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PROJECT: PROCESSING OF WOODS LOGS AND MANUFACTURING OF  
VENEER AND PLYWOOD PRODUCTS

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ISSUED BY: XINZI MUYE COMPANY LIMITED

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CONTENTS:

- MISSION AND VISSION
  - BUSINESS STRATEGIC PLAN
  - PROJECTED STATISTICS OF EMPLOYEES
  - MARTKET ANALYSIS
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# XINZI COMPANY LIMITED

## BUSINESS STRATEGIC PLAN

FOR

2023-2024

MAIN THEME:

"OUR STRATEGY TO UPGRADE TECHNOLOGY AND PRODUCTION OF  
FINISHED AND VALUE-ADDED WOOD PRODUCTS AND CREATION OF  
MORE  
EMPLOYMENTS TO TANZANIAN"

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## Contents

OUR MISSION AND VISION.....	2
SUMMARY OF COMPANY-WIDE STRATEGIES.....	2
OUR BUSINESS STRUCTURE.....	3
SOURCE OF INCOME.....	3
OUR STRATEGY TO UPGRADE TECHNOLOGY AND PRODUCTION OF FINISHED ANDVALUE-ADDED WOOD PRODUCTS	4
1. 1. Purchasing of advanced machines.....	4
2. 2. Expansion of production workshop and plant at large.....	5
3. 3. Expansion / increase of Capital.....	5
4. 4. Payment options.....	6
5. 5. Recruitment of more Workers/Employees.....	6
I. I. Increase of more Chief Operators.....	7
II. II. Human Resources Manager and Administration.....	7
III. III. Accountants.....	7
IV. IV. Translators/interpreters.....	7
V. V. Permanent and Temporary Workers.....	8
VI. VI. Overall statistics of expected jobs to be created for Tanzanians.....	8
MARKET ANALYSIS.....	8
1. Market Trends.....	8
2. Our Target Market.....	9
3. Our competitive advantage.....	9
4. Our Pricing strategy.....	10
5. Sales and Market Strategy.....	10
CONCLUSION;.....	11

## OUR MISSION AND VISION

- **XINZI COMPANY LIMITED's** Mission is to establish a world class veneer and plywood manufacturing company that will supply to clients across Tanzania and outside Tanzania.
- Our vision is to commence production of **finished and value-added quality veneer, Marine boards, furniture boards and plywood products** to supply all over Tanzania and abroad and be the brand for quality veneer and plywood products.

## SUMMARY OF COMPANY- WIDE STRATEGIES

### 2023-2024:

- To buy more machines for manufacturing of veneer.
- To apply for relevant local licenses and compliances to all government agencies
- To conduct a recruitment for workers both permanent and temporary employees.
- To maintain preparation of site and raw materials.

### 2024-2025:

- To import good plying machine, lease larger area of production site and management.
- To recruit more skilled and unskilled workers to accommodate the large expected production of Veneer and Plywood's finished products.
- To ensure an efficient installation of good plying machine with all safety and environmentally friendly standards.
- To commence production of quality plywood and Marine boards with more value.
- To expand the business outside Tanzania (export veneer and plywood finished products) expanding into plywood market both national and international.
- To develop the infrastructures to ensure business maintenance and Growth.

## OUR BUSINESS STRUCTURE

At **XINZI MUYE COMPANY LIMITED** our business structure will be designed in such a way that it can accommodate both full and part-time employees; those who just want to take some time off to generate additional income.

Adequate provision and competitive packages have been prepared for all our full-time employees. As a means of maximizing operational cost, we will contract the maintenance of all our wood plying machines and trucks to a service provider, for more efficient supervisions and maintenances.

## SOURCES OF INCOME

**XINZI MUYE COMPANY LIMITED** will ensure that we leverage on our strength and the opportunities available to us in Tanzania and China. market to generate enough income that will help us drive the business to stability Also attract more investors to invest in our company so that we can increase our capital. We will go all the way to explore every available source of income in the Wood Paneling Manufacturing industry.

Below are the sources we intend exploring to generate income for **XINZI MUYE COMPANY LIMITED** Plywood, Veneer and Marine boards manufacturing Company:

- Wooden plywood manufacturing
  - Veneer manufacturing
  - Marine boards manufacturing.
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## OUR STRATEGY TO UPGRADE TECHNOLOGY AND PRODUCTION OF FINISHED AND VALUE-ADDED PRODUCTS

As our vision is to commence production of **finished and value-added quality veneer, Marine boards, and plywood products** to supply all over Tanzania and abroad and be the brand for quality veneer and plywood products, **XINZI MUYE COMPANY LIMITED** has planned to oversee and prepare herself to attain its dream in a coming two years by:

### *1. 1. Purchasing of advanced machines*

**XINZI MUYE COMPANY LIMITED** has planned to import a high efficiency veneer dryer machine which has the characteristics of high degree of automation, good drying effect and low drying cost. The automatic feeder and collection system which will be installed with the 4-deck veneer roller dryer which saves the cost greatly and improves the feeding and collecting efficiency.

