



FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED
P. O. box 63069, Mkuranga, Coast Region.
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BUSINESS PLAN FOR INVESTMENT IN AUTOMOBILE FACTORY TO MANUFACTURE AND ASSEMBLE RECREATIONAL VEHICLES (RV's)



Presented To:
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Strategic Pre-feasibility Report

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*This profile is strictly for information only and projections in the pre – feasibility study report have been compiled by the consultant with close cooperation of the Promoters of the Business the **FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED** and Sector Experts for illustrative purposes and do not constitute actual forecasts.*



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FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED
Business Profile: Pre-feasibility Study Report

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1. Executive Summary

Company & Project concept

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED is a limited company incorporated in Tanzania under the Company Act of 2002. The company was incorporated on 01st February 2016, and bears Certificate of Incorporation # 123412. The company implements a project which is in the manufacturing sector.

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED's current project is located in Plot 24 Block C Mkuranga, Coast region and the new project will be located in Plot 1 Block B Kwala Street, Kibaha District, Coast Region.

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.

Company Goals and Objectives:

In Summary FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED aims to;

- Manufacturing and assembling of approximately 300 Recreational Vehicle (RV's) annually.



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- Manage FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involve.
- Build relationships with investors in the tourism sector and due to the number of RV's made annually it will create more than 5000 indirect and direct,
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contact



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Purpose of Business Plan

This document is prepared to serve the purpose as a Pre-feasibility study report for FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd for investment in Manufacturing and assembling of Recreational Vehicles (RV's). Also, the Pre-feasibility study report shall be submitted to TIC for an award of Certificate of Incentives. The implementation of this project will comprise the following activities:-

- Acquiring land for investment
- Construction of a warehouse building which will accommodate Installation of Machines and Equipment for this project.
- Procurements Machineries and Equipment for this project.
- Equipping the project will all necessary modern furniture and facilities

The project promoter, the project will be managed and operated by FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is owned by Chinese entrepreneur and a mother Company from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
Xu Xingda	Chinese	10%
Fujian Hexingwang Industry Company Limited	Chinese Corporation	90%



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Company Legality, the legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number, and value added Tax certificates Justify that FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is operating within the ambit of the law of the Land



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Project Organization Structure, the management of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd constituted by the following organization set up:- Board of Directors, General Manger who is responsible on the supervision on the entire operations of the Company, a company accountant, a Production Manager who will be directly responsible for all matters pertaining manufacturing and assembling of the products.

Investment Structure, the project is estimated to cost \$100,000,000 the money covers building structures but also allocated fund include investment in, building structure, Machineries and Equipment, furniture and fittings, pre- expenses and working Capital. The equity contributed by the shareholders is \$50,000,000 equivalent to 50% and the rest \$50,000,000 shall be borrowed from financial institutions. However, a financial policy of the Company state that the profits generated will be re-invested

Forecasted financial Information, Financial information of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is projected within five years. The company projected profit and Loss; account show a respectable turnover of more than \$1,091,110 in the first year. The profits gained on fifth year are projected to be \$36,753,042. The projected balance sheet, shows the net worth increase of more than 34,756,000\$ in the fifth year of operation and more than 23,484,206\$ in the 3rd year of the usefully lifetime of the implementation during which the business will be evaluated again. The financial documents show that the business has a positive net cash flow.



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2. Statement of Purpose

This Profile is drawn for the purpose of seeking CERTIFICATE OF INCENTIVES from the TANZANIA INVESTMENT CENTRE and pre – feasibility study report for new Manufacturing and assembling of Recreational Vehicles for tourism and other recreational purposes.

2.1 Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd for establishment of Manufacturing and assembling of Recreational Vehicles (RV's) for tourism and other recreational purposes. The implementation of this project will compromise the following activities:-

- The project includes setting up of a factory for manufacturing and assembling of RV vehicles at Phase One, followed by Phase Two which will manufacture and assemble other special vehicles (such as ambulances, Police special vehicles, Radio/TV Vans, etc.) in addition, the project will undertake studies and researches as well as manufacturing New Energy Vehicles, to substitute the traditional fuel supplies.
- RV vehicles will be fully equipped with special features such as kitchen, toilet, showers, heaters, ACs, etc including a movable roof for maneuvering during video shooting. The RV will be of robust construction to cope with tough road conditions in the tourist area.



