

EXECUTIVE SUMMARY

The purpose of this submission is to engage the company registration of leasing lifting heavy cargo and dealing with lifting of all type of consignment

Raphael lifting limited received the registration certificate of incorporation of a company section15 NO:140926426 in 30th day of January two thousand and twenty

Our strong believe that the purpose of the content of this submission of the request of certificate of incentives will be of great value to implementation execution and success of the project in Tanzania. Raphael lifting limited shall put use its vast wealth of experience in relating to lifting of goods. The company wants to ensure that expand the services in and out of the country. Its core team of export is among the most accredited and long serving professionals in the industry, claiming over 2 years of the experience. Raphael approach to its lifting of heavy cargo and services relating to lifting goods.

The company to its ideas lifting services is that which empowers the staffs to explore, discover, appreciate and utilize their fullest potential to success of the project that they are in

The success of our services is in the approach, in the sense that we are all output and cost oriented. in our philosophy this is measured by the net increase in productivity (on part of the project) and satisfaction (to both customers and staff)

In the multifaceted word of hospitalities, hundreds of critical decisions are required on daily basis, making time and experience a valuable asset.

As one Tanzania premier lifting company Raphael lifting has what it takes to delivers proven result. Entrusting a seasoned professional's company in providing lifting services of heavy cargo and dealing with consignment company fulfill assured of passionate leadership skills and superior knowledge of the unique challenges and complexities involved in running a successful project operation

Main purpose of Raphael lifting company is to get certificate of incentive of the different items demand with our customers for leasing of heavy duties equipments as our main business. Nature Raphael lifting serves analyzed in the business plan

DESCRIPTION OF THE COMPANY

Raphael lifting limited has come into existence after establishment in 2020. and being operated by MR RAPHAEL ROBERT TESHA and MRS GOODNESS RAPHAEL TESHA as directors. As we stated in the executive summary was registration since 2020 under cop 214 of the company Act of the united republic of Tanzania. Company registration and other associated certifications has made the company to became eligible in providing lifting operations and tasks relates with leasing of plants and other parts of Eastern and Central Africa.

The company is located at plot NO 1436 block B, Tabata Makuburi Jeshini road, Ubungo South, Dar Es Salaam. The company offer different services like lifting of heavy cargo, lifting of all types of consignments in liquid or gaseous form, inputs of all types of locomotives and expects to construct heavy cargo lifting plants in future.

The company managed to build excellent business relationships with governments, institution, private sectors at all level and individual

Our key to success is tied with our ability to the delivery quality and affordable price which is achieved by having a cost-conscious team and our close relationship with all stakeholders in the lifting services chain creating a big room for successful negotiations.

VISION STATEMENT

To ensure our clients receive the best quality to competitive price at the minimum delivery time through our team of qualified and experienced staff

Raphael lifting focus on our core business of providing world class leasing lifting and allied services allows our clients to concentrate on their core business;

- ✓ Can do altitudes
- ✓ Haves a passion for quality
- ✓ Meet need exceed expectations
- ✓ With though team work
- ✓ Share success
- ✓ Be simply the best

MISSION STATEMENT

To supply our customers with quality items and services which meet and exceed their expectations

OUR VALUES

- ✓ Excellent listening skills
- ✓ Excellent services delivery
- ✓ Excellent innovation activities
- ✓ Excellent balanced services of plants
- ✓ Standard the equipment hires on operations
- ✓ Sales standard heavy cargo lifting
- ✓ Excellent long-term client partnerships and trust
- ✓ Excellent atmosphere and professionalism

OUR PHILOSOPHY

The company is committed in providing quality services that deliver the highest level of customer satisfaction. Since its inception we have made or mark in the leasing lifting heavy cargo and lifting of all types of consignment by providing efficient services everywhere.

- ❖ Starting from the ports
- ❖ Hired by different institution e.g. *TANESCO, TANZANIA RAILWAY AUTHOURITIES, MINING INSTITUTION, CONSTRUCTION COMPANY*

Within two years Raphael lifting have successfully managed staffs and executives lounges in multinational companies and prominent organization with many staff members and thousands of customers in the country and outside the country. Many projects within country currently are served by Raphael lifting company E.g.

