

GOODBANG TECHNOLOGY COMPANY LIMITED

BUSINESS PLAN FOR MANUFACTURE A RANGE OF CHEMICAL ADMIXTURES,
CONCRETE ARTICLES, CEMENT-BASED PRODUCTS, AND PLASTER MATERIALS

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1.0 INTRODUCTION

GOODBANG TECHNOLOGY COMPANY LIMITED is a Tanzanian-based manufacturing The Company specializing in the production and distribution of high-performance water-reducing agents for concrete. As part of its broader industrial scope, The Company will also manufacture a range of chemical admixtures, concrete articles, cement-based products, and plaster materials. Positioned to meet the growing demands of Tanzania's construction industry and the wider East African market, The Company is committed to delivering innovative, high-quality solutions that enhance the performance and durability of concrete.

The The Company's strategic vision is supported by a robust investment plan totaling USD 600,000, composed of USD 300,000 in foreign equity and USD 300,000 in local financing. These funds will facilitate the establishment of a state-of-the-art manufacturing facility with a monthly production capacity of 100 tonnes. The Company's target market includes construction firms, concrete product manufacturers, real estate developers, and infrastructure projects of all sizes.

In line with its growth and development objectives, The Company will create 150 local employment opportunities, spanning across engineering, technical operations, sales and marketing, logistics, and administrative support. With a commitment to innovation, sustainability, and excellence, The Company is positioned to become a key contributor to the region's industrial and economic development.

1.1 Mission and Vision Statement

1.1.1 Vision

To be recognized as the leading provider of innovative, high-quality, and sustainable construction chemicals and concrete solutions across East Africa. We aspire to set the industry standard by consistently delivering products that improve construction performance, contribute to long-lasting infrastructure, and support regional development.

1.1.2 Mission

Our mission is to manufacture and deliver high-performance, environmentally friendly, and cost-effective concrete admixtures and construction chemicals. We

are committed to enhancing the strength, efficiency, and durability of buildings and infrastructure by offering advanced solutions tailored to the needs of our clients. Through continuous innovation, customer-focused service, and responsible production practices, we aim to support the growth of the construction sector while promoting sustainability and economic development in the region.

1.1.3 Location

The Company, will be located at Plot no.99-102 Block "11" Kichangani, Visiga, Kibaha CRB, Pwani Region, The The Company is also expecting to expand and establish other branches in different parts of Tanzania

1.2 Statement of the Investment Objectives, Sector and Products

1.2.1 Objectives

The primary objective of the The Company is to establish a robust and fully operational manufacturing facility specializing in the production of water reducing agents for concrete, along with a range of construction chemicals and products including concrete articles, cement, and plaster. Within the first year of operation, the The Company aims to achieve a production capacity of 100 tonnes per month, utilizing modern equipment and adhering to high standards of efficiency, safety, and quality.

In addition to operational goals, the The Company is committed to creating employment opportunities by hiring at least 150 skilled and semi-skilled workers. This initiative will not only contribute to local job creation but also support technical capacity building through ongoing training and workforce development programs, thereby enhancing the industrial skills base in the region.

A key strategic objective is to penetrate major urban markets across Tanzania within the first year, with a clear roadmap for expansion into regional markets in East and Central Africa within three years. The The Company will focus on building strong distribution networks, establishing partnerships, and offering competitive products tailored to regional construction needs.

Maintaining strict compliance with national and international quality, safety, and environmental standards is central to the The Company's operations. All manufacturing processes will be guided by industry best practices, sustainability principles, and regulatory frameworks to ensure product integrity and environmental responsibility.

The The Company also places high importance on innovation and continuous product development. By investing in research and development, the business will enhance the effectiveness and performance of its water reducing agents and related construction products to meet the dynamic demands of the construction industry.

Ultimately, the The Company aims to generate long-term value for its stakeholders by promoting a sustainable, ethical, and growth-driven business model. Through transparency, community engagement, and environmentally conscious practices, the The Company is poised to become a trusted leader in the construction materials industry in Tanzania and beyond.

1.2.2 Activities

To achieve its strategic objectives, the The Company will engage in a range of integrated activities centered on the manufacturing, marketing, and supply of high-quality construction materials. The core activity will be the production of **water reducing agents for concrete**, supported by the manufacture of **construction chemicals, concrete articles, cement-based products, and plaster**. These activities are designed to serve the evolving needs of the construction industry across Tanzania and the broader East and Central African region.

