

NEW BUSINESS PROPOSAL – CYTECH INKS TANZANIA LTD. – FEASIBILITY STUDY

Preface

The “Cytech Inks Tanzania Ltd Feasibility Study (F/S)” has been produced by & have the ownership on the modification and revision on this report.

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1.0 EXECUTIVE SUMMARY

1.1 Parent Company Profile

Hi-tech Inks & Coating Limited is an ink manufacturing company based in Nairobi, Kenya. We have broad based technology in manufacturing any type of inks used in printing press majoring in solvent based gravure, flexo brands of inks and Adhesives as well. Our Inks are consumed by both leading local based printing firms like General Printers Ltd, Bobmil Industries Ltd, Printpak Ltd, Afriflex East Africa Ltd and export to East African markets to companies like A- Z Textiles based in Arusha Tanzania, Modern Flexibles, Omar Packaging in Tanzania , Graphic Systems Uganda, Chamber Printing House Ethiopia, Ayesha Feki Printing and Packaging, Best Pack Ltd etc.

The company has grown in leaps and bounds for the last one and a half years since its inception in terms of customer base within East Africa and is prospecting to venture into East and Central African markets.

Our production capacity in our ink portfolio has increased significantly from 300 Mt to 700 MT owing to the overwhelming demand of our products both locally and regionally as we position ourselves strategically as market leaders in the region.

Hi-tech Inks & Coating Limited is a dynamic, proactive international business partner that consistently provides values, reliability, quality and customer satisfaction. This group leverages core competencies of manufacturing and developing to continually expand their product lines and diversify our business portfolio.

We have the capacity to meet any demand by our esteemed customers since we have invested heavily on infrastructural machinery and technical man power which is basically our driving force.

Our aim is to continually enhance the success and fortitude of the **Hi-tech Inks & Coating Limited**. The organization is committed to: Reliability, Innovation and Quality.

1.2 Why Start a packaging Ink Company?

Amongst all of segment of Industry one of most promising good growth trend arena is Packaging Industry. As per **Pak Factory** estimation sustainability packaging growth rate to see a compound annual growth rate (CAGR) of 6.4% by 2028 onwards.

Another innovation that is projected to see even more significant growth in packaging for **water-soluble pods**, offering both eco-friendliness and convenience (think cosmetics and detergent packs).

According to Future Market Insights, the **global water-soluble pods packaging market** is likely to see a CAGR of 16.4% over the next decade.

Coupled with current initiatives, including the evolution of modularity and creative reuse, sustainability efforts in the packaging industry will continue to see a stellar rise.

1.3 Why to set up in Tanzania ?

In Kenya, Hitech Inks & Coating Ltd has been established in the year-12 to serve ink, varnish & adhesive require for flexible & packaging segment. With growing demand in the region a local presence is dare need in Tanzania. Having sea port & proposed inland port will enable us provide a logistics support to cater the requirement for surrounding countries like Zambia, Malawi, Rwanda, Congo , Burundi ... And having same tariff code zone EAC & SADAC will be beneficial to have a strategic operation point for our operation.

1.4 Business model :

A business model is an essential part of a business which is a means by which a company tries to capture value based on how it will generate economic value in the form of revenue. **Cytech Inks & Coatings Ltd.**, strongly hold on the quality ,innovative product line with quality of their services. **Cytech Inks & Coatings Ltd.**, aim at

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following a model of value creation & environ friendly for their products. By so doing, they capture the minds of potential converters . How will this be done, by carrying out comparative demonstration on quality of their brand and other existing brands to evaluate FAB . Pointing out how much time, money and the environment will be saving in the long run. By so doing, buyers visualize for themselves what they will be saving in the long run .It obviously will make a huge difference in their balance sheet at the end of the a fiscal year. Cytech Inks & Coatings ltd. will conduct onsite training , free seminars on the benefit of their product usage, all necessary information required on how our products are preserved and applied for better results. Resource persons will be invited from our principle tech support Sun Chemicals & allied to orientate our customer every year.

2.0 INTRODUCTION OF PROPOSED BUSINESS PLAN

2.1 Identification of the project & project proponent

Cytech Inks & Coating Ltd,(a proposed business name) proposes for setting up blending & manufacturing facility for packaging printing ink & coating with a trade line to supply adhesive & other consumables for packaging & allied segment, in Dar es salaam , Tanzania .

