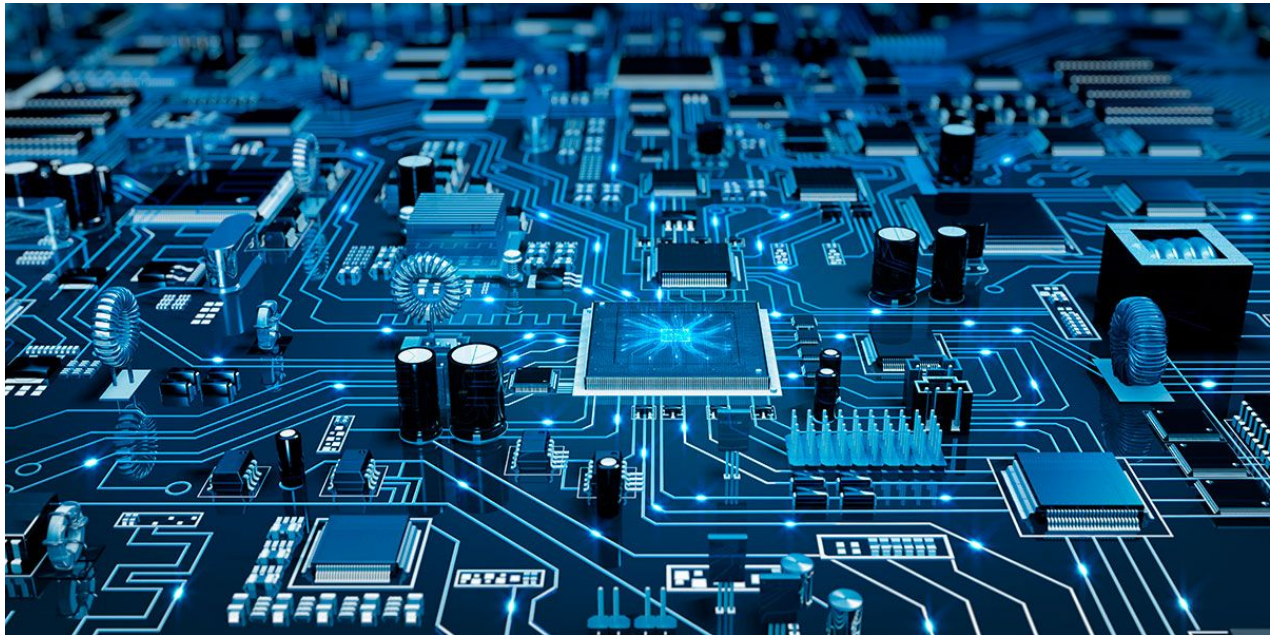


# **BUSINESS PLAN**

**MAMWAKA COMPANY LIMITED**

**COMPUTERS & ELECTRONICS SUPPLY  
PROJECT**



Dar es Salaam, Tanzania

Date: September 2025

## **1. EXECUTIVE SUMMARY**

Mamwaka Company Limited, established in 2023, is a Tanzanian-registered private company headquartered in Kiwalani, Dar es Salaam. This business plan outlines its Computers & Electronics Supply Project, which focuses on the importation and wholesale distribution of original equipment manufacturer (OEM) computers, peripherals, and electronic devices. The project will be capitalized with USD 70,000, comprising USD 60,000 in equity and USD 10,000 in working capital. These funds will be allocated toward initial imports of OEM computers, setting up office and warehouse facilities, handling import logistics and permits, marketing and branding efforts, staffing and operational costs, and maintaining a working capital reserve.

In its initial phase, Mamwaka will concentrate on the bulk supply of OEM desktops and laptops, with plans to expand into peripherals, networking equipment, and consumer electronics in subsequent phases. The company's strategy emphasizes establishing itself as a premier ICT wholesaler in Tanzania by providing authentic OEM products at competitive prices. Target customers include institutional clients such as educational institutions and government offices, retailers, small and medium-sized enterprises (SMEs), and households seeking reliable technology solutions.