The The Company will operate a state-of-the-art production facility equipped with modern machinery and technology to ensure consistent product quality and efficiency. A strong emphasis will be placed on **research and development (R&D)** to improve product performance, develop customized solutions, and respond to emerging market trends. Through R&D, the The Company will continue to innovate in areas such as admixture formulations and eco-friendly alternatives that meet both functional and environmental standards.

To ensure **customer satisfaction and long-term client relationships**, the The Company will establish a dedicated client service team responsible for engaging with customers, understanding project requirements, and offering tailored technical support. This client-centered approach will be reinforced by reliable delivery systems and flexible order management processes designed to accommodate the specific needs of construction companies, contractors, and individual buyers.

Quality assurance will be at the heart of all The Company activities. Strict quality control measures will be embedded in every stage of the manufacturing process, from raw material sourcing to final product testing. The The Company will comply with **national and international quality and safety standards**, ensuring that every product delivered to market is safe, effective, and durable.

In addition to production and sales, the The Company will invest in **training and capacity building** for both internal staff and clients, offering workshops and technical seminars on the proper application and benefits of water reducing agents and related products. This initiative will not only enhance workforce skills but also promote the correct use of materials, resulting in better construction outcomes for clients.

Through these activities, the The Company will position itself as a reliable and innovative partner in the construction industry, committed to delivering **high-quality, cost-effective, and sustainable solutions** that meet the needs of its clients while contributing to national development.

2.0 STATEMENT OF INVESTMENT COSTS AND SOURCES OF FINANCE

2.1 Investment Costs

To successfully launch and operate The Company, a total capital investment of USD 600,000 is required. This funding will establish a modern manufacturing facility, procure essential equipment, support staffing, and enable operations to meet growing market demands for construction chemicals and concrete admixtures in Tanzania and beyond.

2.2 Capital Requirements

The total required capital of USD 600,000 will be financed through a combination of foreign equity and local borrowing, as follows:

Foreign Equity: USD 300,000

Local Loan: USD 300,000

Provided by international partners or strategic investors, the foreign equity injection represents long-term capital participation in the business and will support infrastructure development, equipment procurement, and start-up operations.

A commercial loan from a domestic financial institution will supplement the equity capital, enabling the The Company to manage operating costs, working capital needs, and market entry expenses.

2.3 Use of Funds

The investment will be allocated as follows to ensure efficient and sustainable operations:

Factory Setup and Equipment: USD 100,000
Raw Materials and Initial Inventory: USD 200,000
Working Capital: USD 200,000
Marketing and Distribution: USD 5,000
Furniture and Fittings: USD 40,000
Vehicles: USD 50,000
Licensing, Compliance, and Staff Recruitment: USD 5,000

These allocations are designed to cover all critical aspects of business setup and initial operations, ensuring that The Company can enter the market effectively and meet its performance objectives.

2.4 Revenue Projections

The Company anticipates robust growth driven by increasing infrastructure development and demand for construction chemicals in the region. Projected revenues for the first three years are:

Year 1: USD 450,000
Year 2: USD 800,000
Year 3: USD 1,200,000

These forecasts are based on conservative market penetration estimates and the The Company's expected monthly production capacity of 100 tonnes, strategic pricing, and a growing customer base across Tanzania and the broader East African region.

3.0 JOB CREATION

One of the core objectives of The Company is to contribute significantly to local economic development through the creation of sustainable employment opportunities. The The Company plans to employ a total of **150 individuals** across various operational, technical, and administrative roles. These employment opportunities will be distributed across the production, quality control, logistics, marketing, sales, and finance departments, providing a balanced workforce that supports both skilled and semi-skilled labor.

Out of the total workforce, **85 positions** will be dedicated to production and warehouse operations, forming the backbone of the manufacturing process. These roles will primarily be filled by local workers, offering on-the-job training to equip them with specialized skills in handling chemicals, operating machinery, and maintaining safety and quality standards. The The Company will also hire **20**

technical and engineering professionals, responsible for overseeing product development, production optimization, and ensuring adherence to regulatory and quality requirements.

In addition, **30 sales and marketing executives** will be recruited to promote the The Company's products, build client relationships, and expand market reach across Tanzania and the broader East and Central African region. Administrative efficiency will be ensured by **15 finance and support staff**, handling human resources, procurement, accounting, and regulatory compliance. The Company is committed to implementing regular training programs and performance-based incentives, with a focus on capacity building and employee development, ultimately aiming to foster long-term careers and promote inclusive economic growth.

