

YG BLACKSTONE LIMITED

**PROJECT PROPOSAL TO ESTABLISH
STONE CRUSHER & QUARRY BUSINESS
AT MSATA IN BAGAMOYO DISTRICT,
PWANI, TANZANIA**

BUSINESS PLAN

APRIL, 2022

YG BLACKSTONE LIMITED

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1. Industry Overview

A stone quarry business is a business that involves the excavation of different dimension of stones, rocks, ripraps, construction aggregates, slates and gravels for the constructions industry. Players in this industry basically extract rocks from an open-pit mine and the rocks are crushed to produce construction aggregate, which is then screened into different size categories either for immediate use in construction sites, or taken for further processing.

No doubt, the stone quarry line of business is a key sector in the building cum construction industry; they supply important building cum construction raw materials. There are locations where such business can hardly thrive either due to lack of natural resources (rocks and quarry mines) or due to environment hazard in such locations.

The Stone Quarry line of business is indeed a thriving line of business and pretty much active in key locations in North America, Africa, Asia and South America they generates several billions of US dollars annually from several registered and unregistered small – scale, medium scale and big stone quarry companies scattered all around Africa, Asia, North America and South America. This line of business is responsible for the employment loads of people directly and indirectly all around the world.

Any aspiring entrepreneur that is considering starting a stone quarry business whether on a small scale or in a large scale should ensure that he or she, obtains all the necessary permits from both the local government, state government and the federal government. He or she should ensure conducts thorough market survey and feasibility studies so as to get it right. The truth is that, this type of business do pretty well when it is strategically positioned. Any location that is close to communities with rich deposit of stone mines cum rocks.

Over and above, stone quarry business is a profitable business venture and it is open for any aspiring entrepreneur to come in and establish his or her business; you can chose to start on a small scale on a large scale with robust distribution network all across major construction sites and cement factories in Tanzania.

2. Executive Summary

M/s YG BLACKSTONE LIMITED Stone Quarry Company is a standard and licensed stone quarry company that will be based at Msata in Bagamoyo District, Pwani Region, Tanzania. We are registered under the laws of Tanzania.

We intend starting out on a large scale in the stone quarry line of business by supplying building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al not just to small construction companies cum sites but to larger construction companies cum sites all across Tanzania.

Our business goal as a stone quarry company is to become the number one choice of construction companies cum construction sites in Tanzania where we intend supplying building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al.

As a business, we are willing to go the extra mile to invest in owning our own world – class and environmental friendly stone quarry and also to hire efficient and dedicated employees. We have

been able to secure permits and license from all relevant departments both at local government level and national level in Tanzania.

M/s YG BLACKSTONE LIMITED a Stone Quarry Company is set to redefine how standard stone quarry business should be run, not just in Pwani and Dar es salaam Regions, but also in the whole of Tanzania. This is why we have put plans in place for continuous training of all our staff at regular interval.

No doubt the demand for dimension of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al is not going to plummet any time soon which is why we have put plans in place to continue to explore all available market around construction sites where we intend supplying our products.

In the nearest future, we will ensure that we create a wide range of distribution channels all across Tanzania. With that, we know we will be able to maximize profits in our business.

M/s YG BLACKSTONE LIMITED a Stone Quarry Company will at all-time demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible.

We will ensure that we hold ourselves accountable to the highest standards by meeting our customers 'needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our customers.

3. Our Products and Services

M/s YG BLACKSTONE LIMITED a Stone Quarry Company was established with the aim of maximizing profits in the construction cum building industry. We want to compete favorably with the leaders in the industry which is why we have but in place a competent team that will ensure that our products are of highest standard.

We will work hard to ensure that M/s YG BLACKSTONE LIMITED a Stone Quarry Company is not just accepted in Pwani and Dar es salaam Regions but also in other regions all across Tanzania where we intend supplying our products. Our products are listed below;

- Building and decorative stones
- Crushed granite
- Dimension granite
- Paving Slabs and slates
- Gravels
- Ripraps
- Aggregates – stones
- Limestone
- Lime burning (Calcimine) – Used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality
- Cement

4. Our Mission and Vision Statement

- Our vision as a stone quarry company is to engage in national distribution of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels,

aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al across major construction sites in Tanzania.