2.2 Brief description of nature of the Project

Proposes for manufacturing of Printing Inks for flexo & gravure printing for plastic film , paper & board predominantly used in packaging industry .

2.3 Need for the project and its importance to the country and or region

The demand for packaging ink is increasing in the region .With the advent of environ friendly packing & new high productive print machinery ; there is a need rise for modified ink system. As a part of a backward integration & collaboration with world leading ink system provider we have integrated in-house developed system to meet new demand from the industry. As we are targeting neighboring country for export business so ,we expect this project will earn forex . This will also generate direct and indirect employment opportunity for various levels of people in Tanzania.

2.4 Imports vs. Indigenous production

Based on the current cost of indigenous raw materials and the non availability of some materials, we will have to import some of the key raw materials as they are not available indigenously. This will make us very competitive against imported finished products and we will export of our finished products to neighboring countries.

2.5 New Opportunity

Apart from conventional solvent base gravure & flexo ink & coating we are in intend to lay down below product line..

1. **Mono concentrate base-** ease of handling solvent in press room
2. **Environ friendly/sustainability series-** looking at the upcoming market demand solvent free ink series will be launched . This will assist us to cater new territory with new cliental base .
3. **Aqua flexo rulling ink-** we will introduce rulling ink in the region . This will open a new set of client for us. As well as this set of client we can serve them with OPV . Both the grades are voluminous.
4. **Functionality Over print varnish/UV varnish**
Trade line-
Paper & board segment- (1) Press chemicals (2) Plate (3) Press blanket (4) offset ink
Narrow label segment- UV ink & OPV

2.6 Objective-

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A company **objective** is the outcome an organization would like to achieve globally in the long run. Through its mission and situation of its environment. The purpose of setting objectives for a company is geared towards; converting its vision into specific performance targets and creates yardsticks to track performance. It effectively describes the actions required to accomplish a task. This can be done looking at the techniques an organization will use to achieve sales success, customer service goals, financial goals and any other measurable aspirations of the company.

Company objectives are measurable and must be **SMART**:

- **Specific** → well defined and clearly stated
- **Measurable** → quantifiable or absolutely calculable
- **Achievable** → realistic under the circumstances
- **Relevant** → supporting accomplishment of the mission and contributing to realizing the vision in the long term.
- **Time bound** → time based (corresponding to the period of the business plan) Financial and strategic are the two main types of objectives most successful company will strive to reach.

Financial objectives are set to be measure in monetary terms in achieving the following:

- Increase in the percentage of annual revenues
- An annual percentage increase in after tax profits
- Increase in the annual earnings
- Annual dividend increase
- Profit margin of >5% ,with reserve for working capital for future expansion
- A percentage increase on the return of capital
- An increase in share holder value
- Sufficient internal cash flows to fund 100% of new capital investment
- Stable earnings during periods of recession

On the other hand, Strategic objectives are planned objective that an organization plans to achieve which could include the following:

- Winning an certain percentage of market share
- Achieving lower overall costs than rivals
- Overtaking key competitors & product performance or quality or customer service
- Deriving an increase in the percentage of revenues from sale of new products in traduced in past 5 years
- Achieving technological leader ship
- Having better product selection than rivals
- Strengthening company's brand name appeal
- Having stronger national or global sales and distribution capacities than rivals
- Consistently getting new or improved products to market ahead of rivals

In summary, the outcome for setting financial objective is focused on improving financial performance. Mean while the outcome of strategic objective focuses on improving competitive vitality and future business position. The objective of the 2 years is to achieve more than 50% of flexible ink & coating market share & give the brand a spontaneous awareness, we will spread over the 02 years as follows:

- 1st year: 30%
- 2nd year: >50% of total regional market share

How to achieve:

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The first year our aim to establish our product on press our strategy

- Create customer awareness
- Push customers to try our product and consider
- Establish logistics support for export

The second year will consist of the following:

- To retain customers who have tried the product
- To increase our market share
- To position our product in customer mind

2.7 Generic strategy of Cytech Inks Tanzania Ltd.:

Five Generic Competitive Strategies described by Thompson (2014), expect to implement

- Low-Cost Provider Strategies
- Broad Differentiation Strategies
- Best-Cost Provider Strategies
- Focused (or Market Niche) Strategies

Our strategy will be: Best-Cost Provider Strategies which to be best value for the client taking into account the price paid for the product. A best-value provider's competitive advantage is based on its capability to include upscale attributes at a lower cost than rivals' comparable products.

