

Business Plan

TEKNOSENS INVESTMENT LIMITED

July 2022

Executive Summary

Objectives:

1. To manufacture 240 Trailers by 2023
2. To reach at least \$ 20M in total sales by 2025

Unique Selling Point:

Teknosens Investment Limited will be the biggest trailer manufacturer in the whole of Tanzania. It will use state-of-the-technology in all its facilities that ensure the safety of all its customers.

About Us

In the end of 2014, Teknosens Investment Limited was established in Dar es Salaam Tanzania on 1000m² area. And now we have expanded up to 3500m². In addition the company investing in hot dip galvanized. It has won the title of not only Tanzania but also the eastern African countries as the first sheet processing plant, with its universal machine park.

Teknosens Investment Limited wishes to innovate, carrying out its leading strategy in technology and build its core competitive with intellectual property rights. It will equip with various state of the art and precision equipment in processing, experiment and testing of which the equipment related to engine parts, material technologies and testing capabilities to reach world class level.

Services & Pricing

Identified as the foremost manufacturer, steel fabricator, wholesaler, and trader enterprise, Teknosens Investment Limited is producing a supreme range of Mechanical Equipment since the commencement in the year 2015.

Our dedicated company practice empowers us to handle an extensive range of extremely demanded machine, such as CNC Plasma Cutting, CNC Decoiler System, CNC Press Brake Bending, CNC Punch Press, and CNC Variable Rake Shears.

Target Market

Teknosens Investment Limited will target both the local population in Tanzania and neighbour countries like Rwanda, Kenya, Uganda, Burundi, Congo, Zambia, Malawi and Mozambique.

Competition

The company's competitions are the following:

1. Super doll
2. AM Trailer manufacturer (T) Ltd
3. Simba trailer manufacturing limited
4. Continental
5. Dell Trailer manufacture (T) Ltd
6. CK trailer manufacturing limited

Marketing Plan

The marketing plan will consist of promoting the trailer on different social media platforms and advertising on television and radio. It will partner with companies that offer products and services relevant to the trailer and will collaborate with influencers to feature the trailer in their social media posts, and blogs. Flyers and coupons will be handed out to all customers and passers-by

Operational Plan

Will be located at Dar es Salaam, Ubungo, EPZ building Morogoro Road plot no. 16 block A

ACTION	ASSIGNED TO	END DATE
Hand out flyers and limited-time coupons for walk-in customers	Sales person	Daily
Update social media accounts and post ads	Sales administrator	Weekly

Team

Chief Executive officer

General Manager

Mechanical Engineer

Technician Officer

Marketing Officer

Projected Startup Costs

DESCRIPTION	AMOUNT	PERCENTAGE
Land Property (3500 square.)	\$85,600	%
Licenses and Permits	\$2,500	%
Equipment and Facilities	\$150,000	%
Other Expenses	\$25,000	%
Startup Fund Available	\$50,000	%
Total Startup cost	\$227,500	

Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$3,336,000	\$6,672,000
Cost of Sales	\$5,040,000	\$10,080,000
Gross Profit	\$6,720,000	\$13,440,000
Total Expenses	\$15,096,000	\$30,192,000

Projected Balance Sheet

DESCRIPTION	YEAR 1	YEAR 2
Asset 1	\$1,500,000	\$1,650,000
Other Assets	\$385,000	\$50,000
Liability 1	\$658,000	\$452,000
Other Liabilities	\$265,000	\$35,620
Equity Capital	\$2,500,000	\$3,423,000
Retained Earnings	\$534,456	\$856,532
Total liabilities	\$923,000	\$487,620

Appendix

Teknosens Investment Limited Catalogue