

**KILI FOODS & BEVERAGES CO. LIMITED**

**Business  
Plan**

## Executive Summary

KILI FOODS & BEVERAGES CO. LIMITED is looking to establish a beverages production facility in the Kilimanjaro region. It has proposed an investment of \$150,000 for the procurement of a modern state of the art distilling water , filling , labeling plant and packaging Plant

This document outlines the main processes of producing the drinks and its main uses in the Tanzanian market. Initial marketing strategy of Kili Foods will concentrate on targeting the major users in Kilimanjaro and Arusha areas.

With a clear and concise operation and management team Kili Foods looks to become a major player within the first year of operation. The development plan outlines its' ambitious targets to increase production in year 2 and also invest in transport Distribution system to service their customers more effectively.

The financial statement shows a positive future for the business with a very good return on investment. It also allows Kili foods to self-finance any future expansion plans.

All in all Kili foods feels that this project is an ideal investment to bring to the Tanzanian beverage scene benefiting both the national economy and creating employment and revenue streams for the local economy.

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## 1. Introduction/ Project Outline

KILI FOODS & BEVERAGES CO. LIMITED is looking to establish a modern state of the Bottle filling and processing factory located in Kilimanjaro Region within the Karanga area with a capacity of 2000 bottles /day.

Our primary target aim is to supply the correct composition of high-grade Soft and hard drinks to the various Groceries and bars in the Region. By manufacturing both Drinking water , juices and whisky/ brandy and gin we hope to supply both the local Tanzanian market.

### 1.1 What is Produced ?

- a) Whisky
- b) Brandy
- c) Gin
- d) Juice
- e) Mineral water
- f) Bottle Manufacture / blowing plant / process

### 1.2 Manufacturing process

- a) Whisky shall be blended and bottled by using spirit from Mwanga Distillery Plant and blended with essence from UK
- b) Brandy shall be blended and bottled by using spirit from Mwanga Distillery Plant and blended with essence from UK
- c) Gin shall be blended and bottled by using spirit from Mwanga Distillery Plant and blended with essence from UK
- d) Juices shall be blended and bottled by using Concentrates from China
- e) Water shall be bottled by using Filtration plant provided in the plant

Below is a process flow chart of the production process.

Please note that the diagram above shows only the production process for Manufacture of Bottles filling Labelling and packing

## 2. Market Analysis

## 2.1 Beverages

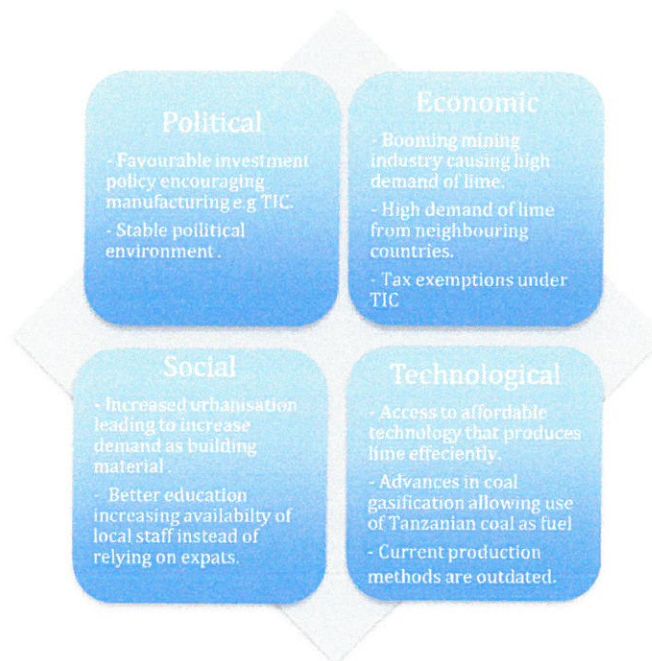
High-grade of liquor that is manufactured in Tanzania is primarily used in Groceries and bars

Uses of Beverages	
1.	Whisky
2.	Brandy
3.	Gin
4.	Juices
5.	Water

Currently there are many manufactures of beverages in Tanzania. We are penetrating the lowest class of marketing with minimum production costs. By this class we shall have a good share of Market.

