as online directories
- g) Use our website to sell our products and services
- h) Make use of our social media platforms to actively promote and sell our products and services.

Regardless of the fact that our brand is a well-known one that has a high standard, we know how important creating awareness for a business is. Every business established for the purpose of making a profit and competing favorably with other leading brands must have good publicity and advertising strategies laid out, and this we have in place.

TAJI INDUSTRIES intends to explore all available means of publicity in Tanzania. Our publicity strategies will ensure that we not only promote our products and services but project our image positively to intending and existing clients.

Listed below are the platforms we intend to leverage on in promoting products from TAJI INDUSTRIES LIMITED;

- Place adverts on print media (local newspapers as well as relevant magazines) and electronic media (radio stations and televisions)
- Use our social media platforms – such as Facebook, Twitter, and Instagram to seriously engage our existing and potential clients and promote our brands
- Sponsor social shows such as community pageants and educational fairs
- Distribute our handbills and fliers to various target areas
- Install our billboards in various strategic locations around Tanzania
- Our Pricing Strategy

Our pricing module will however not be too different from that of our competitors, as we would during the first six months of operations offer the products at a little lower price than that of our competitors; we might however raise the prices a bit after our brand has become well known. We would never offer prices that are below our cost of production as well as overheads as we intend to be in business for a long time.

Competition

TAJI INDUSTRIES faces competition from both imported products and existing local manufacturers. The company will differentiate itself through quality, affordability, reliable supply, and after-sales services.

MANPOWER REQUIREMENTS AND ORGANISATION

MANAGEMENT

This success of a venture of this kind depends on the competence of the personnel recruited to manage. It is assumed that relevant personnel with requisite skills shall be available within the country.

In Order to streamline operations, it is proposed to engage two key figures; Operational officer and the accountant. These two along with the Site Manager will form the central operational core that will ensure the success of the project.

MANPOWER REQUIREMENTS

Based on the proposed organizational structure the project will initially employ a total of 50 employees

Chief Executive Officer

- Provides a clear strategic direction for the organization and communicate these strategies to appropriate channels
- Has an experience with the budgets as well as allocate resources appropriately
- Ensures that the right professionals are hired into the management team
- Builds corporate culture that would influence employees' attitude and decision

Human Resources and Admin Manager

- Ensures the development, management as well as implementation of personnel policies
- Recruits, retains and terminates staff appropriately
- Ensures that office practices are adhered to and in line with employment related laws
- Ensures that the administrative systems are constantly reviewed with an aim to being proactive instead of reactive
- Ensures that staff welfare and incentive packages are appropriately done.

Marketing Executives

- Carries out promotional activities that will project the image of the company as well as bring in revenue
- Devises marketing and sales strategy for TAJI INDUSTRIES
- Manages campaigns on all of the company's social media platforms
- Plans and organizes product and service exhibitions for the company
- Monitors performance and change weak strategies

Accountants

- Ensures that tax returns are prepared and that tax requirements, preparation and reporting are complied with
- Works with management and report all the finances regarding TAJI INDUSTRIES to ensure that budgets are developed, and maintained periodically and also compare budgeted costs to actual costs
- Prepares and analyzes of accounting records, financial statements and reports in order to determine accuracy and conformance with accounting standards
- Carries out analysis of business operations including costs and revenues and use this to not only project future income and expenses but to proffer advice as well.

Mechanics and assistant

- Ensure the smooth operation of the machine
- Complete daily maintenance and repair of equipment
- Ensure the completion of monthly production
- Assist to solve any problems in production activities and Communicate with the leadership on any safety issues

Drivers

- Ensures that cargos are loaded and unloaded at the appropriate times
- Ensures that all traffic laws are followed
- Inspects truck before and after every trip, and report any major defects found to the appropriate department

Security Guard

- Protects the property Prevents security problems that are likely to arise during the course of carrying out security duties
- Responds to security issues that might crop up
- Enlightens employees by providing security tips

Risk Management

TAJI INDUSTRIES has several Risk Management strategies it uses to minimize risk and protect company investments. Liability Insurance is maintained on the company in the amount of USD 500,000

Accounts Payable—On each product delivered to the construction site, the project manager will review the invoices and physically accounts for the consignment. If there is a problem with the order, it is noted on the delivery note and returned with the delivery driver. The supplier is then contacted by the owner and the situation is remedied. If shipment is delivered without an owner on site, the invoices and shipment is checked the following day with a follow-up call if needed.

Each day that an account is used, the owners use an account ledger to document the project, account billed, and the cost of materials. The owners have a notebook with Daily Cash Flow sheets and Account Ledger to document. The notebook also includes payroll information, a file folder for receipts, and a calendar to document miscellaneous expenditures or circumstances. The notebook makes it easier to keep everything organized in one place between job sites and the administrative site. Bank Statements are reconciled monthly by the Administrative Assistant and reviewed by the owners.

Payroll—The project manager will record and calculate payroll based on spreadsheets with deductions, etc., already in place. All payroll taxes and reports are completed and submitted by the Administrative Assistant. Quarterly reports are reviewed by the owners and due dates are pre-recorded on the calendar in the owner's notebook.

