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# BUSINESS PLAN

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**GREEN VENTURES LIMITED**

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## EXECUTIVE SUMMARY

The proposed business aims to acquire HDPE FOAM PROFILE PRODUCTION LINE MACHINE. The HDPE FOAM PROFILE PRODUCTION LINE will be fully operational and utilized to generate employment opportunities for the surrounding community, as they are the primary stakeholders in the business. Additionally, the business intends to address **environmental sustainability** issues and contribute to the overall economic improvement of the Arusha communities and the country as a whole.

## DESCRIPTIONS OF THE BUSINESS

The business name is GREEN VENTURES LIMITED, a private limited liability company, registered under the Laws of the United Republic of Tanzania with a certificate of incorporation no. 137-945-584 dated the 19<sup>th</sup> day of October 2018. The company has obtained a certificate of registration for a tax identification number 137-945-584 on the 21<sup>st</sup> day of December 2019, engaging in the business of transportation. The company is owned by its co-founders, EDGAR EDMUND TARIMO, and NICKSON JEREMIAH KIMARO, each having experience in the recycling industry.

### Vision

Green Venture Limited envisions a future where environmental sustainability is at the forefront of business practices. Our commitment is to lead the way in eco-friendly initiatives and innovations. Through the responsible management of resources, the promotion of green technologies, and active participation in conservation efforts, we aim to create a lasting positive impact on the environment. By integrating sustainability into every aspect of our operations, we aspire to inspire others to join us in building a greener, healthier planet for generations to come

### Mission

At Green Venture Limited, our mission is to lead the way in environmental sustainability, dedicated to fostering a greener and healthier planet. We are committed to implementing innovative practices and technologies that minimize our ecological footprint. Through responsible and eco-friendly business operations, we aim to inspire positive change within our industry and beyond.

We strive to:

**Promote Renewable Resources:** Utilize and promote the use of renewable energy sources and materials in our operations.

**Reduce Waste:** Implement efficient waste reduction strategies and recycling programs to minimize environmental impact.

**Community Engagement:** Engage with and empower local communities by creating awareness about environmental issues and providing opportunities for sustainable practices.

**Continuous Improvement:** Regularly assess and enhance our processes to meet or exceed environmental standards and regulations.

**Partnerships for Impact:** Collaborate with like-minded organizations and individuals to amplify our collective efforts towards a sustainable future.

By adhering to these principles, we aspire to contribute positively to both the local and global environment while setting a benchmark for excellence in environmental responsibility.

## Employees

The employees' structure will be as follow

Title	Key responsibilities
CEO (Chief Executive Officer)	Overall strategic leadership and decision-making for the company.
Operation Manager	Oversee all the activities/programming at camp
Recycling Plant Supervisor	Acquisition and negotiating for camp supplies
Environmental Compliance Manager	Develop and implement environmentally sustainable practices
Sales Manager	Develop and implement sales strategies to promote environmentally sustainable products and plastic paper recyclization services. Build and maintain relationships with clients and partners. Collaborate with the marketing team to create promotional materials
Materials Scientist	Research and develop innovative materials for eco-friendly packaging and products. Ensure the use of sustainable materials in all production processes. Collaborate with the production team to optimize material usage.
Finance Manager	Financial planning, budgeting, and reporting
HR (Human Resources) Manager	Administrative oversight and compliance
Customer Service Manager	Handle customer inquiries and provide information about the company's products

	<p>and services.  Address customer concerns and ensure high levels of customer satisfaction.  Work with the sales team to identify customer needs and preferences.</p>
Machine Operators	<p>Operate and maintain HDPE FOAM PROFILE PRODUCTION LINE MACHINE.  Ensure efficient and safe operation of machinery.  Collaborate with the materials scientist to implement changes in the production process.</p>
Community Relations Manager	<p>Develop and maintain positive relationships with the local community.  Implement community outreach programs to educate and involve the community in environmental sustainability initiatives.  Collaborate with the marketing team to promote the company's commitment to community well-being.</p>
Staff Manager	<p>Manages all staff, stays on site year-round</p>
Staff	<p>Handling day to day activities of camp</p>

