

ALPHA RAISER COMPANY LIMITED

ALPHA RAISER COMPANY LIMITED

BUSINESS PLAN

ESTABLISHMENT OF AN INDUSTRIAL PARK

PLOT NO 272, KEREGE, BAGAMOYO, PWANI.

The information contained in this business plan is confidential and proprietor to **ALPHA RAISER COMPANY LIMITED** and is intended only for person to whom it is transmitted by the company or represented; any reproduction of this document in whole or part or divulgence of any of the contents without prior written consent is prohibited.

ALPHA RAISER COMPANY LIMITED

Business Profile

1. Executive Summary

A. Company & Project concept

ALPHA RAISER COMPANY LIMITED is a limited liability company incorporated in Tanzania under the Companies Act of 2002 as amended from time to time. The Company was incorporated on **26th May 2022** and bears Certificate of Incorporation number **156288594**. **The** Company's main business activity is Real Estate.

ALPHA RAISER COMPANY LIMITED has the project located at Plot Number 272, Kerege, Bagamoyo, Pwani.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors. **ALPHA RAISER COMPANY LIMITED** has a goal of establishing an industrial park that has a lay out that will work for investors of all kinds of business. It is hoped that this project will become a demonstration site for attracting Chinese investments and investors from other countries to invest in Tanzania.

B. Company Goals and Objectives:

In Summary **ALPHA RAISER COMPANY LIMITED**'s main objectives are;

- Real estate activities with own or leased property
- Real estate activities on a fee or contract basis
- Other manufacturing n.e.c.
- Manufacture of luggage, handbags and the like, saddlery and harness 4659 - Wholesale of other machinery and equipment
- Wholesale of construction materials, hardware, plumbing and heating equipment and supplies
- Warehousing and storage
- Wholesale of solid, liquid and gaseous fuels and related products

ALPHA RAISER COMPANY LIMITED

- Other business support service activities n.e.c.
- Wholesale of computers, computer peripheral equipment and software
- Wholesale of electronic and telecommunications equipment and parts
- Other specialized construction activities
- Combined facilities support activities
- Retail sale of electrical household appliances, furniture, lighting equipment and other household articles in specialized stores
- Cargo handling
- Sale, maintenance and repair of motorcycles and related parts and accessories
- Freight transport by road
- Non-specialized wholesale trad

C. Purpose of Business Plan

This document is prepared to the serve the purpose as a business plan report for **ALPHA RAISER COMPANY LIMITED** in carrying the Real Estate Business in Tanzania by establishing withing the 40400 square meters an industrial park to make it easy for investors to locate investment area since the company intends to customize the park as per different businesses for investors to locate and start a business without having to go through a hustle of locating an area to invest.. The implementation of this project will compromise the following activities: -

- Establishing a standard industrial park that investors can either buy or lease depending on their business ideas.

D. Company Legality.

The legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number, justify that **ALPHA RAISER COMPANY LIMITED** is operating within the ambit of the laws of the Land.

E. Project Organization Structure;

The management of **ALPHA RAISER COMPANY LIMITED** constituted by the following organization set up:- Board of Directors, General Manager who is responsible on the supervision on the entire operations of the Company and a company accountant.

F. Investment Structure

The project is estimated to cost TZS 1,000,000,000/= the money covers building structures but also allocated fund include Equipment's, The equity which is contributed by the shareholders. However, a financial policy of the Company state that the profits generated will be re-invested.

2. Statement of Purpose

This Profile is drawn for the purpose of seeking the Certificate of Incentives from the Tanzania Investment Centre and the Real Estate business license.

3. Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for **ALPHA RAISER COMPANY LIMITED** The implementation of this project will compromise the following issues:

- The preparation of trade documents
- Equipping the project with all necessary modern furniture and facilities.
- Employing eight people or more.
- Consultation on lease and buying areas for investments

4. Investment financing plan

The company expect to invest Tanzania Shillings One Billion (TZS 1,000,000,000) from shareholders' funds. Profits generated from business operation will be re- invested.

5. Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Increase direct employment opportunities.
- Direct Domestic investment.
- Increase tax contributed to the government
- Generate foreign currency.

6. Mission and Vision

The company vision is to establish, design and develop the most satisfying industrial park for investors in the country.

The current mission of the company is to market the place where they intend to establish an industrial park and have designs that will accommodate the needs of the targeted investors. The company can achieve this through

- Making sure that they have designs that are environmental friendly;
- Establish an industrial park that meets the needs of investors;
- Proper and reasonable remuneration of the personnel.
- Continuing networking with our clients.