In order to achieve competitive advantage the following measures can be taken into account:

1. Incorporate attractive features at a lower cost than rivals
2. Manufacture a good to excellent quality product at a lower cost than rivals
3. Develop a product that delivers good to excellent performance at a lower cost than rivals
4. Provide attractive customer service at a lower cost than rivals

Product positioning for Cytech Inks Tanzania Ltd., as the best product in terms of quality and environmental protection:

- Attacking the most promising segments including high end solvent less ink system
- Set a high price with the best **quality: price** ratio.
- Establishing regional reference point for each segment
- Brand positioning
- Strong communication push and pull focus on the brand and the company
- Support customers for press audit & drive to evaluate cost effective model to optimize use of ink & adhesive
- Strong exploration of potential and existing customer base for ink/coating & adhesive requirement

The quality differentiation of our product from rivals and the adaption of our prices to capture buyer that are sensitive to price and value.

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3.0 Project description -Production flow chart has been attached .

1. Medium

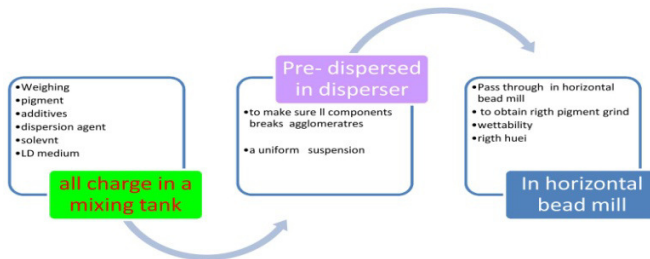


Production process- High speed

Production time – depends on quantity & type



2. Pigment milling :



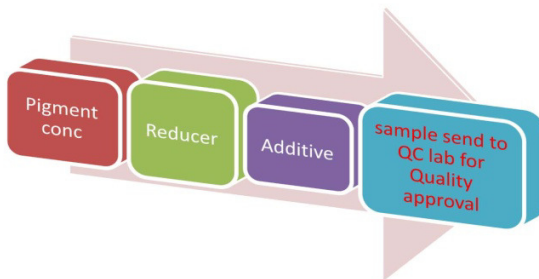
Production process- Horizontal bead mill

Production time – depends on quantity & type



3. Finishing steps :

Production process- dissolver in mixing tank.



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4. Final step-
Filtration/ packing/ label/ Batch QC report



Additional equipment-

- QC lab equipments



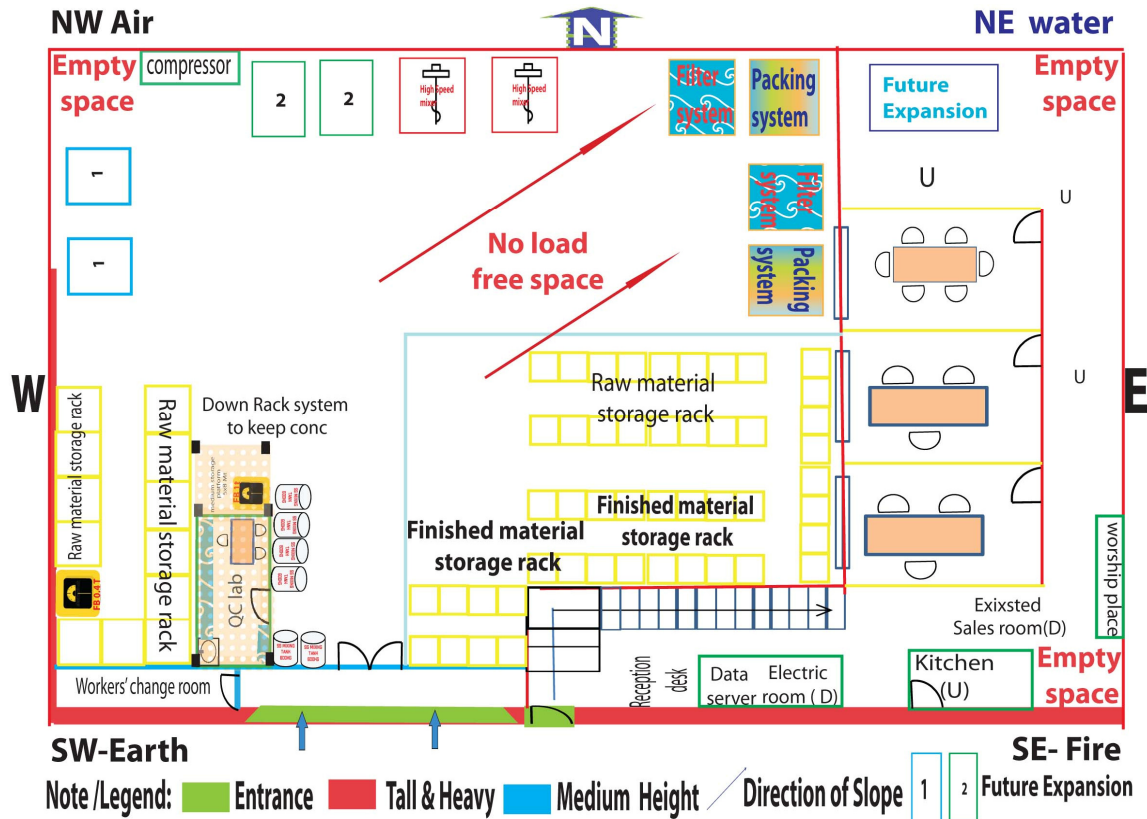
- Label printer
- CCTV
- Server
- Work station
- Invoice dot matrix printer
- Solvent recovery system