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2.2. Investment financing plan

The company expect to invest 50,000,000 USD from shareholders' funds. Profits generated from business operation will be re-invested.. Table below show the assumptions how the investment-financing plan will look like.

TABLE 1
FINANCING

Financing	\$
Long term liability	
Loans	50,000,000
Owner's equity	
Cash	50,000,000
Contributed asset value	0
Total	100,000,000



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TABLE 2
 INVESTMENT COST PLAN

COST INVESTMENT STRUCTURE	\$
Current assets	
Working capital	5,000,000
Opening inventory	35,000,000
Property and equipment	
Land	500,000
Building	20,000,000
Equipment	14,000,000
Furniture and fixtures	150,000
Plant	10,500,000
Motor Vehicles	5,000,000
Pre-Expenses	4,300,000
Other	6,000,000
Total assets	100,000,000



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2.3 Summary of the Expected Results

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

- Provide eloquent and modernized transportation that can be used in the tourism industry and other recreational purposes.
- Increase direct and indirect employment of more than 5000 people local and foreigners.
- Direct Domestic investment of more than 50 Million USD within 2022 -2025.
- Increase tax contributed to the government
- Generate foreign currency.



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3. BUSINESS DESCRIPTION

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED LTD is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 01st February, 2016, and bears Certificate of Incorporate # 123412. Company implements project which is under manufacturing sector.

The Company will be responsible among others activities, operating and managing manufacturing and assembling of Recreational Vehicles (RV's).

3.1.1. Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED LTD is operating within the ambit of the law of the Land.

3.1.2. Mission and Vision

The company vision is to be one of the leading companies in producing high quality recreational vehicles for tourism activities and other recreational purposes..

The current mission of the company is to penetrate the markets within manufacturers and assemblers of such kind of vehicles



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-
-
- o Manufacturing and assembling of recreational vehicles for tourism and other recreational purposes
 - o Establishing sustainable business relationship with tour companies and
 - o Proper and reasonable remuneration of the personnel
 - o Continuing networking with our esteemed clients.

3.1.3. Project Promoters

The project promoter, the project will be managed and operated by FUJIAN HEXINGWANG INDUSTRY TANZANIA CO LIMITED. The Company is owned by Local Tanzanian entrepreneurs with diverse business in China and a mother Company which operate large plant of manufacturing recreational vehicles. Current shareholding status is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
Xu Xingda	Chinese	10%
Fujian Hexingwang Industry Company Limited	Chinese Corporation	90%

3.1.4. Operations

The project will be managed and operated by FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED LTD. 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.

3.1.5. Project Location



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The project shall be implemented at constructed three warehouses which has 21000 square metres each which are very spacious to accommodate project of this nature. The project shall be located at Plot 1 Bloc B, Kwala, Kibaha District, Coast region



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3.1.6. Postal Address

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P.O.Box 63069
Dar Es Salaam,
Tanzani



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4. Core Activities of the company

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED LTD will be dealing with establishing and operating the following facilities;

4.1.1. Construction of warehouse facilities

In the first phase of the implementation of this project, the Company shall construct warehouse which shall be used to accommodate installation of Machineries and Equipment.

4.1.2. RV's Manufacturing Assembling Plant

This consists installation of machineries and equipment and Fixtures and fittings.

4.2. Technical requirements of the project

The project implementation shall require some of technical facilities among others include: -

- Manufacturing of Spare parts
- Assembling of parts to make a whole RV
- Maintenance and service bay for the RV's



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The company has the following investment structure unto this project

5. MANUFACTURING INDUSTRY

5.1 MANUFACTURING SECTOR IN TANZANIA

In the last 10 years, manufacturing activities in Tanzania have taken a steady growth, registering average annual growth of over 4 percent, with 10% contribution to GDP. Most activities concentrate on manufacture of simple consumer goods such as food, beverages, tobacco, textiles, furniture and wood allied products. After economic liberalization in the mid-1980s, many erstwhile public enterprises could not withstand free market competition. Some died and others underwent privatisation. These measures helped enhance competitiveness of local industries and readied them for venturing into export markets. On the other hand, the sector is not a big employer (145,000 employees), compared to agriculture for example, but it is the most reliable source of government revenue in form of import, sales, corporate and income taxes, accounting for over half of government annual revenue collection. Manufacturing earns the country a fifth of total foreign exchange earnings, thus ranking third after agriculture and tourism. Most production is however concentrated in the Dar es Salaam region



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Great prospects are pinned on development of a robust SME sector, whose promotion, as government has already realized, still lacks appropriate policy backing. A strong and productive industrial structure can only be achieved where SMEs and large enterprises not only coexist but also function in a symbiotic relationship. In this regard, successful promotion of agro-businesses can be considered in the SME development context.