Beyond commercial objectives, Mamwaka is dedicated to contributing to Tanzania's ICT development and national economic goals. This includes fostering job creation, starting with 7 employees in Year 1 and scaling to over 25 by Year 5. The project represents a compelling investment opportunity, with projected revenues increasing from USD 120,000 in Year 1 (2025) to USD 850,000 by Year 5 (2029). Net profit margins are expected to improve progressively from 10% to 22% over this period, driven by economies of scale, optimized supply chains, and market penetration.

This business plan details the company's structure, market opportunities, operational framework, financial projections, risks, and growth strategies, positioning Mamwaka for sustainable success in Tanzania's burgeoning digital economy.

## 2. COMPANY DESCRIPTION

Mamwaka Company Limited is incorporated under Tanzanian law with Incorporation Number 167915205 and registered with the Business Registrations and Licensing Agency (BRELA) on 21 August 2023. As a private limited company, its registered office is located at Plot 102, Block C, House 16, Kiwalani, Ilala District, Dar es Salaam. The company's directors and shareholders are Hadija Omary Mayanga, holding 7,000 shares, and Mwarabu Ramadhani Masudi, holding 3,000 shares and also serving as the company secretary.

Mamwaka's registration encompasses a broad spectrum of activities, including the wholesale and retail trade of ICT equipment, electronics, construction materials, logistics services, and food services. However, this project sharpens the focus exclusively on ICT products, with a specialization in OEM computers and electronics. This strategic emphasis leverages the founders' expertise in supply chain management and market dynamics in Tanzania's technology sector.

The company was founded to address gaps in the local market for reliable, warranted ICT products. By prioritizing OEM imports, Mamwaka aims to build a reputation for quality and trustworthiness, differentiating itself from informal traders. The leadership team brings combined experience in business administration, finance, and international trade, ensuring robust governance and operational efficiency from the outset.

## 3. VISION, MISSION, AND VALUES

**Vision:** To become Tanzania's most trusted distributor of high-quality, affordable OEM computers and electronics, empowering the nation's digital transformation.

**Mission:** To provide reliable ICT products that enable schools, businesses, government institutions, and households in Tanzania to fully participate in the digital economy, while fostering innovation and economic growth.

### Core Values:

- **Quality:** Commitment to sourcing and distributing only authentic OEM products with manufacturer warranties.
- **Integrity:** Upholding transparent, ethical operations in all dealings with suppliers, clients, and stakeholders.
- **Efficiency:** Streamlining import, logistics, and distribution processes to minimize costs and delivery times.
- **Innovation:** Continuously adapting to emerging ICT trends, such as AI integration and sustainable tech solutions.
- **Customer Commitment:** Building long-term partnerships through exceptional service, after-sales support, and tailored solutions.

These guiding principles will inform all aspects of Mamwaka's operations, ensuring alignment with Tanzania's national development vision, including the Tanzania Development Vision 2025 and the Five-Year Development Plan.

## **4. MARKET ANALYSIS**

Tanzania's ICT market is experiencing rapid expansion, fueled by government-led digital transformation initiatives, increasing internet penetration, and a growing demand for technology across various sectors. The ICT sector contributes approximately 7% to Tanzania's GDP, driven by mobile banking and telecommunications. The telecom subsector is projected to reach USD 5.09 billion in 2025, growing at a CAGR of 6.10%. Overall GDP growth is forecasted at 6% in 2025, supporting increased investments in infrastructure and technology.

Key drivers of this growth include:

- National programs such as the Digital Tanzania Project and e-Government initiatives, which aim to enhance connectivity in public services.
- Rising demand from educational institutions for affordable computing devices to support digital learning.
- Expansion of SMEs and startups adopting ICT solutions for efficiency and competitiveness.
- Increasing household affordability of OEM computers, outpacing unreliable grey-market imports.
- Growth in mobile money, e-commerce, and broadband services, as highlighted in government roadmaps for 2024/25.