3.1 Raw Material required

RAW MATERIAL PLANNING				
Source	Item	QTY	Stock level (days)	
Local	Solvent (30M)			
	EA	6000	30	
	IPA	1500	30	
	ProBhPM	200	30	
	NPA	200	30	
			7900	
	WB(45M)			
	DEG	700	60	
	MEA	600	60	
	CaCO3	800		
	ProBh	400		
	AF,Dis aid, Caustic soda	400	30	
			2900	
	Imported	Solvent (30M)		
Conc		12000	90	
Let down med		11340	90	
Reducer		5910	90	
NCPU medium		750		
			30000	
WB(45M)				
PIG+ pig conc		18000	90	
Extender		18000	90	
Additive		1350	90	
Filler		2250	90	
		39600		

For raw material required along with quantity; Please refer to above table. We shall procure the raw material as much as possible from domestic market and if there is no availability of any raw material we will import. We shall export substantial output from the plant.

3.2: PLANT LAYOUT



3.3 Resource optimization/recycling and reuse envisaged in the project

Total water requirement is estimated to 20 KL/month which shall be met through DAWASCO water supply. The wastewater generation is estimated to 5 KL/month. Effluent generated shall be treated in ETP consisting of primary, secondary and tertiary treatment facility. The treated industrial effluent is discharged to sewage line & partially to land within premises for irrigation /plantation /gardening .

3.4 Connectivity

- Major factors involved in the selection of site are listed below:
- Site is very well connected by sea, road, air & railways.
- Proximity to Raw Material suppliers
- Availability of sufficient free space
- Availability of water for industrial use

4. Organizing Cytech Inks Tanzania Ltd.: DEVELOPING FUNCTIONAL AREAS

4.1. Organization and structure

Cytech Inks Tanzania Ltd. will initially have 6 employees, to meet expected demand. Despite the above, the workforce can be adjusted to actual demand to be taken at all times, to avoid losing competitiveness. With regard to the hours spent on each of them, we assume that work days is equal to 40 hours per week, with the possibility of overtime as established in the Cameroon collective agreement.

4.1-1 Management

The Company will be owned and operated by its founders, initially working with a small employee base that will cover operation, sales and delivery. Management and personnel plans are covered in more detail below.

4.1-2 Organizational Structure

The company will be managed by the two founding partners, whose individual areas of expertise cover many of the functional aspects of the business. The organizational structure is simple. This structure is characterized by a low degree of departmentalization, wide spans of control, authority centralized in a single person, and little formalization.

The strength of the simple structure lies in its simplicity. The company is fast to react before unforeseen situations, because it is very flexible. Besides, this kind of structure is very inexpensive to maintain. In the case of **Cytech Inks Tanzania Ltd.**, one of its co-founders (F1) will be responsible for the operation, product development, marketing, routing, distribution management, customer service, and delivery systems. Co-founder (F2) will be responsible for accounting, shipping and the general administration of the business. Together they will be responsible for product selection, sales, strategic planning and marketing.