- standard gauge railways,
- mwalimu Julius Nyerere stiegler gorge project
- pipeline project -Uganda to Tanga

Empowered with highly experience from the mother company and dedicated employee, we are capable enough to manage various commercial services until outside the country like DRC, RWANDA, UGANDA, MALAWI and different area were Dams are constructed. we use finest quality staffs and equipment we have deploy professional services to deliver the best

our delectable services and personalized services have enabled us in emerging as one of the company owned by African and is leading in the industries competing by foreign companies in Tanzania.

OUR SERVICE

With our dedication rich industrials experience. our future open opportunity to work with the following;

- ✓ Industries
- ✓ Port
- ✓ Railways company
- ✓ Air port
- ✓ Construction companies
- ✓ Government institutions
- ✓ Private company

SOURCE OF SUPPLY OF INPUTS

Equipments manufacturing from external country E.g. South Africa, United Kingdom, Japan and Germany and are ordering by Raphael lifting company within a country for vivid example the items listed are some of equipments needed which total amount USD 12, 125, 000. Company provide different service after being equipped from their source suppliers. All projects in the country that required lifting equipments for leasing provided with Raphael lifting company as local supplier

INVESTMENTS FUNDS EXPENDITURE BREAKDOWN

The company investments funds are the products created with the sole purpose of gathering investors capital , investing that capital collectively through a portfolio of financial instruments .Raphael lifting company expenditure dividing the cost of something into the different part that make up the total amount, according to who is doing the work , what material are needed.

Summary of fund expenditure breakdown

1. Land building		
2. Plant	USD	9,505,000
3. Motor vehicles	USD	2,650,000
4. Furniture and fitting	USD	100,000
5. Pre-expenses	USD	2,425,000
6. Working capital	USD	10,000,000
TOTAL		24,650,000

MARKET ANALYSIS

Let's express the meaning of nature of our business which is leasing lifting equipments is any work equipments for lifting and lowering loads and includes any accessories used in doing so such as attachments to support, fix or anchor the equipment example of lifting equipment include overhead cranes and their supporting runways patient hoists motor vehicle lifts.

Why and what are lifting devices are needed due that helping in projects to carry heavy equipments that human being cannot managed, simplify work in the project and also used as necessary safety precautions to minimize accidents within project area. For that reason, projects in the country high demand of lifting device.

We have witness high growth of demand in lifting equipments in Tanzania since 2015. That enable us to determine the target customers to serve in the industries order to satisfy their needs and through that we have succeeded to tackle different institution, government authority and even private sector.

Raphael lifting company as competing to different companies both local and experience foreign company due to the integrity and commitment of well experience of professional works led Raphael lifting to be threat to the industries to the coming years.

Raphael lifting company as be expanding wide since it was registered, the costumer be attracted with service provided due to credit facilities and modern equipments and time used to delivery equipments, reasonable and friendly negotiable prices it sources of attracting customers. Raphael lifting as leasing the following equipment e.g. forklift, excavators, graters, trucks, compactors, dozers, gant cranes equipments, heavy duty pushing

Big projects in the country increasing daily and that needs various metallurgical cranes which are widely used in major steel plants, iron plants, aluminum plants, copper plants, cooking and thermal processing enterprise

CAPACITY OF THE PROJECT

According to our capital as local investor worth of the project will be USD 24,650,000 . For investing that amount from the bank and money generated with our company we are expect to increase the employments from 148 to 400 for five to ten years . we are expecting to work with a big company like yap markez, elsewerdy and Total energies

MANAGEMENT AND ORGANIZATION

The managements of Raphael lifting limited day to day operations managed under the well-organized operation depend on managing director and general manager. Management of Raphael lifting limited employees are 148 workers permanent and skilled labour. But we expect that after getting incentive employee will increase up to 400 permanent and skilled labour