### **Target Markets:**

- Educational institutions (primary/secondary schools, universities) seeking bulk computer supplies.
- Government offices and public sector entities participating in tenders for ICT equipment.
- Private companies and SMEs requiring reliable networking and computing solutions.
- ICT resellers and electronics retailers looking for wholesale partners.
- Households in urban and semi-urban areas demanding affordable, warranted technology.

### **Competition:**

- Formal distributors like Computer Centre and Info-Tech, which offer branded products but at higher premiums.
- Grey-market traders providing cheaper, uncertified imports without warranties, posing risks to buyers.

Mamwaka will differentiate through OEM authenticity, competitive wholesale pricing (10-15% below market averages for similar quality), extended warranties, and superior after-sales service. Market entry barriers, such as import regulations, will be navigated through established supplier relationships in Asia. With ICT service exports at approximately USD 56.5 million in 2023 and

total service exports reaching USD 7,099.8 million in 2025 (up 9.2%), the domestic market offers substantial opportunities for importers like Mamwaka.

SWOT Analysis:

- **Strengths:** Strong focus on OEM products, experienced leadership, job creation alignment with national goals.
- **Weaknesses:** Initial reliance on imports, potential cash flow vulnerabilities.
- **Opportunities:** Government tenders, regional expansion, digital economy boom.
- **Threats:** Currency fluctuations, competitive pricing pressures.

## 5. PRODUCTS AND SERVICES

Mamwaka's product lineup will evolve in phases to ensure controlled growth and market adaptation:

**Phase 1 (2025):** Focus on importing and wholesaling OEM desktops, laptops, and essential peripherals (e.g., keyboards, mice, monitors). These will be sourced from reputable manufacturers in China, India, and the UAE, emphasizing mid-range specifications suitable for educational and business use.

**Phase 2 (2026-2027):** Expansion into networking equipment (routers, switches), consumer electronics (printers, scanners), and mobile devices (tablets, smartphones). This phase will introduce value-added services like bundling and customization.

**Phase 3 (2028):** Introduction of ICT consultancy, extended warranties, and technical support services, including installation and maintenance contracts.

**Phase 4 (2029+ Long-term):** Exploration of local assembly and packaging of computers in Tanzania, partnering with local manufacturers to reduce import costs and create additional jobs.

All products will carry OEM certifications, ensuring compliance with Tanzanian standards. Services will include logistics support for clients and an online catalog for easy ordering.

## 6. OPERATIONS PLAN

Mamwaka will operate from its Dar es Salaam headquarters, with a leased warehouse for inventory storage. Suppliers will be vetted from Asia (primarily China, India, and UAE) for quality and reliability. Imports will be processed through Dar es Salaam Port, utilizing professional clearing agents to comply with customs regulations.

**Distribution Channels:**

- Institutional contracts via government tenders and school partnerships.
- Wholesale to ICT shops and resellers.

- Direct sales to SMEs (initially limited).
- Online B2B platform (launched in Phase 2) for efficient ordering and tracking.

Operational processes will incorporate inventory management software to track stock levels and sales. Quality control checks will be conducted upon arrival to maintain standards.

## 6.1 Job Creation

Mamwaka is committed to workforce development:

- **Year 1 (2025):** 7 employees (Operations Manager, Finance Officer, 2 Sales Officers, 3 Support Staff).
- **Year 3 (2027):** 15 employees, adding technicians, logistics staff, and regional representatives.
- **Year 5 (2029):** 25+ employees, including ICT specialists and an expanded sales team.

This growth will support Tanzania's ICT sector by providing training in technical skills, aligning with national development goals for employment and digital inclusion.