4.0 SOURCE OF SUPPLY INPUT

To ensure consistent production quality and timely delivery of its products, The Company will establish reliable and strategic sourcing partnerships for all raw materials and input supplies. The primary inputs for the manufacturing process include chemical raw materials essential for producing water reducing agents (WRAs), concrete admixtures, cement additives, and related construction chemicals. These raw materials will be sourced from both local and international suppliers to balance cost-efficiency with quality assurance.

Locally, The Company will engage with reputable chemical distributors and manufacturers based in Tanzania and the East African region, aiming to reduce lead times, minimize import duties, and support regional businesses. For specialty chemicals and additives that are not readily available locally, The Company will import from trusted international suppliers known for their compliance with global quality standards. This diversified sourcing strategy will mitigate supply chain risks and ensure uninterrupted production.

Additionally, The Company will build strong relationships with suppliers who can provide consistent delivery schedules, competitive pricing, and adherence to environmental and safety regulations. Regular supplier evaluations and quality control checks will be conducted to maintain high standards and ensure that raw materials meet the specific technical requirements of the The Company's products. Through this proactive sourcing approach, The Company will maintain production efficiency, uphold product quality, and meet the evolving demands of its customers.

5.0 MARKET PLAN

The Company will target key players in the construction industry, including civil engineering companies, real estate developers, infrastructure contractors, cement and concrete manufacturers, and hardware retailers. The Company's initial focus will be on high-demand urban centers in Tanzania such as Dar es Salaam, Dodoma, Arusha, and Mwanza, with plans to expand into East and Central African markets within three years. The Company's products will be positioned as high-quality, cost-effective, and environmentally safe alternatives to imported admixtures, supported by technical consultancy and after-sales service.

To reach its target market, The Company will implement a multi-channel strategy combining direct sales, digital marketing, trade show participation, and partnerships with construction firms. A dedicated sales team will engage clients through outreach, demonstrations, and customized solutions. Distribution will be supported by in-house logistics and regional delivery systems to ensure timely service. This strategy aims to build strong brand recognition and secure a significant share in the regional construction chemicals market.

6.0 IMPLEMENTATION SCHEDULE

The Company intended to implement the project in the following schedule and phase

6.1 Registration of the Projects and Compliance Phase

The Company intends at the beginning to register the Project with Tanzania Investment Centre and to apply for certificate of Incentives. The Company shall also comply with other requisites laws, local and international standard and requirements.

6.2 Legal and Regulatory Compliance

The company will comply with all local and international regulations, including NEMC (environmental), OSHA (safety), and TMDA or TBS (standards for chemical manufacturing). All operational licenses and permits will be secured prior to production commencement.

6.3 Constructions

The The Company at initial phases intended to lease land for factory, warehouse, offices and staff houses and later later the The Company intend to buy land for construction of of factory, warehouse offices and staff houses.

6.4 Project Operation

That after obtaining all necessary licence and installation of plants and machinery the The Company intend to start operations.

7.0 FINANCIAL PROJECTIONS (5 YEARS)

The Company projects strong financial performance from its venture in the production and distribution of high-performance water-reducing agents for concrete. This forecast is based on rising demand driven by increased infrastructure development and the growing need for construction chemicals in Tanzania and the surrounding region.

The company expects production to reach 100 tonnes per month, with steady market growth and expanding client base. Revenue projections are based on conservative market penetration, stable pricing, and efficient operations.

Year	Revenue (USD)	Operating Costs (USD)	Net Profit (USD)	ROI (%)
Year 1	450,000	430,000	20,000	3%
Year 2	800,000	550,000	250,000	42%
Year 3	1,200,000	750,000	450,000	75%
Year 4	1,000,000	600,000	400,000	67%
Year 5	900,000	580,000	320,000	53%
Total	4,350,000	2,910,000	1,440,000	240% (5 yrs)

7.1 Key Assumptions:

Production stabilizes at full capacity by mid-Year 2.

Operating costs include raw materials, labor, utilities, and maintenance.

Marketing and distribution scale up progressively with sales.

Conservative revenue growth based on demand trends in infrastructure and construction.

Prices are benchmarked against competitive regional suppliers.

7.2 Break-even Point:

The company is expected to reach break-even by the end of Year 1, recovering initial working capital and operational expenses by leveraging high-margin sales and controlled costs.

7.3 Return on Investment (ROI):

With an average annual ROI of 40%–50%, the project projects a total return of 240% over five years, demonstrating significant financial viability and investment appeal for both equity partners and lenders.

