

BLESS INDUSTRIES LIMITED

BUSINESS PLAN

2023/2027

Prepared by:-

Mzee Eddy Mwakazi

Mwakazi Business Consultancy

P O Box 77286,

Dar es salaam, Tanzania

www.mwakazi.com

TEL: +255754 493 888

Email: mwakazi@mwakazi.com

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Executive Summary:

Bless Industries Limited aims to establish itself as a leading manufacturer and supplier of high-quality plastic products in the local market. With the growing demand for plastic products in various sectors such as packaging, construction, and consumer goods, Bless Plastic Manufacturing Industries aims to capitalize on the market opportunities and become a trusted name in the industry

Bless Industries Limited was incorporated on the 5th May, 2023 under the Companies ACT 2002 of the United Republic of Tanzania, no 165396219

Bless Industries Limited is located in a strategic location in Dar es salaam, with easy access to raw materials and transportation facilities. The company will operate as a limited liability company, owned and managed by experienced professionals with a strong background in the plastic manufacturing industry.

Bless Industries will specialize in the production of a wide range of plastic products, including:

- a) Packaging materials: Plastic bags, containers, bottles, and pouches for various industries such as food and beverages, pharmaceuticals, and personal care.
- b) Construction materials: PVC pipes, fittings, and other plastic components for plumbing and infrastructure projects.
- c) Consumer goods: Household plastic products like buckets, basins, hangers, and storage containers.

However, the company intends to start manufacturing products such as mats, brushes and brooms

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Marketing & Sales

a) Market Analysis

Tanzania presents a lucrative market for plastic products due to its growing population, urbanization, and expanding industries. The demand for plastic packaging, especially in the food and beverage sector, is expected to increase significantly. Additionally, the construction industry requires plastic components for various applications, providing further opportunities for growth.

b) Competitive Analysis:

Bless Industries will face competition from existing local and international plastic manufacturers in Tanzania. However, the company will differentiate itself by focusing on superior product quality, competitive pricing, and excellent customer service. Continuous research and development will be undertaken to stay updated with the latest industry trends and technological advancements.

c) Marketing and Sales:

The company will implement a comprehensive marketing strategy to raise awareness and promote its products. Key marketing initiatives will include:

- 1) Building a strong brand image through targeted advertising and public relations activities.
- 2) Developing a network of distributors and retailers across the country to ensure wide product availability.
- 3) Participating in industry trade shows and exhibitions to showcase products and establish business connections.
- 4) Implementing digital marketing campaigns through social media, online advertising, and a company website to reach a wider audience.

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MARKETING PLAN 2023 – 2027

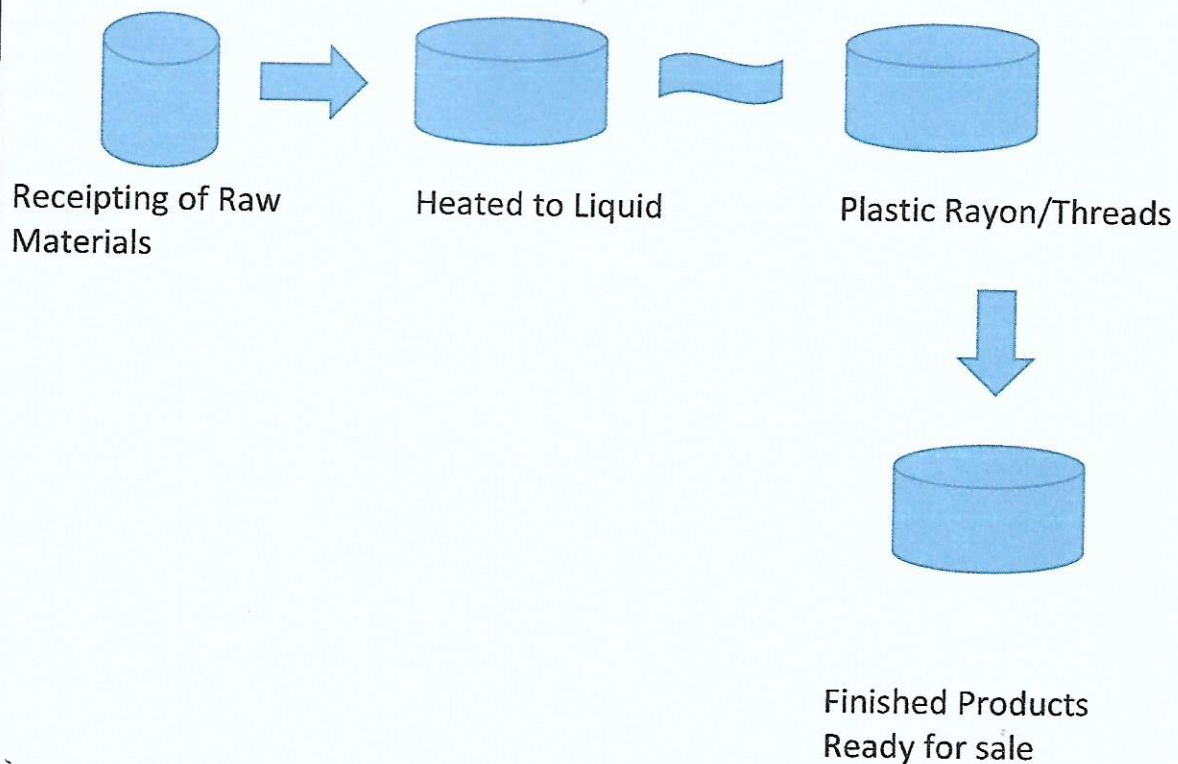
SALES	675,000,000	975,000,000	1,350,000,000	1,725,000,000	2,025,000,000
YEAR	2023	2024	2025	2026	2027