## **EMPLOYEES DEVELOPMENT PLAN**

The company, GREEN VENTURES LIMITED, is deeply committed to the development and well-being of its employees. Our focus is on enhancing employees' performance and skills. As employees continue to work with GREEN VENTURES LIMITED, they will receive training to prepare them for higher positions within the company. Working in collaboration with experts will boost the skills and capabilities of local employees, positioning them for future roles. Furthermore, given our commitment to environmental sustainability, we actively engage in plastic and paper recycling initiatives to contribute to a greener future.

## **PROSPECTIVE EMPLOYMENT OPPORTUNITIES**

**GREEN VENTURES LIMITED** operates on the principle of a going concern, with a commitment to fostering positive socio-economic impacts in the surrounding communities. Our business operations are expected to yield a range of positive outcomes for the local populace, both directly and indirectly.

As we envision our business thriving, we plan to proactively contribute to the economic development of the region. In the initial phase, the acquisition of the HDPE FOAM PROFILE PRODUCTION LINE MACHINE will enable us to create direct employment opportunities within our company. Skilled and unskilled workers alike will be recruited to operate and manage the production line, contributing to the growth of the local job market.

Furthermore, our commitment to community engagement extends beyond direct employment. As we expand our operations, we anticipate a multiplier effect on the local economy. Supporting industries, such as suppliers and service providers, will also experience increased demand, thereby creating indirect employment opportunities.

Moreover, as the company scales up, the positive impact on the local workforce will extend to skills development and training programs. We are dedicated to investing in our employees, providing them with the necessary skills and knowledge to excel in their roles, thereby contributing to their personal and professional growth.

In summary, the prospective employment opportunities generated by GREEN VENTURES LIMITED extend beyond the confines of our immediate operations, aiming to foster a sustainable and thriving economic ecosystem in the Arusha communities and the country as a whole.

## MARKETING SEGMENT

Based on our extensive experience and thorough market research, it is evident that there is a substantial and growing demand for recycled plastic goods within both the Arusha region and the entire country. This heightened demand can be directly linked to the environmental degradation caused by the increased economic activity, particularly the widespread cutting down of trees. Recognizing this urgent need, GREEN VENTURES LIMITED is strategically positioned to address the market gap by focusing on plastic recycling.

The expansion and development of GREEN VENTURES LIMITED in Arusha and across the country will not only cater to the rising demand for recycled products but also serve as a sustainable solution to mitigate environmental damage. By providing high-quality recycled goods from plastic materials, we aim to contribute significantly to environmental conservation efforts.

As we move forward with our vision, we are confident that GREEN VENTURES LIMITED will not only meet the demand for recycled plastic goods but also play a pivotal role in fostering economic improvement in the Arusha communities and the country as a whole.

### Market analysis

#### Customer

The business intends to offer its services to a diverse customer base. Following a thorough market analysis, the identified target segments are outlined as follows:

After the first year of operation, the customer base is expected to consist of:

- ✓ 60% from local companies,
- ✓ 20% from European entities, and
- ✓ 20% from East African countries.

This strategic distribution aims to establish a robust and globally diversified clientele, enhancing the business's resilience and fostering international partnerships. The company's focus on local, European, and East African markets reflects a commitment to broadening its reach and creating a sustainable customer base.

### 1.1.1 Competitive analysis

Our market research reveals that existing recycling companies in the same industry either lack the capability or do not offer the level of care and service that we aim to provide. The success of our project hinges on understanding the advantages of other established businesses, emphasizing their unique qualities, and delivering superior customer service. Additionally, the project's success is closely tied to evaluating various recycling operators in Tanzania.