- Our mission is to establish a standard and world class – environmental friendly stone quarry company that in our own capacity will favorably compete with leaders in the industry on the global stage. We want to build a stone quarry company that will be listed amongst the top 5 stone quarry company brands in Africa.

Our Business Structure

Ordinarily, we would have succeeded in running a stone quarry business with few employees, but as part of our plan to build a top flight stone quarry production company at Msata in Bagamoyo District, Pwani Region, Tanzania, we have perfected plans to get it right from the onset which is why we are going the extra mile to ensure that we have competent employees to occupy all the available positions in our company.

The picture of the kind of stone quarry company we intend building and the business goals we want to achieve is what informed the amount we are ready to spend to ensure that we build a business with dedicated workforce and robust distribution network.

In view of that, we have decided to hire qualified and competent hands to occupy the following positions at M/s YG BLACKSTONE LIMITED;

- Chief Executive Officer (Owner)
- Stone Quarry Manager/Quality Assurance Manager
- Human Resources and Admin Manager
- Sales and Marketing Officer
- Accountants/Cashiers
- Stone Quarry Casual Workers
- Truck/Tipper Drivers
- Customer Service Executives

5. Job Roles and Responsibilities

Chief Executive Officer – CEO (Owner):

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for signing cheques and documents on behalf of the company
- Evaluates the success of the organization

Stone Quarry Manager

- Responsible for overseeing the smooth running of the stone quarry site
- Makes sure that quality is maintained at all times
- Maps out strategy that will lead to efficiency amongst workers in the stone quarry
- Responsible for training, evaluation and assessment of the workforce
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Ensures that the stone quarry site meets the expected safety and health standard at all times.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversees the smooth running of the daily business activities.

Sales and Marketing Manager

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Models demographic information and analyze the volumes of transactional data generated by customer purchases
- Identifies, prioritize, and reach out to new partners, and business opportunities et al
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with customers
- Develops, executes and evaluates new plans for expanding increase sales
- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

Stone Quarry Casual Workers

- Responsible for operating stone crusher, cement mixers, excavators and other machines and equipment in the stone quarry site
- Responsible for the production of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al
- Assist in loading and offloading of our products into and out of the tippers /trucks

Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization

- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

Distribution Truck/Tipper Drivers

- Assist in loading and unloading Building and decorative stones, crushed granite, dimension granite, paving Slabs, aggregates – stones, limestone, lime burning (Calcimine) – Used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality and cement et al.
- Maintain a logbook of their driving activities to ensure compliance with Local Government regulations governing the rest and work periods for operators.
- Keep a record of vehicle inspections and make sure the truck is equipped with safety equipment
- Assist the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect cash.
- Transport finished materials over land to and from stone quarry site to construction sites all across Tanzania.
- Inspect vehicles for mechanical items and safety issues and perform preventative maintenance
- Comply with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures
- Collect and verify delivery instructions
- Report defects, accidents or violations

Client Service Executive

- Ensures that all contacts with customer (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the store manager in an effective and timely manner
- Consistently stays abreast of any new information on M/s YG BLACKSTONE LIMITED a Stone Quarry Company, promotional campaigns etc. to ensure accurate and helpful information is supplied to customers when they make enquiries

6. SWOT Analysis

Because of our drive for excellence when it comes to running a standard stone quarry company, we were able to engage some of the finest business consultants in Tanzania to look through our business concept and together we were able to critically examine the prospect of the business and to

assess ourselves to be sure we have what it takes to run a standard stone quarry business that can compete favorably in the stone quarry line of business in Africa.

In view of that, we were able to take stock of our strengths, our weakness, our opportunities and also the threats that we are likely going to be exposed to in Tanzania. Here is a of what we got from the critically conducted SWOT Analysis M/s YG BLACKSTONE LIMITED a Stone Quarry Company;

- **Strength:**

Our strength lies in the fact that we have state of the art stone quarry and processing facility and equipment that has positioned us to meet the demand of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) and cement et al in Tanzania even if the demand tripled over night or if we have a massive order to meet and emergency need.

- **Weakness:**

We do not take for granted the facts that we have weaknesses. In fact, the reality that we are setting up a stone quarry company in a town with other smaller and larger stone quarry businesses might likely pose a challenge for us in breaking into the already saturated market in Tanzania.