We shall also protect environment by applying Biomass Burners, which can burn the broken waste wood directly as a fuel to provide a heat source for the roller veneer dryer. It is energy saving and environmentally friendly and reduces the drying cost greatly.

As part of our plan to upgrade technology, **XINZI MUYE COMPANY LIMITED** will import an advanced Plywood Edge Trimming Machine. This machine is used to cut the raw board to meet the size requirements of the finished board. During the production of veneer, in order to make sure that the size of the plywood meets the requirement, there will be a margin size left. The plywood board after hot press is slightly larger than the specified size. Through the **plywood edge trimming**, the margin left will be removed.

The company shall ensure all Plywood and Marine boards associated machines are ones with good capacity and standards machines such as Plywood core veneer patcher, Core veneer composing machine, Automatic plywood core veneer patching machine, Hot Press Machine for Shuttering Plywood, Spindle less Veneer Peeling Machine, Spindle less Veneer Peeling Machine Line, Hydraulic Barking Machines, Veneer Stacking Machine, Veneer Rotary Clipper, Log centering/Log conveyor/Fiber tenderizing and Spindle Veneer Peeling Machine Line to mention a few.

## ***2. 2. Expansion of production workshop and plant at large***

**XINZI MUYE COMPANY LIMITED** has aimed to providing a safe and comfortable work environment separate from a surrounding facility which is a great way to increase employee productivity and satisfaction.

To attain this, the Company will prefer and build Modular In plant workshops and offices which will provide safety & comfort in a contained workspace with some essential options including:

- i. Noise reduction ratings:** Our Modular In-plant workshops and offices will offer sound transmission class ratings. These ratings will ensure our employees are protected from loud machinery or factory surroundings so they can focus and complete tasks more efficiently.
- ii. Privacy and security:** Modular rooms will be equipped with security features to limit access or visibility. These customizations will keep sensitive operations or information safe from unauthorized personnel.
- iii. Temperature control:** this will be particularly useful in unconditioned sections, in-plant offices will be equipped with a variety of AC unit types to keep your employees comfortable throughout the workday.
- iv. Unlimited Size:** Our structures will accommodate one to hundreds of employees. Larger office complex will be easily created by subdividing the perimeter walls with a series of modular wall partitions.

**XINZI MUYE COMPANY LIMITED** will as well erect and build permanent concrete structures like residential houses for her personnel, warehouses, and garages within the factory site.

## ***3. 3. Expansion / increase of Capital***

Apart from the current capital, **XINZI MUYE COMPANY LIMITED** has planned to increase and expand the working capital from various sources including:

- Capital from personal savings.
  - Capital from friends and other extended family members.
  - Generate a larger expansion capital from the Investors and Bank loans.
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#### *4. 4. Payment Options*

The payment policy adopted by Marine boards 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 Tanzania.

Here are the payment options that Marine boards will make available to her clients.

- Payment via bank transfer
- Payment via credit cards
- Payment via online bank transfer
- Payment via check
- Payment via mobile money transfer
- Payment via cash

In view of the above, we have chosen banking platforms that will enable our clients make payment for plywood and related wooden products purchased without any stress on their part.

#### *5. 5. Recruitment Of More Workers/Employees*

**XINZI MUYE COMPANY LIMITED** believe that the employees are the true assets of an organization. They are the ones who contribute effectively towards the successful functioning of an organization. They strive hard to deliver their level best and achieve the assigned targets within the stipulated time frame.

To meet our strategy to upgrade technology and production of finished and value-added wood products, our Company shall recruit more workers especially Tanzanians with expatriates and those unskilled to cover large opportunity of both permanent, contractual and short-term employments as follows:

### **I. Increase of more Chief Operating Officers**

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The Company will add a number of chief operating officers (COO) in different production major sections who are senior executives, and they will be tasked with overseeing the day-to-day administrative and operational functions of a business.

## **II. II. Human Resource Manager and Administrators**

For the purpose of allowing a business to better maintain and target the right kind of talent to employ — having the right technical and soft skills to optimize various functions within the company; **XINZI MUYE COMPANY LIMITED** will revise and increase a number of personnel to work in the Human Resource department and administration from the current number of two to Ten whereas 8 out of it shall be Tanzanians.

## **III. III. Accountants**

In order to ensure better performance in preparing accounts and tax returns, auditing financial information, compiling and presenting reports, budgets, business plans, commentaries and financial statements, analyzing business plans, providing tax planning services based on current legislation and financial forecasting and risk analysis; **XINZI MUYE COMPANY LIMITED** will employ skilled and experienced Accountants and cashiers at least Three in number and emphasis shall be on Tanzanian applicants.

## **IV. IV. Translators/interpreters**

In order to build link of communications between the investors who are Chinese nationals with Tanzanian workforce and government officials, **PXINZI MUYE COMPANY LIMITED** will employ more translators/interpreters who will read through or listen to material in one language (Chinese/English), ascertains understanding of the meaning and context of that material, and converts it into a second language (Swahili/English), while making sure to preserve the original meaning. The Targeted translators/interpreters to be employed by our Company are Tanzanians who graduated from local Universities and Colleges such as University of Dodoma, University of Dar es Salaam, SAUT, Mzumbe University and more institutions.

