

Business Plan Overview

The Good Grain Co. (Tz) Limited

Executive Summary

The Good Grain Co (Tz) Limited, a subsidiary of BBP Holdings Ltd and Papplio Investment Ltd, companies registered in Kenya, is being established to optimize raw material sourcing, contribute to regional food security, and expand export-oriented agriprocessing operations. Located in Arusha, Tanzania, the project will involve setting up a grain cleaning, packaging, and storage facility, as well as a trading outlet in Dar es Salaam to support product distribution and marketing.

Company Profile

Parent Companies:

BBP Holding Ltd, Papplio Investment Ltd
Established: Feb 2025 and November 2024 respectively
Headquarters: Nairobi, Kenya
Industry: Agriprocessing – cereals, legumes, and grain-based foods.
Core Activities: Sourcing, storage, processing, packaging, and regional distribution.

Tanzanian Subsidiary:

Name: The Good Grain Company (Tanzania) Limited
Location: Arusha, Kisongo Area.
Business Model: Direct sourcing from farmers and cooperatives; value-add processing; cross-border and international exports.

Objectives

- Enhance Raw Material Sourcing Efficiency.
- Support Regional Export Strategy.
- Value addition by offering grain cleaning services to farmers locally.
- Promote Farmer's livelihood.
- Build Sustainable Supply Chain for our affiliate company.
- Foster Innovation and Technology Transfer.

Project Management Team

1. Beju Shah – Kenyan, Director of Spice World Ltd based in Kenya and The Good Grain Co (Tz) Ltd.

A graduate degree holder of Management Sciences from the University of Manchester Science and Technology (1995).

A postgraduate of the Stanford Business School Undertaking Transformational Strategy. Experience of over 24 years operating as the Owner / Managing Director of Spice World Ltd, over 2 years as Chairman of Roho Hospitality Ltd and over 10 years as Director of JAF Properties Ltd. An Active committee member of the Cereal Millers Association.

Under his leadership the company has grown from a start up to having multi-million-dollar market capitalization, steering our flagship brand “Butterfly “to be recognised as a Super Brand within the East African Region. Extremely passionate about Agri based industry within the region and its ability to provide food security for the region.

A strong believer in hard work, great adaptive problem-solving skills, team player and advisor to all within the industry.

2. Philamon Imbeywa – Kenyan, CFO of Spice World Limited, a subsidiary of BBP Holding Ltd.

To Be Appointed – Director, Tanzania

Qualifications: A certified Director, Bachelor of Business Management, Certified Public Accountant (CPA) and currently pursuing Certified Financial Analyst (CFA).

Results-driven professional with over 8 years of senior management experience, currently leading the finance and operations function at Spice World Limited, a regional leader in the Agri processing industry. Proven track record in corporate finance, strategic planning, investment structuring, and cross-border expansion across East Africa. Skilled in aligning financial strategies with business objectives, driving operational efficiency, and leading high-performing teams. Strong expertise in stakeholder engagement, risk management, and regulatory compliance, with a keen focus on sustainable growth and value creation.

3. Davine Minayo – Kenyan, Head of Agribusiness and sustainability.

Qualifications: Masters of Community Studies and Extension, Bachelors of Agribusiness Management.

Seasoned Agribusiness Executive with over 10 years of progressive leadership experience across the agricultural value chain, from primary production to processing, market linkages, and sustainability initiatives. Proven expertise in designing and implementing farmer engagement strategies, enhancing productivity, and optimizing supply chains to deliver sustainable, high-quality raw material pipelines.

4. Ken Mwangi – Kenyan, Accounting & Administration Officer.
Qualifications: Certified Public Accountant

Highly competent and detail-oriented Accounting Officer with a strong background in financial management, general ledger maintenance, bank reconciliations, and preparation of financial statements. Possesses over [7 years of hands-on experience in handling accounts payable and receivable, expense tracking, and ensuring accurate and timely financial reporting. Demonstrates sound knowledge of tax regulations, audit processes, and statutory compliance requirements. Proficient in using accounting software such as QuickBooks, SAP, and ERP systems, with strong Excel and analytical skills. Known for maintaining accuracy under pressure, upholding financial integrity, and supporting effective decision-making through reliable financial data.

5. A blend of Kenyan and Tanzanian Technical Team Support to be established – for factory setup, Quality Assurance, Field Officers HR and Administration Officers.

Economic & Development Benefits

Foreign Exchange Generation and Savings

Exports of processed grains (e.g., green grams, sesame, beans) will bring in foreign currency from markets like Kenya, the Middle East, and India and others.

Employment Creation

Direct jobs for Tanzanian men and women in operations, logistics, procurement, and administration.

Indirect jobs through engagement of over 10000 smallholder farmers, transporters, local input suppliers, and service providers.

Industrial Development

Establishment of a processing facility in Arusha contributes to regional industrialization and rural economic development. It will also encourage further private investment in agro-industrial clusters.

Technology Transfer

Introduction of modern grain cleaning, sorting, and packaging technology. Capacity-building for local staff on quality assurance, food safety standards, and supply chain digitization.

Strengthening Agricultural Value Chains

Direct sourcing from Tanzanian farmers increases rural incomes and promotes adoption of better agricultural practices. The development of long-term procurement agreements boosts farm-level planning and productivity.

Business Linkages and MSME Growth

Increased demand for local services such as logistics, equipment maintenance, packaging, and warehousing provides opportunities for SMEs to integrate into your supply chain.

Tax Revenue and Government Earnings

Our values for corporate citizenship ensure 100% compliance with the local laws hence will improve income from various tax obligations i.e. VAT, corporate tax, payroll taxes, and levies from a formalized and growing business adds to national and local government revenue.

Gender Inclusion

Targeted recruitment of women in production and quality control roles promotes gender equality in industrial employment.

Investment & Financing Details

ASSET CLASS	AMOUNT	SOURCES OF FUNDS
Warehousing & Operations Facilities	\$90,000.00	Commercial Loans
Plant & Machinery	\$390,000.00	Commercial Loans
Working Capital	\$700,000.00	Commercial Loans
Vehicles	\$120,000.00	Commercial Loans
Others	\$40,000.00	Equity
Total	\$1,340,000.00	

Source of Plant & Machinery

Sourced from Germany and India; vendor installation and support services included.

Market Study

Target Markets: Tanzania, Kenya, Rwanda, Uganda, Middle East, India

Products: Beans, maize, rice, green grams, sesame seeds

Differentiators: Quality, traceability, export-grade packaging, pricing.

Project Location

Arusha – Processing and sourcing hub

Dar es Salaam – Sales and export support outlet

Production Capacity

Initial: 60 MT per day (1,800 MT/month)

Storage: 2,700 MT per Month

Environmental Commitment

- Future solar power installation
- Waste recycling
- NEMC compliance
- GMP and hygiene training
- Water-efficient operations

Implementation Timeline

Phase 1: Registration & permits – Completed

Phase 2: Facility setup and start aggregation – Jul-October 2025

Phase 3: Machinery Installation – Oct-Nov 2025

Phase 4: Full operations of grains cleaning – Jan 2026

Employment Plan 1st Year of Operation

Tanzanian Men: 25

Tanzanian Women: 25

Foreign Nationals: 5

Total: 55 employees