## 7. FINANCIAL PLAN

The project requires an initial capitalization of USD 70,000 (USD 60,000 equity from shareholders, USD 10,000 working capital). The breakdown is as follows:

Item	Cost (USD)
Initial Import Stock	50,000
Warehouse/Office Setup	5,000
Import Logistics & Permits	5,000
Marketing & Branding	3,000
Staffing & Operations	7,000
Working Capital Reserve	0

Total: 70,000

Assumptions for projections:

- Revenue growth based on market penetration and expansion.
- COGS starts at 70% of revenue, decreasing to 60% by Year 5 due to bulk purchasing efficiencies.
- Operating expenses include salaries (starting at USD 20,000/year, scaling with staff), rent (USD 5,000/year), marketing (USD 5,000/year initially), and other overheads (USD 10,000/year), increasing proportionally with growth but benefiting from economies of scale.
- No debt financing; all profits reinvested.

- No taxes modeled for simplicity; net profit is after all expenses.

## 7.1 Projected Income Statements (USD)

Year	Revenue	COGS	Gross Profit	Operating Expenses	Net Profit
2025	120,000	84,000 (70%)	36,000	24,000	12,000
2026	250,000	170,000 (68%)	80,000	42,500	37,500
2027	400,000	260,000 (65%)	140,000	68,000	72,000
2028	600,000	372,000 (62%)	228,000	108,000	120,000
2029	850,000	510,000 (60%)	340,000	153,000	187,000

## 7.2 Projected Balance Sheets (USD, Year-End)

Assumes starting assets: Cash USD 20,000 (post-initial spends), Inventory USD 50,000.  
Liabilities: None. Equity: USD 70,000. Profits added annually, no dividends.

Year	Assets (Cash + Inventory + Other)	Liabilities	Equity
2025	102,000	0	102,000
2026	159,500	0	159,500
2027	251,500	0	251,500
2028	401,500	0	401,500
2029	618,500	0	618,500

## 7.3 Projected Cash Flow Statements (USD)

Year	Operating Cash Flow (Net Profit + Adjustments)	Investing Cash Flow (e.g., Inventory)	Financing Cash Flow	Net Change
2025	22,000 (Net + Inventory Turnover)	-10,000	0	12,000
2026	57,500	-20,000	0	37,500
2027	92,000	-20,000	0	72,000
2028	140,000	-20,000	0	120,000
2029	207,000	-20,000	0	187,000

Break-even analysis: In Year 1, break-even revenue is approximately USD 100,000, assuming fixed costs of USD 20,000 and variable margins.

## 8. RISK ANALYSIS AND MITIGATION

### Key Risks:

- Currency depreciation increasing import costs.
- Intense competition from grey-market suppliers.
- Import delays due to customs or port challenges.
- Cash flow constraints during rapid scaling.

### Mitigation Strategies:

- Hedge forex exposure through forward contracts and diversify suppliers.
- Emphasize OEM authenticity, warranties, and marketing to build brand loyalty.
- Partner with experienced clearing agents and maintain buffer stock.
- Preserve working capital reserves, monitor cash flow monthly, and reinvest profits conservatively.

Regular risk assessments will be conducted quarterly.

## 9. GROWTH STRATEGY

**Short-Term (2025-2026):** Establish OEM supplier relationships, capture 5% of Dar es Salaam wholesale market, secure initial institutional contracts.

**Mid-Term (2027-2028):** Expand to regional cities (Dodoma, Mwanza, Zanzibar), launch B2B e-commerce platform, achieve 10% market share in key segments.

**Long-Term (2029+):** Diversify into consumer electronics, initiate local assembly, expand distribution across East Africa, targeting exports to neighboring countries.

Growth will be supported by reinvested profits, strategic partnerships, and continuous market research.

## 10. CONCLUSION

Mamwaka Company Limited's Computers & Electronics Supply Project presents a scalable business model with strong growth potential in Tanzania's dynamic ICT sector. Starting with OEM computers, the company will expand its portfolio while creating jobs, supporting the digital economy, and delivering profitability for investors. With disciplined financial management, a phased growth strategy, and a commitment to quality and integrity, Mamwaka is poised to become a leading ICT distributor in Tanzania and the wider East African region.