

T-UPWARD INVESTMENT CO. LIMITED

**BUSINESS PLAN
FOR
YEARS 2023 - 2027**

Prepared by
MWAKAZI BUSINESS CONSULTANTS
P O Box 77286, Dar es salaam
Email: mwakazi@mwakazi.com
Website: <https://mwakazi.com>
TEL: +255 744 493 888

Executive Summary:

T-UPWARD INVESTMENT CO LIMITED is a startup company that aims to manufacture and distribute high-quality non-alcoholic beverages in the Tanzanian market and neighbouring countries. The company's primary objective is to produce healthy, refreshing, and affordable beverages that meet the taste preferences of the Tanzanian consumer. The company will be based in Dar es salaam, and will initially focus on producing three types of beverages:

- 1) fruit juices,
- 2) energy drinks,
- 3) sports drinks.

Introduction:

T-Upward Investment Co. Limited is an idea of two gentlemen who very much conversant with beverage manufacturing, namely Mr. Chen Hua and Mr. Chen Xialong, both from China.

The company was registered according to Tanzanian Company Act 2000, number 165176855.

Market Analysis:

The non-alcoholic beverage industry in Tanzania is growing at a steady pace, with a market size of approximately USD 2.5 billion. The demand for healthy, natural beverages is on the rise, and T-Upward Investment Co. Limited aims to meet this demand by producing high-quality, healthy, and affordable beverages. The company will initially target the urban and peri-urban areas in Dar es salaam, where there is a high demand for such products.

This being because of the large population and affordability too.

Product Description:

T-Upward Investment Co. Limited will initially produce three types of beverages: fruit juices, energy drinks, and sports drinks.

- a) The fruit juices will be made from natural fruits, with no artificial preservatives, and will come in various flavors, including orange, pineapple, mango, and passion fruit.
- b) The energy drinks will be made from natural ingredients and will contain caffeine, taurine, and other energy-boosting ingredients.
- c) The sports drinks will be designed to replenish electrolytes lost during physical activity and will contain essential minerals and vitamins.

Marketing and Sales Strategy:

T-Upward Investment Co. Limited will employ a multi-channel marketing and sales approach to reach its target market.

- a) The company will leverage social media platforms to reach its target audience, and will also use traditional marketing methods such as billboards, posters, and flyers.
- b) The company will also participate in trade fairs and events to showcase its products and build brand awareness.

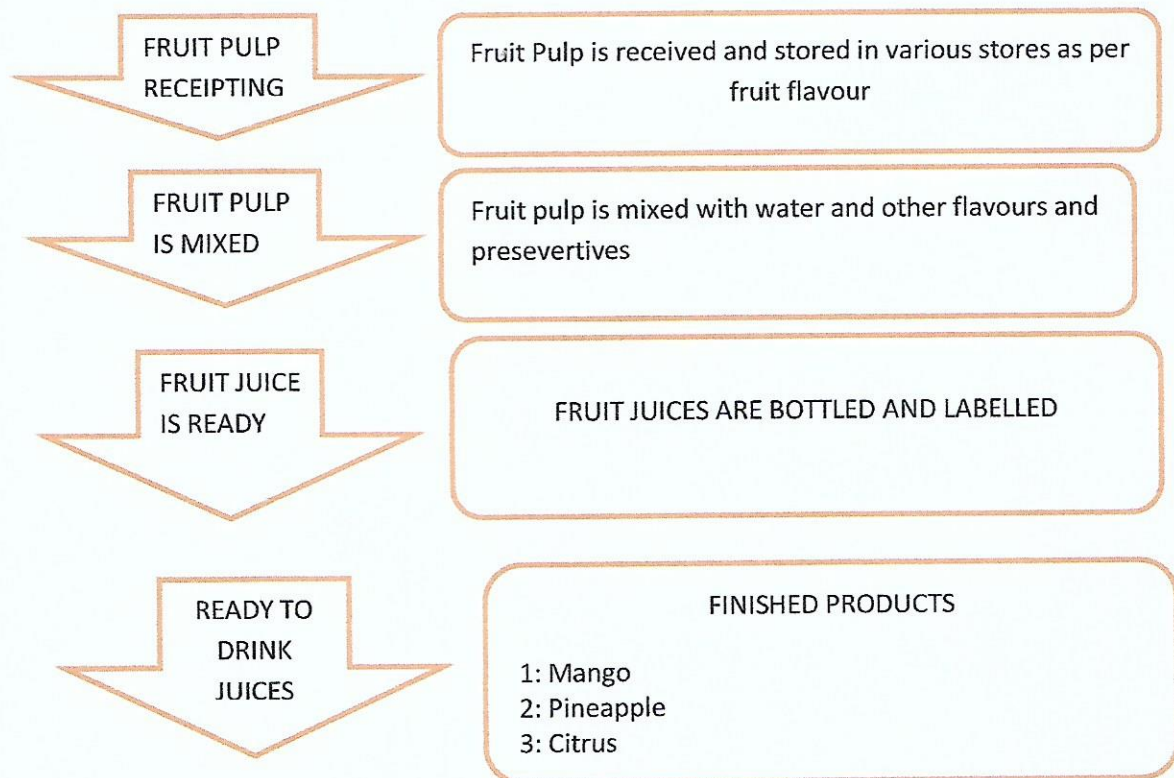
T-Upward Investment Co. Limited will initially sell its products through distributors and retailers, and will later explore other distribution channels such as vending machines and e-commerce platforms

Operations Plan:

Our manufacturing process will involve sourcing high-quality raw materials, the best of the best cotton from Tanzania, utilizing modern equipment and technology to produce high-quality products, and maintaining strict quality control measures throughout the production process.