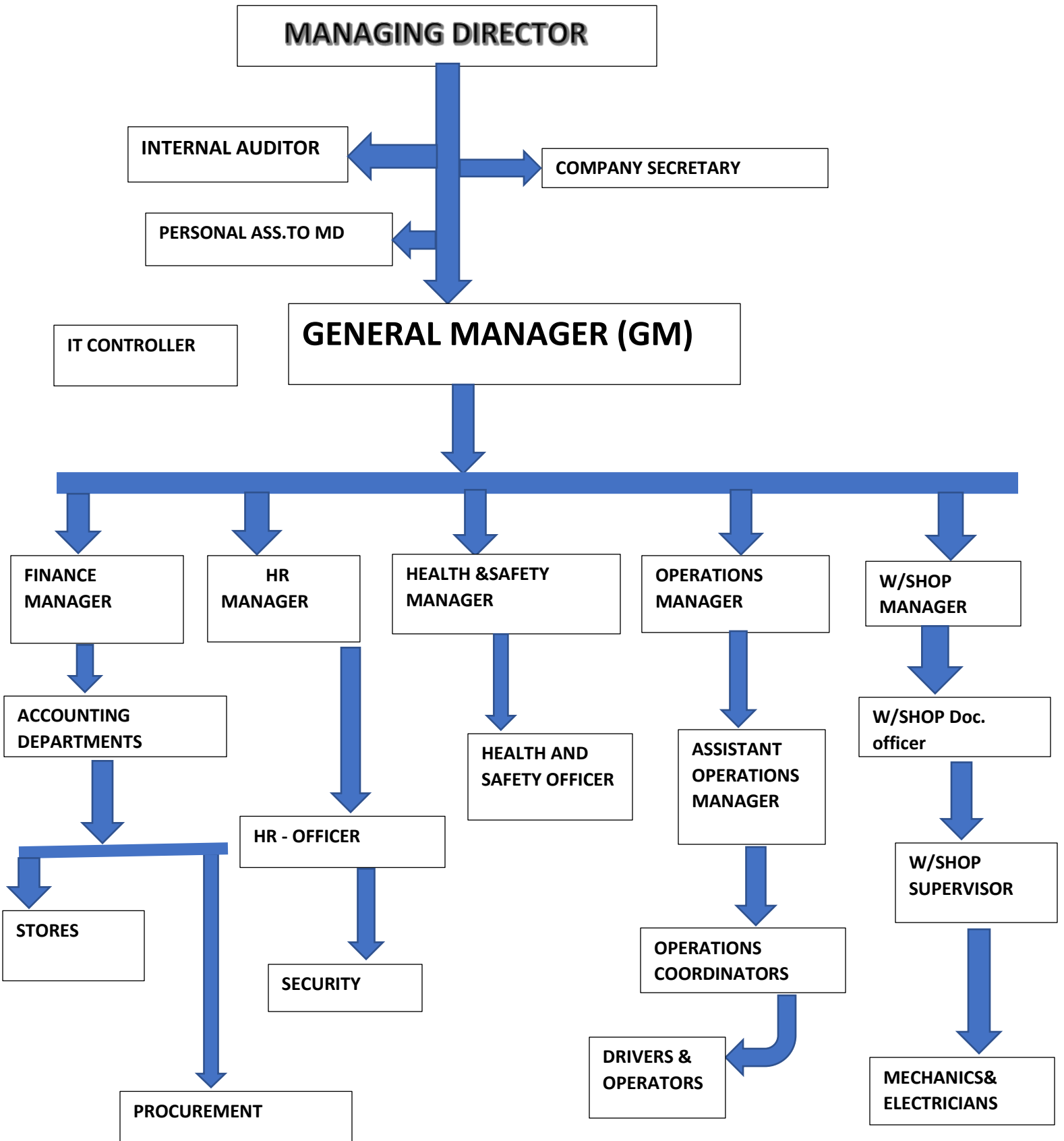
Team is well organized and cooperated in evenly corner to make sure that Raphael lifting company perform the duties according to their registration and work organization

.As per registration of the company owned by two directors

- (1) Raphael Robert Tesha -managing director for the company
- (2) Goodness Raphael Tesha – director

Team of Raphael lifting management employed are well experience worker under general manager from U.K , includes finance manager CPA holder, HR manager, health and safety manager, operation manger and w/shop manager are maintained the standard and operation (SOS) of company. Also, Raphael lifting limited provide house trainee to the works daily in order to ensure good performance