7. Project Promoters

The project promoter, the project will be managed and operated by **ALPHA RAISER COMPANY LIMITED** the Company is owned by Chinese entrepreneurs with diverse business in Tanzania. Current shareholding status is hereby shown below;

NAME OF SHAREHOLDERS	NATIONALITY	SHARES
GUO LIUHU	CHINESE	5000

ALPHA RAISER COMPANY LIMITED

LIAO FANGFANG	CHINESE	5000
---------------	---------	------

8. Operations

The project will be managed and operated by **ALPHA RAISER COMPANY LIMITED** the Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

9. Project Location

The project shall be located at Plot Number 272, Kerege, Bagamoyo, Pwani.

10. Postal Address

ALPHA RAISER COMPANY LIMITED
P.O.BOX 79518
DAR ES SALAAM.

11. Core Activities of the company

ALPHA RAISER COMPANY LIMITED, will be dealing with Real Estate by establishing an industrial park.

12. Technical requirements of the project

The company has the following investment structure unto this project;

ALPHA RAISER COMPANY LIMITED

a. PROJECT JUSTIFICATION

The proposed project is under management of ALPHA RAISER COMPANY LIMITED which is in line with Tanzania Government efforts in attempt to revamp the clearing and forwarding sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize her annual earnings from investment and also compete effectively with regional competitors. This also has been complemented by following measures

- i. The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment, tourism sector is inclusive.
- ii. In depth studies have been carried out in the following area
 - SMEs development study
 - Trade Integration Strategy, 2009-2013

Regarding the initiative undertaken by **ALPHA RAISER COMPANY LIMITED** sponsors, is justified by the following facts.

- The sponsors have a special invested interest in establishing the industrial park.
- The Company's marketing strategy and intention is to have a wide service.

b. SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

The proposed project will result into the following social and economic impacts:

- Improve and increase the foreign investments by having a park that is designed ready for their businesses;
- Increased competitiveness among the establishers of industrial parks in Tanzania

ALPHA RAISER COMPANY LIMITED

- The project will provide employment opportunities for local people
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

c. OPPORTUNITY DRIVERS

i. Increased demand of investment spots

Tanzania now is witnessing an overflow of investors in the country which is brought by the efforts that are made by Her Excellency the President in opening doors for investors in Tanzania.

ii. Uniqueness location of the project

ALPHA RAISER COMPANY is located Bagamoyo, Tanzania which is out of the city and a perfect location for establishing industries in Tanzania..

iii. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote foreign investments. This sector employs many people and it is a key driver towards transforming and developing the national economy.

iv. Government Incentives package

In 1997 Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

13. Analysis of Strengths, Weaknesses, Opportunity and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

ALPHA RAISER COMPANY LIMITED

Strengths <ul style="list-style-type: none">• It has a strong equity financing• Strong management and well paid personnel• Has a will to expand• Access to reliable high technology	Weaknesses <ul style="list-style-type: none">• Not yet emphasize on the marketing
Opportunities <ul style="list-style-type: none">• Good government suitable facilitative policy• Raising investments sector• Government development of in Tanzania	Threats <ul style="list-style-type: none">• Unawareness of the new entrants in the industry in the same location• Increment of inflation

The company has prepared for the action plans by doing the following:

- In future if needs arises the Company may seek more funds from bank to finishing phase of this project.
- The company will employ expatriates for marketing of its products/services and develop marketing plan.

14. Marketing Information

- **Marketing Strategy**

- i. Overview**

ALPHA RAISER COMPANY LIMITED will achieve its goals by providing high tech products, providing friendly service and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make **ALPHA RAISER COMPANY LIMITED** successful. **ALPHA RAISER**

ALPHA RAISER COMPANY LIMITED

COMPANY LIMITED will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts. Management will endeavor to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use in developing the park

ii. Customer Database

ALPHA RAISER COMPANY LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software, the company will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' sign-up book with promotional signage; menu insert promotion; etc

iii. Advertising

ALPHA RAISER COMPANY LIMITED will adopt an aggressive advertising strategy. Outdoor signage will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure. **ALPHA RAISER COMPANY LIMITED** will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **ALPHA RAISER COMPANY LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

iv. Costing and Pricing

The costing and pricing is done by the management of **ALPHA RAISER COMPANY LIMITED**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e. they are business oriented personnel.