Textile is a flexible material formed using different processes, such as knitting, weaving, felting, or crocheting. These materials are used in the manufacturing of a wide range of conventional, as well as advanced finished goods, in kitchen, upholstery, bedding, transportation, construction, protective, handbags, medical, apparel, ties & clothing accessories

The manufacturing process is here below:

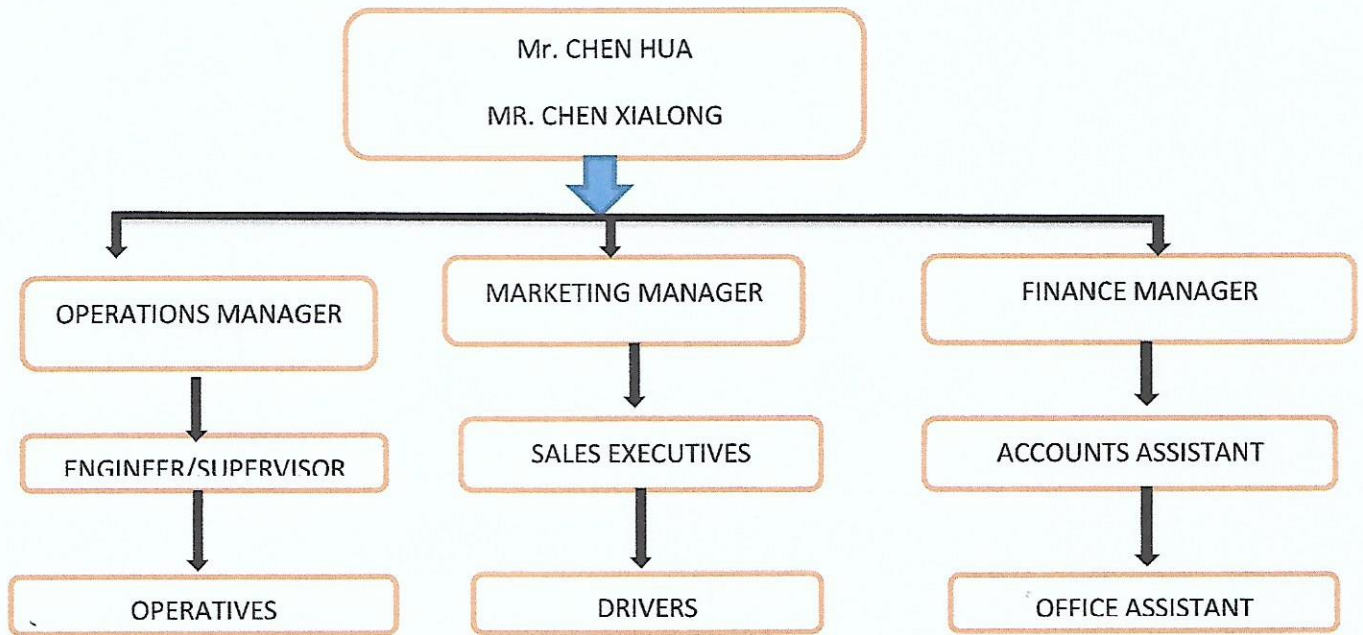


Management Team:

The management team of T-Upward Investment Co. Limited comprises experienced professionals with a proven track record in the beverage industry. The team includes a Chief Executive Officer Mr. Chen Hua well versed with beverage production.

Whereas Mr. Chen Xialong would be Chief Operating Officer, a production engineer by profession.

The rest of other posts will be filled by Tanzanians, starting with Chief Financial Officer, a Sales and Marketing Director, and a Production Manager.



Financial Plan:

The financial plan for T-Upward Investment Co. Limited includes startup costs, operating costs, and revenue projections. The startup costs will cover expenses such as equipment, raw materials, salaries, and marketing expenses. The operating costs will cover ongoing expenses such as rent, utilities, and salaries. The revenue projections are based on conservative estimates and assume a gradual increase in sales over time. The company will seek funding from various sources, including investors, loans, and grants
Find attached cash flow forecast for five years.

T-UPWARD INVESTMENT CO. LIMITED

BUDGET AND CASH FORECAST – 2023 TO 2027

ADD 000

PARTICULARS	TOTAL	2023	2024	2025	2026	2027
A: INCOME - INFLOW						
Sales of Beverages 15,000,000 units @ 350 per unit	5,250,000	350,000	700,000	1,050,000	1,400,000	1,750,000
Directors Investment	4,000,000	2,000,000	1,000,000	1,000,000	-	-
Bank Loan/ Grant						
TOTAL INCOME	9,250,000	2,350,000	1,700,000	2,050,000	1,400,000	1,750,000
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			
Fruit Pulp	2,100,000	140,000	280,000	420,000	560,000	700,000
Additives / Preservatives	262,500	17,500	35,000	52,500	70,000	87,500
Mixing Machinery	600,000	600,000				
Bottling Machinery	415,000	415,000				
Labelling Machinery	75,000	75,000				
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	4,208,500	1,413,500	335,000	753,500	911,000	795,500
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	4,255,980	801,700	1,210,800	1,131,860	325,560	786,060

Conclusion:

Based on the financial plan outlined above, T-Upward Investment Co. Limited is projected to be profitable in its first year of operation. With a solid startup and operating