ORGANIZATION CHART



FINANCIAL PLAN

Raphael lifting company limited takes necessary step by step to meet target by employing Head of finance CPA holder who use the principle of accounting professionally. financial picture creates strategies budget for achieving short- and long-term goals. Which reduce stress about money in the company and make the support to current and long-term goals. All financial life performed rough with a company like preparing details cash flow , profit and loss, consolidated balance sheet, saving , debt, investments and insurance. This why makes a company to be efficiently performing

LIST OF PRODUCTS AND SERVICES

Raphael lifting company which registered since 30/ January / 2020, received TIN 140-926-426, Tax clearance certificate NO. 131 -0096-7819. And business license of leasing of plants and equipments. Generally, the nature of the company is to carry on the business of leasing lifting of heavy cargo and deals with lifting of all types of consignments.

In order to provide the reflected view of services company provides the maintenance of all equipments relate to our business for internal and external clients. As a company expansion will import and sales of heavy cargo lifting machines, plants and equipments

The services done by Raphael lifting is transporting heavy equipments from the port to the destination e.g. abnormal cargo , trainee course ,storage and ware housing, clearing and forwarding, special projects ,leasing plants and equipments, loading and unloading and handling equipments. Raphael lifting limited in future plans to constructing industry of assembling equipments extend from import from outside.

Our company support different projects done in the society by training young especially women under 23yrs to trainee them for driving lift and heavy-duty machines . day to day training provided by different government officers at our premises in order to be update

Moreover, we believe our services provided is the best to support the East and central Africa development . the company services are provided online also it operated on land or at sea in high quality which led to satisfaction of both internal and external requirements customers

CUSTOMER SEGMENTATION

Raphael lifting cargo which operating in wide zone East and Central Africa is arranged the operation according the market segmentation were customers are divided in abroad customers or business market normally consisting of existing and potential customers into sub groups of customers based on some type of shared characteristic.

1. PURPOSE

The company segment groups customers with a similar altitude together so that business and brand can understand their wants, needs and behavior so that they can ultimately market to the segment that make the most profit

2. IMPORTANCE

Mission of our company is optimizing our marketing strategies , maximize a customers value to your business and improve customer experience and satisfaction. These increases peoples engage with your content resulting in more efficient campaign and improved on investment (ROI)

3. CONCERN OF SEGMENT

a) Limited services

Raphael lifting serving in the specific segment customer are limited, so it not possible to produce or provide services in mass scale for every segment. Services may be costly and affect adversely to the scale

b) Expensive services

Market segmentation is expensive in both lifting and marketing. In order to satisfy all served groups has to be carefully in various models according to the requirement of segment

c) Marketing

Raphael lifting always makes more generals and looks at the entire market place. Whereas market segmentation relates to the whole business and customer segmentation is you part of the market

d) Advantage of market segmentation

Raphael lifting determine market opportunities ,adjustments in marketing appeals, developing marketing program .also allows you to target your content determine to the right people in the right way rather than targeting your entire audience with generic message. This help you increase the chance of people engaging with your audience so you can better tailor your messaging to their preferences and needs. Our vision focused or targeting specific segments that is likely to be interested in content or product is much more effective than targeting an overly broad audience. Raphael lifting is basically spot and compare market opportunities which can examine the needs of each segment and determination in the future of the operation and that is the base of successfully in our operation in this country

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MARKETING PLAN

A marketing plan may be part of overall business plan. Solid marketing strategy is the foundation of well written marketing plan so that goals may be achieved. While a marketing plan contains a list of actions without a sound strategic foundation it is of little use to a business.

As a well-organized company our plan based on the nature of the environment business we have the business boom currently the company revised the requirements and the needs of different demands of the projects implemented in the east and central Africa.

Currently heavy-duty equipment is required due to the projects implemented now. Companies need modern equipment in the projects e.g. SGR, Bridges, Airport, Port and Ships constructed etc. All these projects are using heavy-duty equipment machines. Forklift is one of the most versatile vehicles for builders whether you need to move heavy loads in warehouses or construction sites, forklift can be a safety lift object that humans cannot make indispensable on any job site.

Below we will cover the most popular forklift type on the market, what they are used for and popular models and manufacturers.