ALPHA RAISER COMPANY LIMITED

v. Customers

ALPHA RAISER COMPANY LIMITED is targeting the international market and is open to local investors and foreign.

vi. Marketing Plan

The company has both short term and long-term marketing plan:

- The short term marketing plan includes:
 - Participating in business show case exhibitions
 - Building sustainable long-term relationship with customers.

- Long Term Plans includes:
 - Join to the network of industrial networking and companies to market to exploit more business opportunities
 - Investing Market Research and Development

15. Management & Administration

i. Management

The management team of **ALPHA RAISER COMPANY LIMITED** planned to be constituted by the following management team:-

ii. Board of Directors

ALPHA RAISER COMPANY LIMITED be managed by the Board of Directors which is the apex body for strategic decision making of the project. Directors of the Company are the ones who are having shares in **ALPHA RAISER COMPANY LIMITED**. The people that shall manage this project.

ALPHA RAISER COMPANY LIMITED

iii. General Manager

Immediate after Board of Directors there shall be a General Manager who will be responsible to take care of mater pertaining operation and managing daily activities of the project as well as other staffs welfares and report them to the Board of Directors.

iv. Accountant

An accountant will be employed who expected to have good experience in accounting system as well as he will be responsible in managing cash of **ALPHA RAISER COMPANY LIMITED**, but also keeping books of accounts properly.

v. Management Agreements

Management Agreements will be executed between **ALPHA RAISER COMPANY LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

vi. Confidentiality Agreements

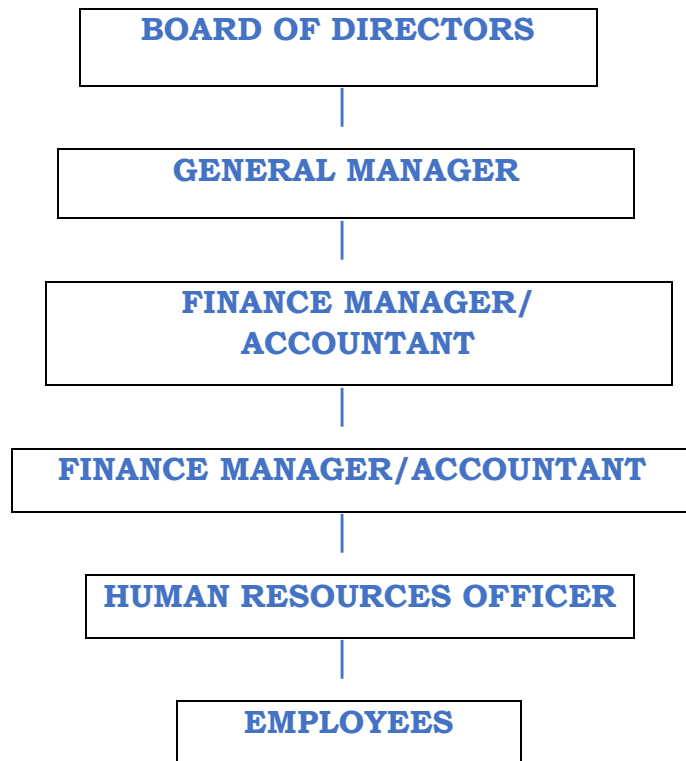
ALPHA RAISER COMPANY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our products, operating systems, policies and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets and show our employees that we take our business seriously.

vii. Organization Structure

The management of **ALPHA RAISER COMPANY LIMITED** is planning with the following organization structure;

ALPHA RAISER COMPANY LIMITED

ORGANIZATION STRUCTURE.



ALPHA RAISER COMPANY LIMITED

Appendix I

**ALPHA RAISER COMPANY LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT
(US\$)**

	1	2	3	4	5	6
Revenue	1,415,232.00	1,429,384.32	1,443,678.16	1,458,114.94	1,472,696.09	1,487,423.06
Operating Expenses:	1,202,947.20	1,214,976.67	1,227,126.44	1,239,397.70	1,251,791.68	1,264,309.60
Profit before Depreciation &Interest	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Interest	18,000	14,400	10,800	7,200	3,600	-
Depreciation	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00
Net Profit	180,259.80	185,982.65	191,726.72	197,492.24	203,279.41	209,088.46
Tax (30%)	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
Profit After Tax	126,181.86	130,187.85	134,208.71	138,244.57	142,295.59	146,361.92
Accumulated Profit	126,181.00	256,368.85	390,577.56	528,822.13	671,117.72	817,479.64