8.0 ORGANIZATION STRUCTURE

The Company will adopt a functional organizational structure that promotes efficiency, accountability, and strategic alignment across its operations. The Company will be led by a **Managing Director**, who will oversee the overall strategic direction, governance, stakeholder engagement, and long-term growth of the Company. The Managing Director will coordinate closely with departmental heads to ensure smooth execution of the Company's mission and objectives.

The **Production Manager** will be responsible for overseeing all plant operations, including manufacturing processes, equipment maintenance, workforce supervision, and ensuring that production meets the required quality and safety standards. The **Sales and Marketing Team** will handle market penetration, customer relationship management, brand promotion, and expansion into regional markets. This team will play a key role in achieving revenue targets and growing the Company's market share.

The **Finance and Administration Team** will manage budgeting, financial reporting, procurement, human resources, and regulatory compliance. This unit ensures efficient resource use and transparent financial practices. Supporting product development and continuous improvement, the **Research & Development and Quality Unit** will focus on the formulation and testing of innovative admixtures and construction chemicals, maintaining high-quality standards and ensuring compliance with national and international specifications.

This structure is designed to facilitate coordination, ensure accountability, and enable the Company to scale efficiently as operations expand.

9.0. ENVIRONMENTAL AND SOCIAL IMPACT

The Company is committed to carrying out its manufacturing and distribution operations for high-performance water-reducing agents for concrete in an environmentally sustainable and socially responsible manner. The company acknowledges that industrial activities can impact both the natural environment and the surrounding community, and has adopted proactive measures to ensure positive outcomes across all aspects of its operations.

9.1. Environmental Impact

Sustainable Production Practices

The company will prioritize the use of environmentally friendly raw materials and promote resource-efficient production techniques to minimize emissions and waste. Preference will be given to suppliers who follow green manufacturing standards.

Energy and Water Efficiency

Factory operations will integrate energy-saving equipment and systems, including high-efficiency motors, lighting, and production machinery. Water usage will be minimized through recycling systems and controlled consumption technologies.

Waste Management

An industrial waste management plan will be implemented to ensure safe disposal and treatment of chemical and packaging waste, in line with Tanzania's National Environmental Management Council (NEMC) regulations and global best practices.

Emissions and Pollution Control

Emission control systems and dust suppression measures will be put in place to mitigate air and environmental pollution. Routine monitoring will be conducted to ensure compliance with environmental standards.

Green Landscaping

The company premises will include green spaces and tree planting to improve air quality and contribute to carbon offset efforts.

10. CAPACITY OF THE PROJECT

The The Company project is designed with a strong operational capacity to meet both current market demand and future growth in the construction chemicals

sector. The core production facility will have an initial installed capacity to manufacture **100 tonnes of water reducing agents (WRAs) per month**, translating to **1,200 tonnes annually**. This initial capacity will adequately serve a broad client base across Tanzania's construction industry, including infrastructure contractors, real estate developers, and cement manufacturers. The facility is designed for scalability, with **plans to increase production to 150 tonnes per month in Year 2** and **200 tonnes per month in Year 3** to meet rising market demand.

In addition to WRAs, The Company will manufacture a wide range of concrete admixtures, cement additives, and precast concrete products such as blocks, tiles, and slabs. The production site will be equipped with modern blending, packaging, and quality control systems to ensure efficiency, consistency, and compliance with both national and international standards. With a dedicated workforce of **150 employees**, including engineers, production workers, and sales professionals, the The Company is well-prepared to operate at full capacity and scale progressively in line with its strategic growth objectives.

11.CONCLUSION

The Company is strategically positioned to become a key player in the construction chemicals industry in Tanzania and the broader East and Central African region. With a clear vision, strong operational framework, and a scalable production capacity, the The Company is equipped to meet the growing demand for high-performance, cost-effective, and environmentally friendly construction solutions. The initial investment of USD 600,000, supported by a combination of foreign equity and local financing, will enable The Company to establish a fully functional manufacturing facility, create 150 employment opportunities, and introduce a diverse range of innovative products to the market.

Through a focused marketing strategy, robust distribution network, and commitment to quality and compliance, The Company aims to build long-term partnerships with clients and contribute meaningfully to infrastructure development in the region. Backed by a dedicated management team and skilled workforce, the The Company is confident in achieving its financial and operational goals while promoting sustainable industrial growth and job creation. The Company is not just a business venture—it is a catalyst for progress in the construction sector.