In essence our chosen location might be our weakness. But never the less, we have plans to launch out with a big bang. We know with that, we will be able to create a positive impression and we have a proper handle when it comes to building on already gather momentum.

- **Opportunities:**

The opportunities available to us are unlimited. There are roads of construction sites in Tanzania and all what we are going to do to push our products to them is already perfected. Msata in Bagamoyo District, Pwani Region, Tanzania is just ideal for chalk stone quarry business because the rich deposit of rocks and stone mines and readily available and affordable labor in at Msata in Bagamoyo District, Pwani Region, Tanzania.

- **Threat:**

The threat that is likely going to confront us is the fact that we are competing with already established stone quarry companies at Msata in Bagamoyo District, Pwani Region, Tanzania and also there are other entrepreneurs who are likely going to launch similar business within the location of our business.

Of course, they will compete with us in winning over the available market. Another threat that we are likely going to face is unfavorable government policies and economic downturn. Usually economic downturn affects purchasing / spending powers and unfavorable government policies.

7. MARKET ANALYSIS

- **Market Trends**

It is common trend in the stone quarry line of business to find stone quarry companies positioning their business in locations and communities where they can easily have access to rocks and stone mines and labor. If you make the mistake of positioning this type of business in a location where

you would have to travel a distance before you can access rocks and stone mines in commercial quantities, then you would have to struggle to make profits and maintain your overhead and logistics.

So also, another trend in this line of business is that most registered and well organized stone quarry companies look beyond the market within their locations or state; they ensure that they strike business deals with leading construction companies in Tanzania. The truth is that if as stone quarry company you are able to become a vendor to one or more construction giants in Tanzania, you will always continue to smile to the bank.

8. Our Target Market

When it comes to supplying product from a stone quarry, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people or organizations. This goes to show that the target market for products from a stone quarry companies and far reaching, you can create your own make niche yourself to serve a specific purpose.

In view of that, we have conducted our market research and we have ideas of what our target market would be expecting from us.

We are in business to engage in supply of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) and cement et alto the following organizations;

- Building and construction companies
- Road construction companies
- Cement production plants
- Blocks molding companies

Our competitive advantage

The fact that anybody with interest in the stone quarry business can decide obtain the required license and permit to start the business means that the business is open to all and sundry hence it is expected that there will be high – level competition in the industry. This is so because the technology involved in stone quarry line of business is not complicated.

As a standard and licensed stone quarry company, we know that gaining a competitive edge requires a detailed analysis of the demographics of the surrounding area and the nature of existing competitors. And even if you are successful at first, new competitors could enter your market at any time to steal your regular customers. Hence we will not hesitate to adopt successful and workable strategies from our competitors.

We are going to be one of the very few stone quarry companies at Msata in Bagamoyo District, Pwani Region, Tanzania that will also engage in distribution of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) and cement et al all across Tanzania.

Another competitive advantage that we have is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to becoming a national phenomenon. Our large and robust distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (startups stone quarry companies) in the industry, meaning that they will be

more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

9. SALES AND MARKETING STRATEGY

- **Sources of Income**

M/s YG BLACKSTONE LIMITED a Stone Quarry Company is established with the aim of maximizing profits in the construction cum building industry both at Msata in Bagamoyo District, Pwani Region, Tanzania and throughout key cities in Tanzania. We are going to go all the way to ensure that we do all it takes to sell our products to a wide range of customers.

M/s YG BLACKSTONE LIMITED a Stone Quarry Company will generate income by simply supplying the following;

- Building and decorative stones
- Crushed granite
- Dimension granite
- Paving Slabs and slates
- Gravels
- Ripraps
- Aggregates – stones
- Limestone
- Lime burning (Calcimine) – Used as cement with sand, to make mortar and also in agriculture for the purpose of improving soil quality
- Cement

10. Sales Forecast

One thing is certain when it comes to stone quarry business, if your business is strategically positioned and you have good relationship with players in the construction industry, you will always attract customers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in Tanzania and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base.

We have been able to critically examine the stone quarry line of business and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some assumptions that are peculiar to startups at Msata in Bagamoyo District, Pwani Region, Tanzania.