Among the comparative advantages of Tanzania's manufacturing sector are the availability of a potentially large domestic market and Tanzania's adhesion to the EAC and the SADC organization, as they are potentially important market destinations. But Kenya is proving to be competing better in the region.

5:2 IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA

The reason why Tanzania needs a vibrant manufacturing sector today is to ensure economic independence in the long-run. This can be achieved because of different advantages attached to the manufacturing sector which include: Firstly, it helps to diversify the economy away from primary sector towards manufacturing and hence reduce risks and vulnerability to the long-term deteriorating commodity terms of trade and the associated loss in the real income. Secondly, the sector has substantial forward and backward linkages with other sectors of the economy, especially agriculture. Thirdly, with proper choice of technology, the sector can create significant employment. Fourthly, large manufacturing sector can enable export diversification that is necessary to reduce Tanzania's vulnerability to external shocks. Fifthly, the sector provides opportunity to transfer and adapt and create new technology. Sixthly, a large manufacturing sector can enable income smoothing at the household level through the creation of non-farm jobs that are more stable and fetch higher incomes. On average, the monthly income from a manufacturing job is Tshs.103,407 compared to 76,277 in mining, 49,693 in construction, 31,301 in trade and only 15,234 in agriculture, presently the largest source of livelihood for Tanzanians.



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5.4 PROJECT JUSTIFICATION

The proposed project is under management of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is in line with Tanzania Government efforts in attempt to revamp the Manufacturing sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize her annual earnings from investment and 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 2007/2008 the Government reviewed the existing Industry and trade Policy, taking into consideration the social economic base and the dynamism of Manufacturing industry in Tanzania.
- iii. In depth studies have been carried out in the following area
 - SMEs development study
 - Trade Integration Strategy, 2009-2013

Regarding the initiative undertaken by FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd sponsors, is justified by the following facts.



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- The sponsors have a special invested interest in manufacturing and assembling of recreational vehicles for several years now.



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Therefore, the establishment and operation of recreational vehicle manufacturing facility will boost and at the same time strength manufacturing sector and tourism in the Tanzania. The Company's marketing strategy and intention is to have a wide products base which focuses both to Ordinary consumers and Industrial use.

5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

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

- Improve and increase production recreational vehicles in Tanzania
- Increased competitiveness among manufacturer vehicles and spare part products in Tanzania
- The project will provide employment for more than 5000 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.



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7. Analysis of Strengths, Weaknesses, Opportunity and Threats

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

<p>Strengths</p> <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 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Not yet emphasize on the marketing 	<p>The company has prepared for the action plans by doing the following:</p> <ol style="list-style-type: none"> 1. In future if needs arise the Company may seek more funds from bank to finishing phase of this project. 2. The company will employ expatriates for marketing of its products/services and develop marketing plan.
<p>Opportunities</p> <ul style="list-style-type: none"> - Good government suitable facilitative policy - Raising investments real estate sector - Government development power supply project in Tanzania 	<p>Threats</p> <ul style="list-style-type: none"> - Unawareness of the new entrants in the Industry in the same location - Increment of inflation - Presence of fake suppliers of the same products. 	



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8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

The success of Fujian Hexingwang Industry Tanzania Co Limited will be achieved 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 a FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd successful. FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

Management will endeavour 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 to drive more sales.

8.1.2. Customer Database

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd 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 FUJIAN



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HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' signup book with promotional signage; menu insert promotion; etc

8.1.3. Advertising

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will adopt an aggressive advertising strategy. Outdoor signage for FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure.



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FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

8.1.4. Costing and Pricing

The costing and pricing are done by the management of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd. 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.

8.1.5. Customers

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is targeting to all regions in Tanzania specifically targeting the following customers: Recreational Vehicle for tourism and other recreational purposes

8.1.6. Products

As it has been explained in preamble chapters, FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd will set project which will be indulging in production of recreational vehicles

8.2 Marketing Plan

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

The short-term marketing plan includes:



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- Participating in business show case exhibitions



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- Building sustainable long-term relationship with tourist company and the government.
- Training of sales staff sales and Marketing.