## **V. v. Permanent and Temporary Workers**

For the purpose of meeting quality and quantity in production of finished and value- added Plywood, Veneer and Marine boards, the Company shall recruit more permanent workers including regular workers whose contract last for 12 months and over.

Also, the Company will recruit a large number of up to 250 temporary workers on a fixed term contract or whose expected duration of main job is less than one year with Seasonal/temporary/fixed contract work supplied as the reason will be allowing.

## **VI. VI. Overall statistics of expected jobs to be created for Tanzanians**

<u>index</u>	<u>Employment type</u>	<u>Projected number</u>
	Human Resource Manager and Administrators	7 Employees
<b>b</b>	Accountants	3 Employees
<b>c</b>	Translators/interpreters	4 Employees
<b>d</b>	Permanent workers	75 Employees
<b>e</b>	Temporary/casual workers	250 Employees
	Contractors/agency	3 Companies
	<u>Projected total employments to Tanzanians</u>	<u>345 Employments</u>

### ***1. 1. Market Trends***

## MARKET ANALYSIS

The market trends as it involves the Wood Paneling Manufacturing industry especially in Tanzania and abroad is indeed dynamic and at the same time highly competitive and challenging.

If you are a closer observer of the trends in the Wood Paneling Manufacturing industry, you will notice that the revenue generated by players in the industry has registered a sharp increase over the last half a decade. This is supported by the increase in demand from downstream construction industries.

So also, improvement in the performance from the industry matched with the rapid expansion in demand for plywood and related wooden products in the booming housing market and non-residential building market in Tanzania. Going forward, industry revenue is expected to continue growing.

### *2.2. Our Target Market*

Our target market are basically construction companies, woodworking companies and any other company that makes use of finished plywood, veneer, and related wooden products. We cover both short distance (interstate) and long distance (intra state).

In other words, our target market is the whole of the Tanzania and China and below is a list of the people and organizations that we have plans to do business with;

- Construction companies
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- Woodworking companies
- Wooden paneling and partitioning companies
- Furniture manufactures
- Carpenters
- Cottage companies that make use of plywood

### 3. 3. *Our competitive advantage*

- Our major competitive advantage is the vast industry experience and solid reputation of the chief executive officer of the company and our management team. We were able to highlight some factors that will give us competitive advantage in the marketplace.
  - Some of the factors are trust, honesty, good network, and excellent relationship management, well — qualified and experienced management team, top — notch products, robust fleet operations, direct access to forests and construction sites in Tanzania, our size advantages, cost advantages, supply chain, customer loyalty and strong reputation amongst domestic industry players.
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- Another competitive advantage that we are bringing to the industry is the fact that we have designed our business in such a way that we can comfortably work with both individual clients (contractors) and big construction companies.
- Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (startups plywood manufacturing companies in Tanzania) in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and objectives.

#### **4. 4. *Our Pricing Strategy***

- Marine boards have perfected our plans to charge competitive rates since we have minimal overhead compared to our competitions in the industry.
- We will ensure that we leverage on price to win over customers; our prices will be affordable and negotiable. The fact that our business door is open to both individuals and corporation organizations means that we will have different price range for different category of clients.
- We are aware that government contracts come with a bidding template, we will ensure that we abide by such bidding templates whenever we have the opportunity to bid for government contracts. As the business grows, we will continue to review our pricing system to accommodate a wide range of clientele.

#### **5. 5. *Sales And Marketing Strategy***

We are aware that networking is an effective way to begin building your client base as a businessman or woman and we have plans to leverage on all our networks. In view of that, we will look out for gatherings where we can network with captain of industries, construction contractors, wooden products manufacturing companies, woodworking companies and furniture manufacturing companies etc.

At **XINZI MUYE COMPANY LIMITED** all our employees will be directly or indirectly involved in sales and marketing of our finished Plywood and Marine boards and other woods products.

We will create provision for our employees to earn commission when they bring in business for the organization. We will also encourage freelancers to work with us whenever they refer clients to us, they will earn a percentage of the deal as agreed by both parties.

Lastly, we will leverage on the power of the media by advertising our services using both online and offline platforms. We will work hard to ensure that get repeated business from any business deal we execute. Part of our strategy is to reward loyal customers and to leverage on word-of-mouth marketing from satisfied customers.

## CONCLUSION.

One thing is certain, once our Company starts manufacturing of **finished and value-added quality veneer, Marine boards, and plywood products** we can gain credibility, it will be much easier for the company to secure permanent contracts with big construction companies, furniture manufacturers and wooden product production companies who are always carrying out construction works on a regular basis.

This will ensure sustainability of creation of more and more reliable employments to Tanzanians and thus improving livelihoods of more individuals and families; also, the Company will be one of giant taxpayers and compliant hence increasing the country's income and development of large.

In view of the above, **XINZI MUYE COMPANY LIMITED** is highly depending on the Government of Tanzania through its ministry of Natural Resources to enhance and provide guidelines and subsequently issue permits upon our compliance to the regulation, so our Company may commence and proceed business of quality veneer, **Marine boards and plywood products** in the most efficient manner.

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**MANAGING DIRECTOR**