- Warehouse forklifts
- Side loaders
- Counter balance forklifts
- Telehandler
- Heavy duty forklifts
- Rough terrain forklift
- Pallet jack
- Walkie stacker
- Order picker
- Reach fork truck

According to our research in developing countries that things above are required in the project implementation. We are confidently believing that we can compete in this marketing but due to the hardship of lack of enough infrastructure for transporting items led to delay, long process to get permit.

Pictures of the different types of forklift are required in the different projects attached below

CONCLUSION ON MARKETING

Generally, lifting equipment are too expensive to buy and we need much support from the government as local investor, also the most problem facing the business is long process of get different permits, due to the limit of fund led the business to undergo hardship and these why we need support from Tanzania investment sectors “exemption”

IMPLEMENTATION SCHEDULE

The business is organized and planned according to the registration out of that addition emergency we from different company due to the increase of under going big project going on in the different area within and outside the country.

NO;	ITEMS	NO; OF ITEMS	VALUE USD	TIME
1	Motor vehicles bens - atos	15	1,820,000	1 year
2	Heavy duty pushing and pulling 250tons	2	800,000	6 months
3	Module intercom sprints	1	800,000	6months
4	Grant cranes inner park	1	800,000	6months
5	3.5 to forklift elechical handling attachments and non skid mark tire, mast 4.6 meters height	20	1,100,000	60 months
6	5 ton forklift	1	80,000	12 months
7	10 ton forklift	1	120,000	24 months
8	15 ton forklift	1	175, 000	24 months
9	10 ton telehandler	1	250,000	24 months
10	4 ton telehandler	2	310,000	24 months
11	10 ton hiab	1	350,000	24 months
12	5 ton hiab	1	200,000	24 months

NO	ITEMS	NO OF ITEMS	VALUE USD	TIME
13	Movable manlifter 42 meter	1	300,000	12 months
14	Wheelloader	1	250,000	36 months
15	Bob cat	2	90,000	24 months
16	30 ton crane	2	350,000	60 months
17	250 ton crane	1	1,800,000	60 months
18	400 ton crane	1	3,000,000	60 months
TOTAL		53	12,125,000	

LOGISTIC AND OPERATION PLAN

Raphael lifting company limited the company which locate at plot NO 1436 BLOCK B, Tabata makuburi /jeshini road. The company is logistically expanding in the different chain in the efficient Flow and storage of goods from their point of origin to the hand is the strategy employed by an organization the effects all aspects of delivery. These strategies range from workforce activities to delivery

1) Logistic plan

- The company logistically made the good model the chain of work force of reliable and good suppliers for every company needs to get their lifting good and materials needed or booked for transporting to its clients
- By optimize inventory management
- Integrate the company divisions
- Meet deadlines and keep your word

2) Operational plans

Raphael lifting operation planning would be “overcome resistance of weight” by creating a plan to increase revenue by over and above. finance partners with sales the marketing team operation and other key business area to align on the strategies needs to support revenue growth and achieve business goals together