GREEN VENTURES LIMITED stakeholders are committed to surpassing the services offered by competitors. Our strategy involves integrating cutting-edge technology into our operations to enhance productivity and efficiency. This commitment sets us apart and positions us as leaders in the industry. We are dedicated to providing a higher standard of service, contributing to the overall success of our project and the advancement of recycling practices in Tanzania.

### 1.1.2 SWOT analysis

The SWOT analysis provides an opportunity to examine the internal strengths and weaknesses that GREEN VENTURES LIMITED must address. It also allows for the examination of opportunities presented to GREEN VENTURES LIMITED and potential threats.

Additional Details: In conducting the SWOT analysis for GREEN VENTURES LIMITED, it is crucial to delve into specific aspects.

#### **Strength**

**Internal Strengths:** Identify and evaluate aspects such as the company's skilled workforce, technological capabilities, established brand reputation, or any unique resources that give it a competitive advantage.

#### **Weaknesses**

**Internal Weaknesses:** Assess areas where GREEN VENTURES LIMITED may be vulnerable, such as operational inefficiencies, limited resources, or any internal challenges that need addressing.

## **Opportunity**

**Opportunities:** Explore external factors that can be advantageous for the company, such as emerging markets, industry trends, or technological advancements that GREEN VENTURES LIMITED can leverage for growth.

## **Threat**

**Threats:** Examine potential challenges or risks in the external environment that could negatively impact the company, such as market competition, regulatory changes, or economic downturns.

## **Marketing strategy**

### **Process**

GREEN VENTURES LIMITED is committed to optimizing its operational processes to ensure swift and efficient service delivery to customers. The company aims to eliminate delays, providing customers with a seamless experience whenever they require our services. By implementing streamlined procedures and utilizing advanced technologies, GREEN VENTURES LIMITED strives to establish itself as a reliable and responsive partner in meeting the needs of its clientele. This dedication to efficiency is a cornerstone of our commitment to customer satisfaction and sets the foundation for building lasting relationships within our market.

### **Promotion**

GREEN VENTURES LIMITED employs promotion as a pivotal marketing strategy to effectively communicate with and engage the targeted audiences. This multifaceted approach involves strategically adjusting prices to attract customers, particularly during periods of heightened competition within the market. The promotion strategy encompasses a variety of promotional tools, including but not limited to advertising campaigns, special discounts, and loyalty programs. By dynamically adapting promotional efforts, GREEN VENTURES LIMITED aims not only to capture the attention of potential customers but also to foster brand loyalty and maintain a competitive edge in the market. This strategic use of promotion serves as a vital component in the company's overall marketing mix, contributing to sustained customer engagement and business growth.

## Product

In our product offering, we aim to provide customers with an extensive range of services for our final products. Our portfolio encompasses a diverse set of offerings, and we are committed to delivering unlimited service provision tailored to the unique requirements of our clientele. Depending on the size and nature of the order, our company is flexible in negotiating and customizing services to meet the specific needs of our customers. This customer-centric approach ensures a dynamic and adaptable service model, fostering strong relationships and satisfaction within our client base.

## People

At GREEN VENTURES LIMITED, our organizational structure delineates individuals into three pivotal roles: marketing managers, decision-makers, and operational managers.

**Marketing Managers:** This integral group is tasked with formulating dynamic plans for products, customers, and geographic markets. They play a crucial role in orchestrating the transition within the personnel portfolio necessary for the seamless execution of the new strategic initiatives.

**Decision-Makers:** Positioned at the core of our operations, decision-makers shoulder the responsibility of making informed choices that align with the ever-evolving needs of our business. Their role is pivotal in steering the company towards success through strategic and impactful decision-making processes.

**Operational Managers:** Ensuring the smooth functioning of day-to-day activities, operational managers supervise and oversee the execution of strategic plans. They play a hands-on role in translating decisions into actionable tasks. Meanwhile, our dedicated staff members diligently carry out these activities, contributing to the operational efficiency and overall success of GREEN VENTURES LIMITED.