## 2.2 PEST Analysis

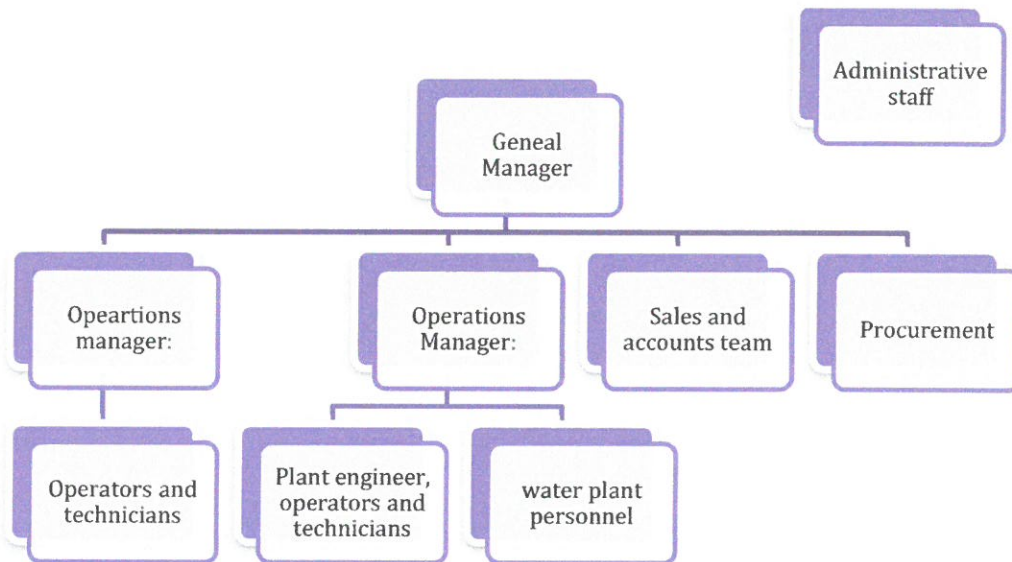
The following PEST (Political, Economic, Social and Technological) analysis has been carried. It highlights the main factors showing the attractiveness of the beverage markets has been setup to enter into this market with a different production method and providing the customer with a better quality of product.



## 3. Operation and Management Strategy

Kili food will look to recruit qualified engineers and technicians from Tanzania and abroad to ensure the effective running of the manufacturing facility. We will also establish our in-house maintenance facility to extract raw material required for the production process.

Below is a basic management chart showing the main teams/ operations of the company.



	Position	Roles and Responsibilities
1	General Manager	Overall running of operations and assisting staff where needed. Setting out sales targets and ensuring profitable operations. Reporting and liaison with company directors
2		
3	Operations Manager:	In charge for production
4	Sales and Accounts	Going out in the market looking for orders and achieving sales targets. Satisfying existing customers and maximizing the plant output. Keeping clear accounting records for legal purposes and ensuring profitable operations.
5	Procurement	Sourcing and procurement of coal as fuel for gassifier, packaging bags and any other materials required for efficient operations.
6	Administrative Staff	Secretarial work for the various managers. Ensuring employees are looked after. Health and Safety trained for any immediate site accidents.

#### 4. Development Plan

Kili Food is a continuously developing company and is always looking to improve and develop the business. We have established a three year development plan that will make us a leading player in the Northern Tanzanian market.



## 5. Marketing Strategy

Initially Kili Foods will only be producing Beverages which is mainly used in local markets Therefore our marketing strategy will focus on approaching the main Markets to offering them our product. We will also be approaching the various Bars located around Tanzania to offer them our product.

Once we start producing clients. We will go out to the main retailers located in northern Tanzania and establish a presence in the market within this selected region. After achieving our sales targets within this region we will look to expand to other parts of the country.

Marketing will be carried out by on the road salesman and investing into advertising via banners, posters and local news papers.

## 6. Financial Statement

The project is to be financed through a bank loan of \$70,000 and an investor loan of \$100,000 making a total of \$170,000 investment.

Initial setup cost of the project including the plant and machinery, setting up of infrastructure, investing in raw material and wages adds up to \$70,000 leaving \$55,000 for any unforeseen expenses during the setup stage and initial working capital.

Attached are the projected cash flow and income statement as well as the projected balance sheet for the project. (Also attached are supporting tables to show how the costs have been calculated.)