Below are the sales projections for M/s YG BLACKSTONE LIMITED a Stone Quarry Company, it is based on the location of our business and other factors as it relates to medium scale and large scale stone quarry company start – ups in Tanzania;

- **First Fiscal Year-:** TZS 500,000,000/=
- **Second Fiscal Year-:** TZS 1,000,000,000/=
- **Third Fiscal Year-:** TZS 2,000,000,000/=

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor offering same product and customer care services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

Before choosing a location to start M/s YG BLACKSTONE LIMITED a Stone Quarry Company, we conduct a thorough market survey and feasibility studies in order for us to be able to penetrate the available market in Tanzania. We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time and also for to compete with other stone quarry companies.

We hired experts who have good understanding of the stone line of business to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market for our products.

In order to continue to be in business and grow, we must continue to sell our products to the available market which is why we will go all out to empower our sales and marketing team to deliver our corporate sales goals. In summary, M/s YG BLACKSTONE LIMITED a Stone Quarry Company will adopt the following sales and marketing approach to sell our products;

- Introduce our business by sending introductory letters to construction cum building companies, building contractors and other stakeholders both in Tanzania
- Open our business with a party so as to capture the attention of residence who are our first targets
- Engage in road show in targeted communities from time to time
- Advertise our products in community based newspapers, local TV and radio stations
- List our business and products on yellow pages ads (local directories)
- Leverage on the internet to promote our product cum business
- Engage in direct marketing and sales
- Encourage the use of Word of mouth marketing (referrals)

11. Publicity and Advertising Strategy

Regardless of the fact that our stone quarry company is a standard one that can favorably compete with other leading stone quarry companies in Tanzania and in any part of the world, we will still go ahead to intensify publicity for all our products and brand. We are going to explore all available means to promote M/s YG BLACKSTONE LIMITED a Stone Quarry Company.

M/s YG BLACKSTONE LIMITED a Stone Quarry Company has a long term plan of exporting our product all across the Tanzania. This is why we will deliberately build our brand to be well accepted at Msata in Bagamoyo District, Pwani Region and Dar es salaam, Tanzania before venturing out to other cities all across Tanzania.

As a matter of fact, our publicity and advertising strategy is not solely for selling our products but to also effectively communicate our brand. Here are the platforms we intend leveraging on to promote and advertise M/s YG BLACKSTONE LIMITED a Stone Quarry Company:

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Sponsor relevant community programs

- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, et al to promote our brand
- Install our Bill Boards on strategic locations all around major communities in Nigeria
- Engage in road show from time to time in targeted communities
- Distribute our fliers and handbills in target areas
- Position our Flexi Banners at strategic positions in the location where we intend getting customers to start patronizing our chinks.
- Ensure that all our staff members wear our customized clothes, and all our official cars and distribution trucks/tippers are customized and well branded.

12. Our Pricing Strategy

At M/s YG BLACKSTONE LIMITED a Stone Quarry Company we will keep the prices of our products below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from well – established construction companies that would require constant supply of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) and cement et al. In addition, we will also offer special discounted rates to all our customers at regular intervals.

We are aware that there are some one – off supply contracts especially from government contractors or construction giants which are always lucrative, we will ensure that we abide by the pricing model that is expected from contractors or organizations that bid for such contracts.

- **Payment Options**

The payment policy adopted by M/s YG BLACKSTONE LIMITED a Stone Quarry Company is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United Republic of Tanzania.

Here are the payment options that M/s YG BLACKSTONE LIMITED a Stone Quarry Company will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via Point of Sale Machines (POS)
- Payment via mobile money platforms
- Payment via check
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for the purchase of our products.

13. Startup Expenditure (Budget)

In setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting a place, then you would need a good amount of capital

as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business.

The machines, tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a stone quarry business; it might differ in other countries due to the value of their money.