This well-defined structure not only ensures a harmonious workflow within the organization but also facilitates a clear delineation of responsibilities among our talented team, driving us towards our collective goals.

## **ricing**

Fair and competitive prices will be a cornerstone of our business strategy, aiming to attract and retain customers while ensuring sustainability. Prices will be thoughtfully set in accordance with government regulations, and the company is committed to avoiding practices that prioritize maximizing profit at the expense of providing high-quality services.

To achieve this, every effort will be made to ensure the uniqueness and value proposition of our services. The pricing strategy will involve a thorough analysis of the average existing prices in the local markets. By benchmarking against industry standards and considering the economic conditions of our target audience, we will strike a balance between affordability for customers and the financial viability of the company.

## **Distribution Channels**

We will exert significant effort to promote our products to customers and other stakeholders. The organization plans to leverage various communication channels available in the country to maximize awareness of the services offered. This includes utilizing major advertising platforms to reach a broader audience. Additionally, our commitment to providing high-quality services will serve as another avenue for effective advertising, ensuring customer satisfaction and positive word-of-mouth promotion.

## **OPERATIONAL SEGMENT**

In the operational segment, our commitment to excellence is underscored by the involvement of seasoned recycling professionals who bring their expertise to every facet of our daily operations. To ensure the highest standards of service and bolster security measures, we have implemented a state-of-the-art digital camera system, strategically placed to monitor and record all activities throughout our operational processes.

The working environment for our dedicated employees is meticulously designed to be both comfortable and efficient, fostering a culture of productivity and quality output. Regular checks and maintenance procedures are integral to our operational strategy, minimizing costs while maximizing supervision. This proactive approach guarantees that our services are executed seamlessly and uphold the highest standards of quality. We remain dedicated to our mission of delivering environmentally responsible solutions while actively contributing to the economic advancement of the Arusha communities and the nation at large.

## ORGANISATION HIERARCHY

### Board of Directors:



Responsible for overall strategic direction and decision-making.

Provides guidance on major business decisions and policies.

Holds fiduciary responsibility for the company.

### Managers/Supervisors:



Oversee and manage specific departments or functional areas within the company.

Responsible for implementing the strategic decisions of the Board.

Supervise and coordinate the work of employees.

Report to the Board of Directors on departmental performance and issues.

### Employees:



Carry out day-to-day operations and tasks as assigned by supervisors.

Contribute to the success of the company through their specific roles.

Follow company policies and procedures.

Report to managers/supervisors for guidance and direction.

## FINANCIAL PLAN

### SOURCE AND USES OF FUND

#### Source

The total investment costs of Tshs. 500,000,000 are broken down as follows:

Loan: Tshs. 300,000,000 - This amount will be utilized for acquisition of machinery and operational expenses.

Owner's Equity Contribution: Tshs. 200,000,000 - The owner's equity will be invested in working capital, infrastructure.

This allocation of funds is designed to ensure efficient utilization of resources and successful implementation of the proposed business plan

<b>CAPITAL</b>	<b>AMOUNT</b>
CASH	200,000,000
DEBT	300,000,000
<b>TOTAL</b>	<b>500,000,000</b>

**Application of funds**

S/N	ITEM	AMOUNT
1	HDPE FOAM PROFILE PRODUCTION LINE MACHINE & other cost involved before production	500,000,000
	<b>TOTAL</b>	<b>500,000,000</b>