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Production Plan

Bless Industries will invest in modern machinery and equipment to ensure efficient production processes and high-quality products. The company will adhere to strict quality control measures to meet industry standards and customer expectations. Raw materials will be sourced from reliable suppliers from China and other countries too, and an efficient inventory management system will be implemented to maintain optimal stock levels

1: BUZA FACTORY PLASTICS PROCESS



PLASTICS PROCESSING CHART

Buying of Raw Materials
From
Suppliers



Receipting of Raw
Materials



Raw Materials are Stored



PROCESSING
The raw materials are
heated into
Threads/Rayon ready to
be fed to molds



FINISHED PRODUCTS
PRODUCTS ARE READY FOR
SALES

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Financial Plan

The following attached financial projections are estimated for the first five years of operations:

These projections are based on detailed market research, anticipated sales volumes, pricing strategy, and operational costs

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BUDGET AND CASH FORECAST – 2023 TO 2027

ADD 000

PARTICULARS	TOTAL	2023	2024	2025	2026	2027
A: INCOME - INFLOW						
Sales of Buckets, pipes 1,000,000 units @ 4500 per unit Averaged Prices	4,500,000	450,000	675,000	900,000	1,125,000	1,350,000
Sales of Matts, 500,000 matts @ 4,500 per matt	2,250,000	225,000	300,000	450,000	600,000	675,000
Directors Investment	1,000,000	1,000,000	-	-	-	-
Bank Loan/ Grant						
TOTAL INCOME	7,750,000	1,675,000	975,000	1,350,000	1,725,000	2,025,000
B: EXPENDITURE - OUTFLOW						
1) Capital						
Land- Lease	15,000	3,000	3,000	3,000	3,000	3,000
Building Development	159,000	150,000	9,000			
Low Density Polyethylene	1,125,000	112,500	150,000	225,000	300,000	337,500
Pvc Resins	1,800,000	180,000	270,000	360,000	450,000	540,000
Lubricants/Colours	540,000	54,000	78,000	108,000	138,000	162,000
Matts Manufacturing Machinery	79,000	79,000				
Pvc Manufacturing Machinery	96,000	96,000				
Lorries Two, each @ 124,000	248,000			124,000	124,000	
Directors Cars Two each @ 149,000	298,000			149,000	149,000	
Furniture & Office Equipment	6,000	3,000	3,000			
Workshop Equipment/Tools	30,000	10,000	5,000	5,000	5,000	5,000
TOTAL CAPITAL	4,396,000	687,500	518,000	974,000	1,169,000	1,047,500
2) Production Costs						
Utilities- Water	30,000	6,000	6,000	6,000	6,000	6,000
Utilities – Electricity	480,000	96,000	96,000	96,000	96,000	96,000
TOTAL PRODUCTION COSTS	510,000	102,000	102,000	102,000	102,000	102,000
3) Operating Costs						
Salaries	83,520	12,000	24,000	15,840	15,840	15,840
Transportation	27,600	4,800	5,400	6,600	5,400	5,400
Communication / Telephone	15,000	1,800	2,400	3,600	3,600	3,600
Insurance	14,400	1,200	2,400	3,600	3,600	3,600
Audit Fees	15,000	3,000	3,000	3,000	3,000	3,000
Machinery Maintenance	120,000	10,000	15,000	30,000	30,000	35,000
TOTAL OPERATING COSTS	275,520	32,800	52,200	62,640	61,440	66,440
4) PROFIT AND LOSS	2,568,480	852,700	302,800	211,360	392,560	809060

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Conclusion

Bless Industries Limited aims to leverage the growing demand for plastic products in Tanzania and establish a profitable business. With a strong focus on quality, customer satisfaction, and innovation, the company intends to capture a significant market share and become a trusted supplier in the industry.