We know that no matter where we intend starting our stone quarry company, we would be required to fulfill most of the items listed below;

- The Fee for registering the business (venture) in Tanzania – **TZS 1,000,000/=**
- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **TZS 5,000,000/=**
- Marketing promotion expenses for the grand opening of M/s YG BLACKSTONE LIMITED a Stone Quarry Company – **TZS 3,000,000/=**
- Cost for hiring Business Consultant – **TZS 1,000,000/=**
- Insurance (general liability, workers' compensation and property casualty) coverage at a total premium – **TZS 1,500,000/=**
- Cost for payment of rent for 12 month and renovation inclusive – **TZS 6,000,000/=**
- Other start-up expenses including stationery and phone and utility deposits – **TZS 1,000,000/=**
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **TZS 30,000,000/=**
- The cost for machines, equipment and start-up inventory (Stone crusher, excavators, separator machines and other stone quarry machines, equipment and tools) – **1,000,000,000/=**
- Cost for store equipment (cash register, security, ventilation, signage) – **TZS 500,000/=**
- Cost of purchase of distribution trucks/tippers – **TZS 500,000,000/=**
- The cost for the purchase of furniture and office equipment (Computers, Printers, Telephone, Fax Machines, tables and chairs et al) – **TZS 5,000,000/=**
- The cost of Launching a Website – **TZS 1,000,000/=**
- The cost for our opening party – **TZS 1,000,000/=**
- Miscellaneous – **TZS 1,000,000/=**

We would need an estimate of **TZS 1,557,000,000/=** to successfully set up a standard and world class stone quarry business. Please note that this amount includes the salaries of all the staff for the first 3 month of operation.

Generating Funding/Startup Capital for Joseph Ileaboya & Sons Stone Quarry Company

No matter how fantastic your business idea might be, if you don't have the required money to finance the business, the business might not become a reality. Finance is a very important factor when it comes to starting a business such as stone quarry business. No doubt raising start – up capital for a business might not come cheap, but it is a task that an entrepreneur must go through.

Joseph Ileaboya & Sons Stone Quarry Company is a family business that is owned and financed by Mr. Joseph Ileaboya and his immediate family members. They do not intend to welcome any external business partner which is why he has decided to restrict the sourcing of the start – up capital to 3 major sources.

These are the areas we intend generating our start – up capital;

- Generate part of the start – up capital from personal savings and sell of stocks
- Source for soft loans from family members and friends
- Apply for loan from my Bank

N.B: We have been able to generate about **N500,000** (Personal savings N400,000 and soft loan from family members N100,000) and we are at the final stages of obtaining a loan facility of N1.5 million from our bank. All the papers and document have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

14. Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Joseph Ileaboya & Sons Stone Quarry Company is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our products a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Joseph Ileaboya & Sons Stone Quarry Company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

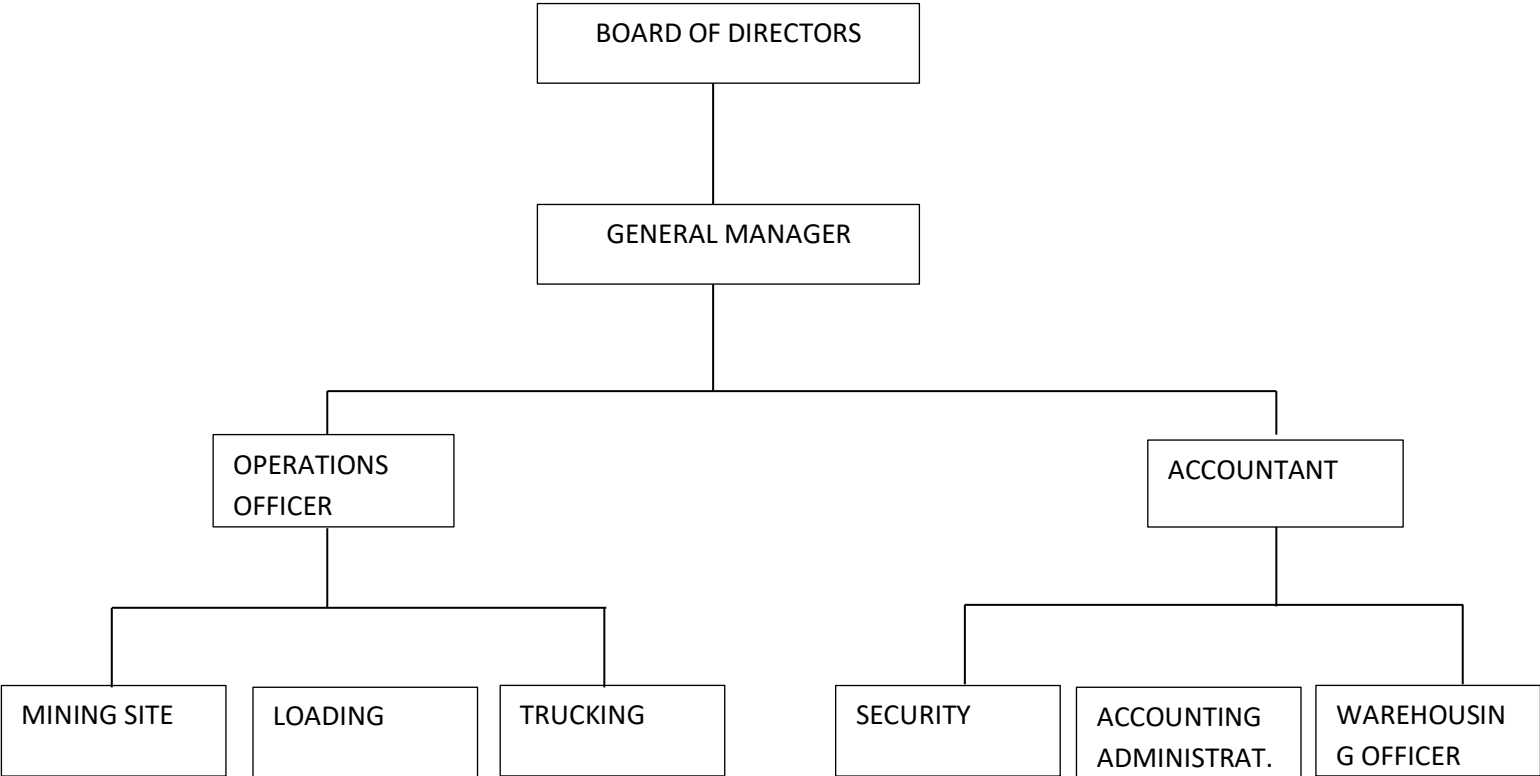
As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Check List/Milestone