3) Logistic management

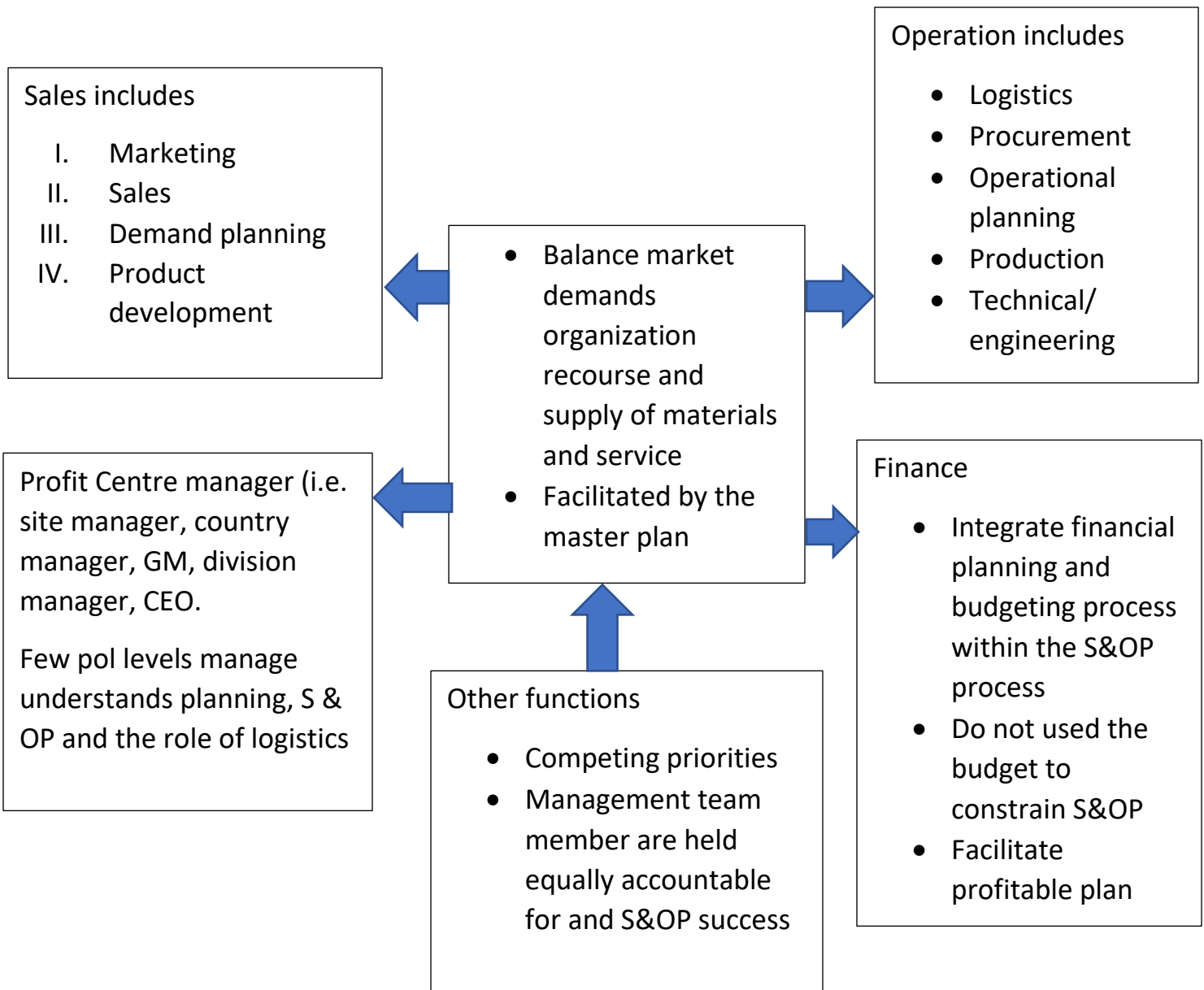
Raphael lifting management is well organized in order to meet and delivery of equipments , according to the needs of the customer due to objectives of logistic management will be followed to Raphael lifting logistic

- I. To improve and organized supply chain efficiency
- II. Inventory management
- III. Fulfill customer requirements
- IV. Mitigate product damage
- V. Reduce operational cost
- VI. Quick response
- VII. Optimize delivery performance
- VIII. Efficient flow information

4) Sales and operation planning our business

Efficiently based on Logistics management, logistics planning, procurement, supply chain, and supply network. The logistics is the management of the flow of goods from the supply to the point of delivery . Operation planning is process that seek to understand.

OPERATION PROCESS



5) Logistic vision, mission and objectives

Our company and in future we are aiming to be lifting African company loading east and central Africa by basing on principle of logistic defined by. The chartered institute of logistics and transport uk. (2019) by doing like that

- I. Getting the right product
- II. In the right quality
- III. In the right condition
- IV. At the right place
- V. In the right time
- VI. At the right customer
- VII. At the right price

6) Important of logistic and operation plan

The key objectives of logistics are to provide customer satisfaction by having the current product in the current place at the time. competition worldwide is increasing. Creating customer satisfaction is important to most companies. logistics planning is the ability to satisfy and retain customer.

INVESTMENT COST AND FINANCE

Raphael lifting company which expect to invest the capital worth of USD 12,125,000 that amount will be borrowed from East Africa Development Bank will be payable within five to ten years at reasonable interest rate

ENVIROMENTAL

Raphael lifting company location is systematic approach area were to find practical ways for servicing water energy and material and reducing negative environment impact.