4.2 Human resources

Initially we expect to be able to handle business needs with (F1) and (F2),

- COO
- Production supervisor-1no
- Data entry/ receptionist/office assistance – 1 nos
- Accounts assistance
- QC lab assistance- 1no
- Operator – 2 nos
- Low skilled helper-3 nos
- Junior accountant – 1 nos
- Driver – 1nos
- Biker- 1nos

Total – 12

As business continues to grow, we intend to hire additional employees one at a time and pay as market labour rates to attract and retain quality help. Not only we will train our employees to deliver excellent service, we will give them the flexibility to respond creatively to client requests. In addition, we will continuously monitor our clients' level of satisfaction with our service through surveys and other convenient feedback means.

To ensure our team to meet our expectations, we will hold a minimum of quarterly review meetings with all employees so that results can be reviewed and future plans can be discussed. At least twice a year, a refresher course will be required on product knowledge and how to exceed our customer's expectations.

5.0 Economical and financial analysis

We will look at all information about economic and financial nature of the company, to assess the economic viability. Basically it is to analyse whether **Cytech Inks Tanzania Ltd.** meets the conditions of profitability, solvency and liquidity necessary to carry out the business. In continuation, we elaborate a short study to determine whether or not it is advisable to carry out the investment on opening an ink & coating company of this category.

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To put up to this investment, **Cytech Inks Tanzania Ltd.** will have financial source of income. The first source will come from prime investor as Hitech Inks & Coating a sum of an amount \$200,000 (a parent company) towards plant & machinery inclusion of erection, intermediate material. The second source of income will be a bank loan for an amount of \$ 400,000, the loan will be paid in 5 years with an interest rate at which the bank agree lending rate @ 6% or less (subject to negotiation with bank) annually.

Table : Finance source

	Amount (\$K)	Source
Capital	200	Investor from Parent company
Loan	400	Financial Institute
Total (\$K)	600	

5.1 Product pricing sheet for the first four years

The table below gives a detail on how we arrived at a selling price. The cost is calculated in FIFO (first in first out). The sales quantity is estimated 25,000Kg per month. The basic intermediate input is solely supplied & quality controlled from our prime investor & promoter (Hitech Inks & Coating Ltd.,Nairobi, Kenya) based on negotiation with an estimated cost of sum estimated as \$2.9per kg.In continuation, we will sum up all other charge to calculated landed rate at warehouse as shown in the table below.

This gives us a cost price of \$3.15 per Kg of material.

Note-Assume clearance charges & logistics cost rose by 10 % annually.

Table: Product pricing

Description	Cost/Kg(\$)			
	1yr	2yr	3yr	4yr
Basic price	\$ 2.90	\$ 3.13	\$ 3.38	\$ 3.65
Logistics cost	\$0.20	\$ 0.22	\$ 0.24	\$0.27
EAC/other documentation charges				
Offloading charges at warehouse	\$ 0.05	\$ 0.06	\$ 0.06	\$0.07
Total (\$)	\$ 3.15	\$ 3.41	\$ 3.69	\$ 3.99

(calculation based on 11Mt truck load)

$\$1550 + \$350 + \$200 = 2100/11$

2hour to offload 11Mt by hired forklift = \$40

5.2 Income statement

An income statement matches the revenue earned in a period with the costs incurred in earning it. It distinguishes between a gross profit and a net profit. If the cost exceeds revenue the business has made a loss.

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Table: 5 years Income statement

