

WYL INTERNATIONAL LIMITED

FEASIBILITY STUDY

FOR

MANUFACTURING OF THERMOPLASTIC MATERIALS

Wyl International Limited

P.O. Box 31829

Dar Es Salaam-Tanzania

Contact Person: **Wu Dan – Director**

Cell phone: **+255753194196**

Email: wyl.intl.co@gmail.com

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1.0 Introduction

Tanzania is endowed with plenty of investment opportunities. Besides being peaceful and politically stable, it has abundant occupies a strategic geographical location in the Eastern and Central African region facilitative of trade and investments. The country's strong growth of 7 percent over the past decade coupled with the ongoing air, road, and rail infrastructure developments as well as utility provision provide bright prospects for investment inflows to Tanzania. However, the government has identified strategic areas of investment that include, manufacturing, *infrastructure development*, tourism, and the building and *construction industry*.

This business plan offers an opportunity to review our vision and strategic focus. It also provides a step-by-step plan for the business, establishing favorable manufacturing of thermo-plastic materials and other related products and supply of road signs and marking, gross margin, and profitability. This plan includes chapters on the investor profile, investment costs, project objectives, financial plan, market plan, and project implementation schedule.

2.0 Investor Profile

WYL INTERNATIONAL LIMITED is a professionalized road marking and road signs contractor that manufactures and supplies the road signs and marking of P.O Box 31829, Dar es Salaam, Tanzania, the company with Incorporation Number **154997721**, is incorporated in Tanzania by carrying on the business of manufacturing of thermo-plastic materials and other related products such as design, draw, painting, create, make and repair all kind of road signs and marking material supply. The investor engaged in build, constructing, altering, improving, enlarging, repairing, maintaining, developing, demolishing, removing or replacing and working, managing, carrying out, or controlling works of all descriptions, including but not limited to

offices, factories, mills, warehouses, shops, stores, garages, and other buildings, roads, machinery, and plants,

3.0 Statement of the Project Objective

The main objective of the proposed business plan is to become a leading contractor company in the manufacturing of thermoplastic materials and other related products such as design, drawing, painting, creating, making, and repairing all kinds of road signs and marking material supplies also engaged in the construction industry by carrying on the business of manufacturing thermo-plastic material and supplying gabion boxes, guard rails, and or carrying on the business of general civil works, engineering, and road constructions renovations.

4.0 Investment Costs (foreign and local expected capital expenditure)

<u>S/N</u>	<u>ITEM NAME</u>	<u>VALUE (Cost in US \$)</u>
1.	Land/Building	90,500
2.	Plant	110,000
3.	Vehicles	200,000
4.	Furnitures & Fittings	60,000
5.	Pre-expenses	10,000
6.	Others	10,000
7.	Working Capital	25,000
	TOTAL	<u>505,500</u>

5.0 Financing of the Project (specific sources(s) of finance for the project)

i. Foreign Equity

The project will be financed by “Foreign Equity” of **\$ 505,500**. Equity providers will require a rate of return target, which is higher than the interest rate of debt financing. This is to compensate for the higher risks taken by equity investors as they have a junior claim to the income and assets of the project. In nutshell the Financing of Foreign Direct Investment FDI inflows in 2017 was mainly through equity and investment fund shares which accounted for 65.4 percent of the total FDI inflows, implying a sign of increasing investors’ confidence in the domestic investment environment.

6.0 Transfer of Technology

The project seeks to attract technological transfer and use both national and foreign experts and consultants for the development, design, and construction services.

- The manufacturing of road signs is deployed are standards technology during the process; the use of AASHTO MACHINES (Digital Printing).
- The thermoplastic material is processed and qualified with BS-3262-1989.

7.0 Financial Projections for the next five (5) years

Financial projections use existing or estimated financial data to forecast a business’s future income and expenses. Good cash flow management is critical to running a successful business. There are many well-documented cases of businesses failing not because they weren't profitable but due to poor cash flow management.

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Variable cost (\$ / unit)	28.00	28.00	28.00	28.00
Additional units per year	2,000	4,000	5,000	0
Variable costs (\$ / year)	56,000	112,000	140,000	0
Fixed costs (\$ / year)	15,000	15,000	15,000	15,000
Operating costs (\$ / year)	71,000	127,000	155,000	15,000

8.0 Production of Goods and Services

The Project will stimulate the establishment of major construction services for the manufacture of road signs and road marking for both local and foreign needs considering the county’s infrastructure gaps and needs. The project is expected to accelerate the construction services development.

9.0 The capacity of the Project

In terms of project management, capacity typically refers to the maximum amount you can produce or accomplish within a regular working schedule, with a fixed amount of resources. The capacity of the project is the process of determining how to organize your resources so that you optimize capacity. The capacity of the project will be **200 numbers of units per year**.

10.0 Marketing Plan

i. Promotional Tactics

Promotional techniques are the actions that determine how a company markets its products or services. It is the process by which businesses ensure that the target segment is aware of the product or service being supplied, as well as how the product may suit their needs.

Using the greatest promotional strategies will help the project/company to make the most of its limited financial resources. Distributing promotional items, TV and broadcast advertising, social media communication, public relations efforts, and exhibits are all examples of promotional strategies.

ii. Digital Manufacturing Marketing Strategies

Simply said, manufacturers' ability to connect with modern customers is determined by their use of digital marketing. Buyers of various kinds utilize the Internet to find solutions to their problems, compare choices, and assess vendor options. Unfortunately, many manufacturers continue to use outmoded marketing strategies to advertise. Trade shows, word-of-mouth referrals, and networking events are all used in most industrial marketing initiatives for a reason: they work!

Today's industrial customers, on the other hand, are better informed and more motivated than ever to avoid your salesmen. The majority of the industrial buyer's journey (almost 70%) is accomplished before speaking with sales, and most prospects are conducting research will be on our website.

11.0 Environmental Impact Assessment

Tanzania's current political, social, and economic policies have opened up doors to small-scale and large-scale investments through trade liberalization. These policies are likely to have positive impacts on improving the national economy and create dangers on the quality of the environment

that may be compromised in the pursuit of profit. All investment opportunities are located in the Districts and Municipal boundaries. It is therefore pertinent that both central and local governments be vigilant and improve environmental governance to cope with these new demands.

Environmental Impact Assessment (EIA) will be recognized as one of the most valuable and widely used tools for achieving the goals and objectives of the project at hand, Many projects are implemented without being subjected to EIA but our project will be deployed availability of supporting information to assist decision-making process on whether or not the impact statement and/or a proposal can proceed and under what conditions and secure human and public health and susceptibility to environmental risks.

12.0 Employment Opportunities

Foreign Direct Investment (FDI) flows have increasingly become an important source of financing investment in developing economies in recent years. The project will create employment opportunities for various professionals directly or indirectly linked to the project. Currently, before the commencement of the project operation, there are **11** total jobs **6** local and **5** foreign.

The project will also provide indirect employment in primary, secondary, and tertiary sectors including banks, logistics, insurance, manufacturing, etc. of the Project Area of Influence.

13.0 Proposed Implementation Schedule

It is expected that the project will take a respective duration/period to be conducted or implemented as shown below in the figure:-

<u>S/N</u>	<u>ACTIVITY</u>	<u>DURATION (Period)</u>
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1.	Application/Processing TIC for Certificate of Incentives	July 2022
2.	Financial Mobilization	June – October 2022
3.	Ordering of Vehicles and Road Marking Machines	September 2022
4.	The arrival of Vehicles and Machines	October 2022
5.	Trial Operations	November 2022
6.	Commencement of Project/Operations	February 2023