- Business Name Availability Check: **Completed**
- Business Registration: **Completed**
- Opening of Corporate Bank Accounts: **Completed**
- Securing Point of Sales (POS) Machines: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Tax Payer's ID: **In Progress**
- Application for business license and permit: **Completed**
- Purchase of Insurance for the Business: **Completed**
- Leasing of a facility and renovating the facility as well: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital from family members: **Completed**
- Applications for Loan from the bank: **In Progress**
- writing of business plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**

- Recruitment of employees: **In Progress**
- Purchase of the needed stone quarry machines and equipment, furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **Secured**
- Opening party / launching party planning: **In Progress**
- Establishing business relationship with construction companies, contractors and other stakeholders in the construction cum building industry: **In Progress**
- Purchase of tippers and delivery trucks: **Completed**

PROPOSED ORGANISATION CHART



IMPLEMENTATION PROGRAMME

No.	ACTIVITY	EXPECTED DATE OF COMPLETION
1.	Preparation of the project proposals	May, 2022
2.	Submit proposals for Registration with T.I.C	June, 2022
3.	Submit List of Capital Goods for approval by TRA	July, 2022
4.	Prepare Design and engineering Drawing for the mining site Commence construction works	August, 2022
5.	Commence construction works	September, 2022
6.	Obtain proforma invoices and place order for Trucks, Plants and Equipment	October, 2022
7.	Mobilize funds and process payment for purchase of motor vehicles, plants and equipment	November, 2022
8.	Prepare for Port Clearance procedures for receiving and clearance of motor vehicles plants, and equipment	December, 2022
9.	Recruit drivers and turnboys for the trucks	December, 2022
10.	Recruit mechanics and operators of handling equipment	December, 2022
11.	Establish operational procedures and management systems	December, 2022
12.	Test the vehicles and equipment for road worthiness and acquisition of Road Licences, Insurances etc	January, 2023
13.	Prepare advertisements for company activities in Newspapers, Televisions, Radios etc	February, 2023
14.	Follow up orders for stones and aggregates and commence transport cargo operations	March, 2023
15.	Continue with organizing office work, accounting work, mining site, warehousing and storage works	April, 2023
16.	Improve finance and accounting records and computerize mining management	May, 2023
17.	Strengthen route patrolling to detect route problems and critical incidents	June, 2023
18.	Strengthen accounting for fuel Lubricants and tyre use	July, 2023