Long Term Plans includes:

- Join to the network manufacturing and tourism groups and get to create a network
- Investing Market Research and Development



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9. Management & Administration

9.1. Management

The management team of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd planned to be constituted by the following management team: -

9.1.1. Board of Directors

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd 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 having shares in FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd, The Company which shall manage this project.

9.1.2. General Manager

Immediate after Board of Director 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 staff's welfares and report them to the board of directors.

9.1.3. Production Manager

Production Manager will be employed who expected to have an extensive background in the vehicle manufacturing industry. As the production Manager will be directly responsible for all production functions including manufacturing and assembling of recreational vehicles,



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Under production manager there shall be reasonable number of technical staffs who will be involved in daily production within this project.



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9.1.4. Accountant/cash

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 FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd but also keeping books of accounts properly.

9.1.5. Management Agreements

Management Agreements will be executed between FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd 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.

9.1.6. Confidentiality Agreements

FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd 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.

9.1.7 Organization Structure

The management of FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED Ltd is planning to have the following organization structure.

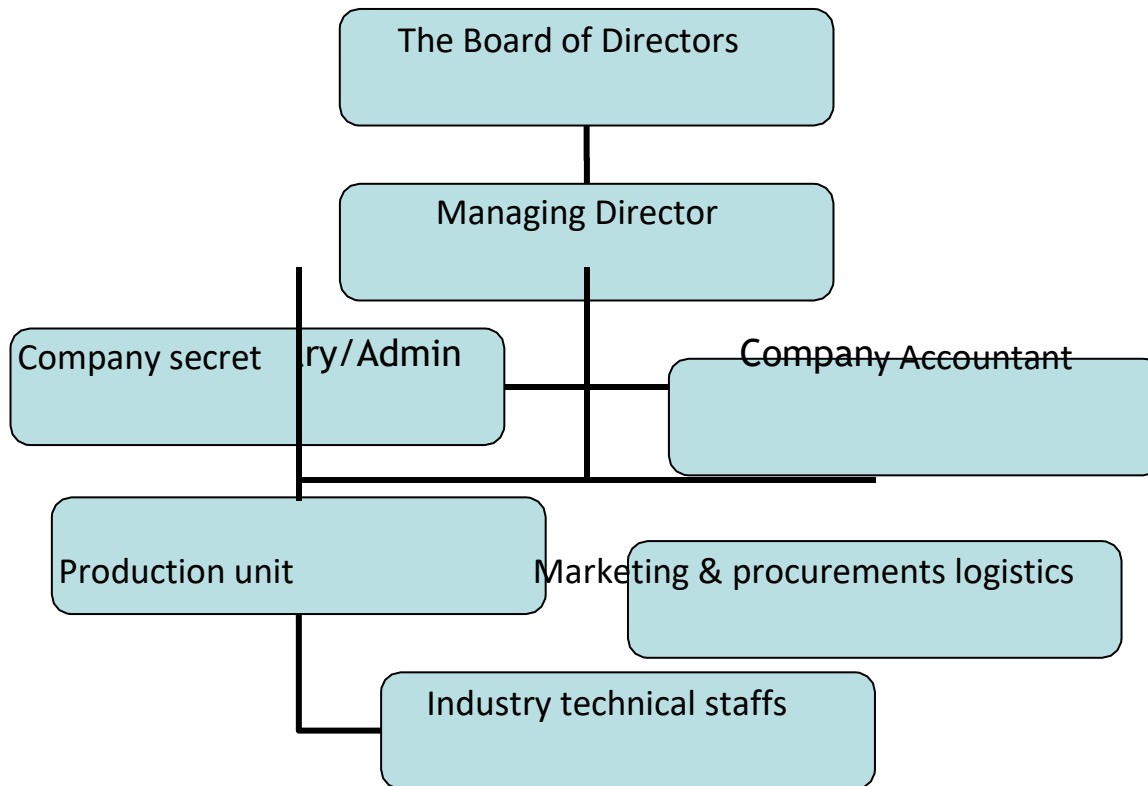


FUJIAN HEXINGWANG INDUSTRY TANZANIA CO. LIMITED

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3 Conclusion

- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct employment to 5000 people and create other indirect employment to other people.