ALPHA RAISER COMPANY LIMITED

APPENDIX II

ALPHA RAISER COMPANY LIMITED PROJECTED CASH FLOW US\$

	0	1	2	3	4	5	6
SOURCES:							
Profit before interest and depreciation	0	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Equity	200,000.00						
Loan	300,000.00	-	-	-	-	-	
Total Sources	500,000.00	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Applications:							
Capital expenditure	375,000.00	-	-	-	-	-	
working Capital & Others	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
Cash	0	87284	89,407.00	91,551.00	93,717.00	95,904.00	98,114.00
Tax	-	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
Sub total	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Total applications	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Accumulated cash		87,284.00	176,691.00	268,242.00	361,959.00	457,863.00	555,977.00

ALPHA RAISER COMPANY LIMITED

Appendix III

ALPHA RAISER COMPANY LIMITED PROJECTED BALANCE SHEET US \$

	0	1	2	3	4	5	6
Fixed Assets							
Opening balance	-	375,000	360,975	346,950	332,925	318,900	304,875
Total Long-term Assets	-	375,000.00	360,975.00	346,950.00	332,925.00	318,900.00	304,875.00
Less depreciation	-	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00	14025
Closing balance	-	360,975.00	346,950.00	332,925.00	318,900.00	304,875.00	290,850.00
Working capital	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125000
Accumulated cash	-	87,284.00	176,691.00	268,242.00	361,959.00	457,863.00	555,977.00
Total assets	125,000.00	573,259.00	648,641.00	726,167.00	805,859.00	887,738.00	971,827.00
Financed by							
Equity	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00
Net profit	-	126,181.86	130,187.85	134,208.71	138,244.57	142,295.59	146,361.92
Total equity	200,000.00	326,181.86	330,187.85	334,208.71	338,244.57	342,295.59	346,361.92
Long term loan	300,000.00	-	-	-	-	-	
Total equity and debts	500,000.00	326,181.86	330,187.85	334,208.71	338,244.57	342,295.59	346,361.92

ALPHA RAISER COMPANY LIMITED

Appendix IV

ALPHA RAISER COMPANY LIMITED PAYBACK PERIOD

Year	Profit After Tax	Depreciation	Total Cash Flow	Accumulated Cash Flow
1	126,181.86	14,025.00	140,206.86	140,206.86
2	130,187.85	14,025.00	144,212.85	284,419.71
3	134,208.71	14,025.00	148,233.71	432,653.42
4	138,244.57	14,025.00	152,269.57	584,922.99
5	142,295.59	14,025.00	156,320.59	741,243.58
6	146,361.92	14,025.00	160,386.92	901,630.50

Appendix V

ALPHA RAISER COMPANY LIMITED PROJECT INVESTMENT COST

PARTICULAR	US\$
Land and Buildings	20,000.00

ALPHA RAISER COMPANY LIMITED

Machinery & Equipment	250,000.00
Motor Vehicles	100,000.00
Furniture & Fixtures	5,000.00
Pre exp	5,000.00
Others	0.00
Working Capital	120,000.00
TOTAL	500,000.00

Appendix VI

ALPHA RAISER COMPANY LIMITED FIXED ASSETS US\$

NAME OF ASSETS	1	2	3	4	5	6
Land and Buildings	20,000	19,600	19,200	18,800	18,400	18,000
Machinery, Tools & Equipment	250,000	246,875	243,750	240,625	237,500	234,375
Motor Vehicles	100,000	90,000	80,000	70,000	60,000	50,000
Furniture & Fixtures	5,000	4,500	4,000	3,500	3,000	2,500
Total	375,000	360,975	346,950	332,925	318,900	304,875
DEPRECIATION	1	2	3	4	5	6
Land and buildings	400	400	400	400	400	400
Machinery tools & Equipment	3,125	3,125	3,125	3,125	3,125	3,125
Motor Vehicles	10,000	10,000	10,000	10,000	10,000	10,000
Furniture & Fixtures	500	500	500	500	500	500
ANNUAL DEPRECIATION	14,025	14,025	14,025	14,025	14,025	14,025

ALPHA RAISER COMPANY LIMITED

Appendix VII

ALPHA RAISER COMPANY LIMITED PROJECTED LONG-TERM LOAN REPAYMENT

Year	principle	Loan Interest (6%)	Total Amount Paid	Loan Balance
0				300,000
1	60,000	18,000	78,000	240,000
2	60,000	14,400	74,400	180,000
3	60,000	10,800	70,800	120,000
4	60,000	7,200	67,200	60,000
5	60,000	3,600	63,600	0
TOTAL	300,000	54,000	354,000	