INCOME STATEMENT										
Head	1yr		2yr		3yr		4yr		5yr	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
Sales (quantityx rate of sales)	KGS 150,000	\$660,000.00	KGS 360,000	\$ 1,620,000.00	KGS 480,000	\$ 2,352,000.00	KGS 540,000	\$ 2,808,000.00	600000	\$ 3,360,000.00
Cost of sales	KGS 150,000	\$472,500.00	KGS 360,000	\$ 1,227,600.00	KGS 480,000	\$ 1,776,000.00	KGS 540,000	\$ 2,154,600.00	600000	\$ 2,580,000.00
Contribution margin		\$ 187,500.00		\$ 392,400.00		\$ 576,000.00		\$ 653,400.00		\$ 780,000.00
Rent		\$ (18,975.00)		\$ (20,872.50)		\$ (26,403.71)		\$ (29,044.08)		\$ (33,400.70)
Wages		\$ (65,430.00)		\$ (95,964.00)		\$ (123,601.63)		\$ (142,141.88)		\$ (170,570.25)
Advertisement & marketing expenses		\$ (13,200.00)		\$ (32,400.00)		\$ (54,096.00)		\$ (67,392.00)		\$ (73,920.00)
Direct operational expenses		\$ (39,600.00)		\$ (81,000.00)		\$ (141,120.00)		\$ (168,480.00)		\$ (201,600.00)
Unanticipated cost		\$ (13,200.00)		\$ (35,640.00)		\$ (51,744.00)		\$ (56,160.00)		\$ (84,000.00)
Operating profit		\$ 37,095.00		\$ 126,523.50		\$ 179,034.66		\$ 190,182.04		\$ 216,509.05
Interest on loan (1yr 9 months interest payment)		\$ 46,020.00		\$ 61,360.00		\$ 55,000.00		\$ 48,000.00		\$ 40,000.00
Principal amount payable				\$ 45,000.00		\$ 50,000.00		\$ 60,000.00		\$ 80,000.00
Profit before tax		\$ (8,925.00)		\$ 20,163.50		\$ 74,034.66		\$ 82,182.04		\$ 96,509.05
Tax on benefit		\$ (2,677.50)		\$ 6,049.05		\$ 22,210.40		\$ 24,654.61		\$ 28,952.72
Net operating profit		\$ (6,247.50)		\$ 14,114.45		\$ 51,824.26		\$ 57,527.43		\$ 67,556.34

6.0 Project schedule & planning:

6.1 Planning Concept

Type of Industry: Proposed project for manufacturing & blending of Printing Inks & functional coating including trading line for various allied service & item for print & packaging industry.

6.2 Project schedule

Task	Time line
Business Name availability	2 day
Business Incorporation	45 day
Application for business license & permit,NEMA	
Application & obtaining Tax Payer's ID	
Opening Corporate Bank Account	2 day
Complete work permit for Director	60 days
Purchase of Insurance for business	5 days
Renting of office & plant facility finalization	14 days
Confirming plant layout & machinery, Installation quote finalization	7 days
Storage rack system ,Electrical connection, plumbing	21 days
Erection & commissioning the plant	60 days
Application for GCLA certificate/permit	30 days
Pilot production & sampling	21 days
Finalization of organization structure & generating capital	21 days
Drafting of Contract Documents & other relevant Legal Document	14 days
Design of Company's Logo, Mission statement, office stationary	7 days
Market entry , penetration strategy, promotional material	45 days
Recruitment of employees	60 days
Purchase of required printing machinery,furniture,office equipment ..	14 days
electronic appliances	7 days
Creating Official Website for the Company	45 days
Health Safety & Fire Safety Arrangement	60days
Establishing supplier chain , financial arrangement	60 days
Establishing business relationship with key players in the Industry	60 days

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6.3 Grant sheet for project execution schedule

Project - set up new business entity		total	weeks																														
	days		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
1.0 Company set up																																	
1.1	Business Name availability	2	■																														
1.2	Business incorporation	45	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	Application for business license & permit,NEMA																																
	Application & Tax payerID,VAT																																
1.3	Complete work permit for director	60	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
1.4	Opening Corporate bank a/c	3																															
1.5	Working capital,finance arrangemtn & negotiation for lending rate with	14																															
1.5	Purchase of insurance for business	14																															
2.0 Plant set up																																	
2.1	Renting of warehouse & leasing	14																															
2.2	Plant layout	7	■	■																													
2.3	Plant instalation-commissioning	60																															
2.4	Storage rack,plumbing,electrical conenction	21																															
2.5	OSHA/fire certification -inspection	14																															
2.6	Application for GCLA certificate/permit	21																															
3.0 Orgnisation set up																																	
3.1	Finalization of organisation structure & generating capital	21																															
3.2	Drafting of contract documents & other legal documets	21																															
3.3	Staffing- HR compliance	21																															
3.4	Company logo,stationary,mission statement	14																															
3.5	Purchase of required printer,furniture	14																															
3.6	accounting softare purchase & set up	14																															
3.7	in house control docs set up	14																															
4.0 Operation set up																																	
4.1	Supplier chain establishment	30																															
4.2	Stock arrangement	60																															
4.3	Set up goods handling equip. & floor set up	14																															
4.4	Pilot production & sampling	14																															
5.0 Marketing & sales																																	
5.1	Training to staff & company philosophy	7																															
5.2	press trial , commercial term	30																															
5.3	Creating official website	14																															
5.4	product launching	14																															
5.5	Establishing business relationship with key player																																
5.6	Commercial billing																																

