

Business Plan

BGSB Concrete Tanzania Limited

1. Executive Summary

BGSB Concrete Tanzania Limited is entering the Tanzanian market to provide high-quality, industrial-grade construction flooring solutions, targeting commercial, industrial, and residential developments. The demand for durable, specialized concrete flooring systems in Tanzania is increasing due to rising construction activity, government infrastructure projects, and urban development. Our mission is to deliver cost-effective, high-performance flooring solutions using modern techniques and sustainable practices.

Objectives:

- Achieve TZS 2 billion in revenue in the first 3 years
 - Capture 10% market share in the industrial flooring segment by Year 3
 - Establish strategic partnerships with local construction firms and real estate developers
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2. Company Overview

Company Name: BGSB Concrete Tanzania Limited

Type: Private Limited Company

Founded: 2023

Location: Dar es Salaam, Tanzania

Parent Company: BGSB Concrete Africa Limited (Global Operations in India, Kenya, Uganda)

Services Offered:

- Polished concrete floors
- Epoxy and polyurethane coatings
- Industrial flooring systems
- Floor screeding and leveling
- Decorative stamped concrete

- Floor repairs and resurfacing
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3. Industry Analysis

The Tanzanian construction sector is growing at over 10% annually, driven by government investments in infrastructure and private real estate. Flooring, especially durable concrete-based systems, is a critical part of commercial and industrial building.

Key Trends:

- Government investments in airports, roads, and SEZs
- Urban expansion in Dar es Salaam, Dodoma, and Arusha
- Growth in hospitality and retail construction
- Rising preference for epoxy and polished concrete for hygiene and aesthetics

Competitive Advantage:

- Superior quality control
 - Global technical know-how
 - Use of international-grade equipment and materials
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4. Market Analysis

Target Market Segments:

- Industrial facilities (warehouses, factories)
- Retail outlets and shopping centers
- Hospitals and healthcare institutions
- Educational institutions
- Luxury residential projects

Key Clients (Potential):

- NSSF Housing Projects
- Chinese construction firms
- Tanzanian government ministries
- Private developers

Market Size: Estimated at TZS 10 billion annually for industrial and commercial flooring alone.

5. SWOT Analysis

Strengths

Technical expertise

Strong international brand

Specialized machinery

Weaknesses

New entrant in Tanzanian market

Need for local workforce training

Logistics cost from import

Opportunities

Growing urban infrastructure

PPP infrastructure projects

Real estate boom

Threats

Local price competition

Currency fluctuation

Regulatory delays

6. Organizational Structure

Board of Directors:

- Chairman – Global Operations
- Managing Director – Tanzania
- Technical Director – Flooring Systems
- Finance Manager – Tanzania

Local Staffing Plan:

- Site Engineers
 - Marketing & Sales Manager
 - Logistics Coordinator
 - Skilled Flooring Technicians
 - HR & Admin Officer
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7. Services Portfolio

Service	Description	Target Clients
Epoxy Flooring	Chemical-resistant, seamless flooring	Warehouses, hospitals
Polished Concrete	Durable, glossy concrete floors	Malls, showrooms
Screeding	Leveling and prep work for finishing	Contractors
Stamped Concrete	Decorative finishes for driveways and patios	Hotels, homes
Floor Repair	Patching and re-coating	Industrial plants

8. Marketing Strategy

Positioning: Premium industrial flooring with international quality and local affordability.

Channels:

- Direct B2B sales
- Construction exhibitions (e.g., BuildExpo Tanzania)
- Digital marketing (LinkedIn, Google Ads)
- Partnerships with architects & civil engineers

Promotional Activities:

- Launch events
 - Client demos and mockups
 - CSR flooring for schools/public buildings
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9. Operations Plan

Location: Central warehouse and site office in Dar es Salaam

Equipment: Concrete polishers, mixers, laser screeds, grinders

Material Supply: Import from Kenya, local aggregates sourced in Tanzania

Project Flow:

1. Site Visit & Quote
 2. Design & Material Planning
 3. Execution & Site Supervision
 4. Final Inspection & Handover
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10. Technology and Innovation

- Use of advanced laser screeding for level floors
 - Dustless grinding and polishing technology
 - Sustainable materials (low-VOC epoxy, recycled aggregates)
 - Real-time project tracking through mobile apps for clients
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11. Regulatory & Legal Compliance

- Business Registration with BRELA
 - NEMC Environmental Clearance
 - OSHA site safety standards
 - Tanzania Revenue Authority (TRA) compliance
 - Labor laws compliance (fair wages, safety)
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12. Financial Projections (Summary)

Item	Year 1	Year 2	Year 3
Revenue (TZS)	500M	1.2B	2B
Gross Margin	35%	40%	45%
Net Profit	50M	150M	300M
Capital Expenditure	300M	100M	100M
ROI	12%	25%	45%

13. Funding Requirements

Total Investment Needed: TZS 700 million

Use of Funds:

- Equipment Purchase: TZS 300M
- Initial Salaries & Operations: TZS 150M
- Marketing: TZS 50M
- Working Capital: TZS 200M

Funding Sources:

- Parent Company Contribution
 - Local bank loan (possible)
 - Strategic investors in East Africa
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14. Risk Analysis

Risks and Mitigation:

Risk	Mitigation
Market entry barriers	Local partnerships, regulatory consultants
Skilled labor shortage	In-house training program
Currency depreciation	Maintain USD reserves
Delayed payments	Structured contracts, advance billing

15. Conclusion and Future Outlook

BGSB Concrete Tanzania Limited has a unique opportunity to fill a quality and technical gap in Tanzania's flooring construction segment. By combining international expertise with local market insights, the company is poised for rapid growth and profitability. Our commitment to quality, safety, and client satisfaction will drive long-term sustainability and industry leadership.

Vision 2030: Expand to 3 more East African countries and establish a manufacturing plant in Tanzania for local materials production.