ECONOMIC AND SOCIAL BENEFITS

The successful construction of residential houses on Plot no. 7 and Plot no. 8, located at Mivule Area, Mwanambaya Ward, Mkuranga District, Coast Region, to be carried out by TAJI INDUSTRIES will have significant economic and social benefits to the country as a whole. In summary, some of the benefits which will be realized include:

- (i) Creation of permanent employment opportunities for over 100 Tanzania employees.
- (ii) The project will solve the market demand glass and plastic materials in Tanzania at large

- (iii) The neighborhood of the project will benefit domestic lighting from the Electrification of the project site
- (iv) Feeder roads leading to the factory will be frequently repaired by the project hence affording easy transportation of goods and people around the project.
- (v) Provision of income to employees and other service providers (individual entrepreneurs) thus contributing to Government efforts in improving citizens' living standards.
- (vi) Provision of a new market for food products and other goods required at project area, thus generating an economic multiplier effect to the project area and surrounding areas.

Provision of revenue to the Government through corporate tax. It is projected that the project will contribute a total of USD 1,000,000 to the Treasury in the form of corporate tax over a period of ten years, which implies an annual average of USD 100,000.

5. FINANCIAL PROPOSAL

Revenue projections are based on the following assumptions:

The project will begin after being granted the derivative rights to own Plot no. 7 and Plot no. 8, located at Mivule Area, Mwanambaya Ward, Mkuranga District, Coast Region. Construction process will be for a period of One (1) year.

Salaries and Wages

Salaries, wages and 30% social security benefits for 45 workers are also indicated in Appendix

Corporate income

Tax rate of 30% is assumed is to remain unchanged over the projected period of ten (10) years.

5.1 Estimated Cost of the Project

The total project investment is estimated at **USD 10,000,000.00** including the land, construction costs, building materials, machines, vehicles and initial operation capital.

5.2 Mode of Project Financing

The development shall be entirely carried out by the Company shareholders who shall finance the project from their own equity.

5.3 Investment Cost Financing Pattern

The total investment cost is estimated at **USD 10,000,000.00** a summary of the breakdown is as indicated in the table below

ITEM	USD \$
Fixed Asset	1,100,000
Civil Works & Building	7,000,000
Machinery and Equipment	300,000
Vehicles	500,000
Furniture and Fittings	300,000
Raw materials	300,000
Pre-Operational Expenses	200,000
Sub total	9,700,000
Initial working capital	300,000
GRAND TOTAL	10,000,000

5.4 Financial Viability

Return on Investment

The project indicates a very healthy return on investment with a payback period of within 5 years of the completion of construction.

5.5 Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have, the capacity and competence of the 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 close shop.

One of our major goals of starting the oil refinery plant 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. The company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of.

Check List/Milestone

- Application for business license and permit: **Completed**
- Purchase of Land: **Completed**
- Conducting Feasibility Studies: **Completed**
- Recruitment of employees: **In progress**
- Purchase of Machinery and building materials process: **In progress**
- Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
- Health and Safety and Fire Safety Arrangement (License): **In progress**
- Opening party / launching party planning: **In Progress**
- Establishing business relationship with vendors – wholesale suppliers / merchants of industrial gas: **In Progress**

6. SUMMARY AND CONCLUSION

This project document provides descriptions of a detailed investment proposal by TAJI INDUSTRIES for the construction of manufacturing industry Plot no. 7 and Plot no. 8, located at Mivule Area, Mwanambaya Ward, Mkuranga District, Coast Region.

Summary

The shareholders of company are very experienced in the manufacturing industry; they can make use of their advantage and knowledge in manufacturing of glass and plastic products with good quality that will be highly demanded which in return will create profit and growth for the company.

According to the above statement, the investment cost will be United States Dollars Ten Million (USD 10,000,000). The proposed project is very profitable. It generates positive net cash flows

from the first year of operations with net cash flow of USD Ten Million Seven Hundred Ninety-Five Thousand Five Hundred Eight (USD 10,795,508) income from sale and United States Dollars 1 million Four Hundred Eighty Thousand Seven Hundred Twelve (USD 1,480,712) income from retail supply.

The project can create permanent employment opportunities for over 50 Tanzania employees and train skilled technicians and mechanics for locals, as well as improve the quality of life in the project area and surrounding areas.

Conclusion

The company is therefore seeking for a Certificate of Incentives from the Tanzania Investment Centre (TIC) under Section 17 of the Tanzania Investment Act and Part IV of the Investment Regulations 2002, for the investment in the manufacturing of glass and plastic products in the aforementioned plot of land.

Through the various parameters, that have been considered in the study, it has been established that the proposed project is technically feasible, financially viable, economically and socially beneficial. It is therefore requested that the Tanzania Investment Centre (TIC) provide the necessary support to the company by approving this application for a Certificate of Incentives.

Appendix1**TAJI INDUSTRIES LIMITED****CASHFLOWS PROJECTION (USD)**

YEAR	0	1	2	3	4	5	6
Sources							
Profit before interest/depreciation		1,243,119,016	2,142,415,566	3,651,437,814	4,289,846,207	4,747,192,341	5,187,326,513
Other Sources	7,506,150,000	2,243,119,016	3,142,415,566	3,651,437,814	4,289,846,207	4,747,192,341	5,187,326,513
Total sources	10,506,150,000						
Applications							
Capital expenditure	8,345,043,000				460,246,000	460,246,000	230,123,000
Other Applications (excl. working capital)		1,126,734,576	2,418,269,661	2,442,107,456	2,504,761,094	2,513,096,054	2,920,516.829
Total Applications	7,345,043,000	1,126,734,576	2,418,269,661	2,442,107,456	2,965,007,094	2,973,342,054	3,150.639,829
Working capital	2,071,107,000	800,000,000	1,500,000,000	2,000,000,000	2,200,000,000	2,700,000,000	3,000,000,000