7.0 Project cost Estimation:

7.1 Initial working capital requirement-

Working capital requirement for RM stock & operation expenses		value / month	credit period (days)	Avg realisation from client (days)	production lead time + transition period	Net days for working capital
SOLVENT INK	Local	\$ 3,200.00	90	100	60	-70
30MT	Importation	\$ 66,000.00	90	100	60	-70
	Value	\$ 69,200.00				
	Initial working capital for importation (in \$) 120days	\$ 276,800.00				
	Direct,operation expenses 7 months	\$ 194,110.00				
		\$ 470,910.00				

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7.2 Other expenses for future strategically to secure business -

New Production set up with client demand	
water base disp sys	\$ 40,000.00
solvent base sys	\$ 130,000.00
Total	\$ 171,700.00

7.3 Summary of total finance requirement schedule –

cost head	amount in (\$000)	disbursement schedule
Initial equipment purchase	140	Immediate
-Plant & machinery(for blending- dosing system, mixer,filter sys,QC equip,balances,material handling equip)		
- Plant erection & installation expenses		
RM /working capital requirement	138	immediate for importation
	69	45 days
	69	75 days
Operational/strategic expenses	184	¼ 30 days & balance 90 days
Total (\$000)	600	

7.4 Market approach

Customer's choice	Cytech Inks & Coatings Ltd.
Reputation of supplier	Conduct press trial at client site to establish quality norms Strive hard to keep a good reputation
Adaptability of client requirement (quality, price, delivery, payment mode and time , service)	Our customer will be a priority to us and we will always strive to reach their requirement
Technical assistance provider	Cytech will count on professionals with quality assistance
Availability of product/service	Cytech will be located in a place; easy accessible that makes distribution easy and at a lower cost
	Cytech posses the main qualities costumer consider to be qualified as preferred suppliers

7.5 Strategy and Implementation Summary

- **Emphasize Customer Service**
- **Focus on Target Markets**
- **Our team-**
 - **Key person has more than 20 years experience in printing industry with Print Engineering Degree & master having experience as top management over decade & completed specialized course under Du-Pont, KIWI, SIFAR, COPE..**
 - **Key technical person will be recruited from MNC ink company**

8.0 ANALYSIS OF PROJECT & CONCLUSION

This entire project is based on the objective of setting up a new ink plant by Cytech Inks Tanzania Ltd. under prime investor Hitech Inks & Coating Ltd. and draw conclusions on the profitability of the business.

Due to the gap of demand & supply as local base in Tanzania, this situation has given the opportunity for Cytech Inks Tanzania Ltd. to nurture its existence and be part of a fast growing economy, providing a high quality service & product, environmentally friendly, compatible with other brands and accessible even to small and medium size companies.

After assessing the external and internal environment of Cytech Inks Tanzania Ltd. with seasoned business experience in EAC & India will be edge in ink & coating market in Tanzania. Cytech Inks Tanzania Ltd. shall be able to respond to both external and internal issues in a proactive and dynamic manner by using its strength and reducing its weaknesses. Through this, the company will be able to generate a strong identity in the market.

Tanzania is a growing economy that is still very green to start-up businesses. That is to say, it is not congested. From the financial forecast drawn for the first 5 years which basically it is to analyze whether Cytech Inks Tanzania Ltd. meets the conditions of profitability, solvency and liquidity necessary to carry out the business, the company shall be financially viable enough to refund the bank loan plus interest by its third & half year of existence. With paid loan, the company stands on a better position to grow. A mix of cliental base is needed to develop to reduce credit period to make operation cycle a healthy one. Cytech Inks Tanzania Ltd. count on a clear vision knowing the essential purpose of its existence couple with the strategies put in place as a lean operation process. The company has support of efficient & experienced manpower team to help & push the company toward achieving its objectives.