

# Business Plan for Fish and Fisheries Product Processing Factory

## 1. Executive Summary

Our company, Supreme Perch Ltd, is a fish and fisheries product processing factory located in Tanzania. We have been in operation for the past Six Years, and we specialize in the processing and packaging of various Lake fish products, including Fresh Nile Perch fillets, Fresh Nile Perch Headless and Gutted, Frozen Nile Perch fillets, Frozen Nile Perch Headless and Gutted and Dried Nile Perch Fish Maws.

We are seeking the renewal of our certificate of incentives from the Tanzania Investment Centre (TIC). This certificate enables us to enjoy various government incentives such as tax exemptions and duty-free imports, which are vital for our continued growth and sustainability in this increasingly competitive industry.

## 2. Business Description

### 2.1 Company Overview

Supreme Perch Ltd was established to meet the growing demand for high-quality fish and fisheries products in the Tanzanian market and beyond. Our state-of-the-art processing facility is equipped with the latest technology and adheres to strict quality and hygiene standards, ensuring that our products meet the expectations of our customers.

### 2.2 Products and Services

Our main products include:

- Fresh Nile perch fillets: We source fresh fish from local fishermen and process them into fillets, which are then packaged and distributed to wholesale buyers, supermarkets, and restaurants.
- Fresh Nile perch headless and gutted: We source fresh fish from local fishermen and process them into fillets, which are then packaged and distributed to wholesale buyers, supermarkets, and restaurants.
- Frozen Nile Perch Fillets and Headless and Gutted: We utilize a traditional drying method to produce high-quality dried fish that has a long shelf life. Our dried fish is popular among both local and international consumers.

- Dried Nile Perch Fish Maws: We utilize a traditional drying method to produce high-quality dried fish maws that has a long shelf life. Our dried fish maw is popular among international consumers.

## 2.3 Market Analysis

The demand for fish and fisheries products in Tanzania and globally is steadily increasing. The Tanzanian market, in particular, offers growth opportunities due to its large coastal area and the presence of a significant number of fishing communities. Moreover, the export market potential is high, with countries such as Kenya, Uganda, and Rwanda as key potential markets.

## 3. Marketing Strategy

### 3.1 Target Market

Our primary target market includes:

- Wholesale buyers: Such as fish distributors, fish markets, and large-scale retailers.
- Supermarkets: We aim to establish partnerships with major supermarket chains to secure shelf space for our products.
- Restaurants and hotels: Our products are suitable for both local and international cuisine, making them attractive to a wide range of establishments.

### 3.2 Marketing and Distribution Channels

We will employ a combination of direct sales, distributors, and online platforms to reach our target market. Additionally, we will participate in trade shows and events to showcase our products, build brand awareness, and capture potential new clients.

## 4. Operations and Management

### 4.1 Facilities

Our processing facility complies with international food safety standards and consists of various sections, including a cooling area, processing area, packaging area, and cold storage. We have invested in modern equipment and technology to maximize efficiency and minimize product waste.

#### 4.2 Supply Chain

We have established strong relationships with local fishermen and fish farms to ensure a consistent supply of high-quality raw materials. Our experienced procurement team monitors the market and maintains good relationships with suppliers to secure the best prices.

#### 4.3 Management Team

Our management team is well-versed in the fish processing industry and has a combined experience of over 6 years. The team consists of professionals in areas such as operations, finance, marketing, and quality assurance.

#### 5. Financial Projections

Please refer to the attached financial projections document for a detailed breakdown of our projected revenue, expenses, and profits for the next three years. These projections demonstrate our commitment to profitability and sustainable growth.

#### 6. Conclusion

We are confident in our ability to further contribute to the growth of the Tanzanian economy by supplying high-quality fish and fisheries products. The renewal of our certificate of incentives from the Tanzania Investment Centre will enable us to take advantage of the available government incentives and continue our journey towards becoming a leading fish processing company in Tanzania.

We believe that our strong market potential, experienced management team, efficient operations, and commitment to quality will position us for success in the domestic and international markets.

Thank you for considering our request for the renewal of our certificate of incentives from the Tanzania Investment Centre. We look forward to discussing this further and providing any additional information required.

Sincerely,

Nurdin Salim

Manager  
Supreme Perch Ltd.





