

# KIRIN COMPANY LIMITED BUSINESS PLAN

## 1. Executive summary

Kirin Company Limited, is a company limited by shares aims to introduce large scale production of algae in Mtwara hence expand algae plant market, focused on modern styles for sea water agricultural project. This shall expand market at about 21.6% yearly. Initially the company intend to have about one hundred acres of algae farm. Currently algae production is very small in small scale and not potential in government income contribution. The company intend to produce 1500 tons of algae in the first year and 5000 tons in three years to come.

## 2. Company description

Kirin algae agricultural project is designed to be a modern styled sea farming project where the production will be in the farmers located in the sea.

- **Introduction:** kirin company limited is a self-standing company intending to introduce modern agriculture of algae in Tanzania especially in Mtwara region. Starting from production farms of about 100 acres and after three years to come the company intend to have about 800 acres of algae.
- **Founding team:** The founding team of Kirin Company limited is main its directors especial Mr Cheng Qiang a Chinese person who get this ideal from his friend styled in Indonesia where his produces tons and tons of algae and highly contributed in the countries economy.
- **Business mission:** the company intend to produce and export or sale algae in large scale.
- **Business goals:**
  - Establish about 800 acres farms of algae starting with 100 acres this year..
  - Building a 5000 square metres green house.
  - Building up to 2000 square metres house, office and warehouse
  - Buying about 45 small boats and 3 big ships for the first time
  - Buying machines for 30,000 US Dollars

## 3. Products and services

The project shall include the following activities

- Procurement of algae seeds
- Production of algae in large scale sea farms
- Selling of algae products
- Managing agricultural waste disposal
- Algae renovation projects

## 4. Market analysis

The project shall use the popular SWOT analysis (strengths, weaknesses, opportunities, and threats) technique to show company's positioning and competitive advantages. SWOT analyses are excellent complements to one-page plans as they convey so much information about business operations, positioning, and potential using little space on the page.

For Kirin Algae project, it would start by listing all the farmers and companies in Africa or in Tanzania operating for over two years and conducting above \$500 million in annual revenue. It can then research the shortlisted companies and local producers and learn its business weaknesses and strengths compared to them.

### 5. Management team

For Kirin Company Limited, it may list the personnel working on the new partnership from the executive and management teams of the company.

### 6. Financial plan

Kirin company limited, is a company limited by shares. Its financial plan would include a balance sheet summary showing assets, liabilities, and capital of the company, as well as additional financial data including periodic projections.

### 7. Operational plan

For Kirin company limited, the operational plan may include getting procurement quotes from international suppliers, a system for estimating production costs on each new project, manufacturing equipment to design the panes, and manufactured/sales inventory for shipping to customers.

This company business plan is prepared in accordance with the companies board of directors resolution made on the .....06.....day of .....OCTOBER.....2022.

Signed by CHENG QIANG this .....27..... day of .....JULY.....2023 Signature .....CHENG QIANG.....