## FINANCIAL PROJECTIONS

### Cash Flow Projection

CASH FLOW PROJECTIONS FOR 5 YEARS					
YEAR	2023	2024	2025	2026	2027
Cash at beginning of the year	-	232,943,073	245,629,140	300,192,054	360,211,259
<b>CASH INFLOWS</b>					
Equity	200,000,000				
Loan	300,000,000				
cash sales	-	641,452,000	705,597,200	776,156,920	853,772,612
Trade receivables	-	6,414,520	7,055,972	7,761,569	8,537,726
<b>TOTAL CASH INFLOWS</b>	300,000,000	647,866,520	712,653,172	783,918,489	862,310,338
<b>CASH OUTFLOWS</b>					
Purchase of HDPE Foam Profile Machine	300,000,000	300,000,000	300,000,000	300,000,000	300,000,000
Operating expenses	26,892,104	29,581,314	32,539,446	35,793,390	39,372,729
Others	66,050,969	72,656,066	79,921,672	87,913,839	96,705,223
<b>TOTAL CASH OUTFLOWS</b>	392,943,073	402,237,380	412,461,118	423,707,230	436,077,953
<b>Net Cash at the end</b>	232,943,073	245,629,140	300,192,054	360,211,259	426,232,385

Projected Income statement

<b>PROJECTED STATEMENT OF COMPREHENSIVE INCOME FOR 5YRS</b>					
	Year 1	Year 2	Year 3	Year 4	Year 5
	2023	2024	2025	2026	2027
	Tshs	Tshs	Tshs	Tshs	Tshs
Income	295,624,100	325,186,510	357,705,161	393,475,677	432,823,245
Less: Cost of Sales	48,562,100	53,418,310	58,760,141	64,636,155	71,099,771
<b>Gross Profit</b>	<b>247,062,000</b>	<b>271,768,200</b>	<b>298,945,020</b>	<b>328,839,522</b>	<b>361,723,474</b>
Less: Operating expenses	26,892,104	29,581,314	32,539,446	35,793,390	39,372,729
<b>Operating Profit</b>	<b>220,169,896</b>	<b>242,186,886</b>	<b>266,405,574</b>	<b>293,046,132</b>	<b>322,350,745</b>
Less: Taxation	66,050,969	72,656,066	79,921,672	87,913,839	96,705,223
<b>Net operating profit for the year</b>	<b>154,118,927</b>	<b>169,530,820</b>	<b>186,483,902</b>	<b>205,132,292</b>	<b>225,645,521</b>

## **RISK ASSESSMENT AND CONTINGENCY PLAN**

### **Civic Unrest**

While violent civilian action is uncommon in Tanzania and is primarily confined to its borders with neighboring, less stable countries, it is crucial to acknowledge the potential risks associated with civic unrest. The minor risk is mitigated by the robust country security policy, which not only ensures the safety of our personnel but also provides protection throughout our day-to-day activities. Tanzania's overall stability and proactive security measures contribute to a secure operating environment, reducing the likelihood of disruptions to business operations. Additionally, ongoing collaboration with local authorities and community engagement initiatives further enhances our resilience against potential challenges related to civic unrest.

### **Disaster-fire**

Our machines are safeguarded against fire hazards through strategically placed firebreaks, complemented by the provision of readily accessible fire extinguishers to promptly address and mitigate damage in case of a fire outbreak. Furthermore, as an added layer of protection, the machines are covered by comprehensive insurance. This insurance not only ensures coverage for the replacement or repair of damaged machinery but also includes compensation provisions in the unfortunate event of a loss resulting from a fire outbreak. This multi-faceted approach underscores our commitment to maintaining operational continuity and mitigating potential risks associated with fire incidents.

### **Staff Loyalty and turnover**

Addressing staff loyalty and minimizing turnover is crucial for the success of our company. Recognizing the common challenges faced by recycling companies, we have developed a comprehensive strategy to foster employee satisfaction and commitment.

To enhance staff retention, our company is committed to providing monthly bonuses that exceed industry standards. This financial incentive is designed to not only reward hard work but also to demonstrate our appreciation for the dedication of our employees.

Furthermore, we are proud to introduce an innovative Employee Give-Back Program. Through this initiative, our company will actively contribute to community development in the areas where our employees reside and work.

By financially supporting local community efforts, we aim to create a positive impact beyond the workplace, reinforcing our commitment to social responsibility.

These initiatives collectively contribute to a workplace environment that values and supports our employees, fostering long-term loyalty and minimizing turnover.