

TANINDUSTRIAL INVESTMENT & TRADE LIMITED

BUSINESS PLAN

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TANINDUSTRIAL INVESTMENT & TRADE LIMITED

Business Profile

A. Executive Summary

TANINDUSTRIAL INVESTMENT & TRADE LIMITED is a limited liability Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated on 14/11/2022 and bears a Certificate of Incorporation number 158893592. The Company implements a project which is under the Manufacturing Sector in Tanzania.

TANINDUSTRIAL INVESTMENT & TRADE LIMITED's project will be located at Plot No 15 Block M (Previously known as Farm No 6081) at Fukayosi Area, Bagamoyo District, Coast Region, Tanzania.

The outreach Office is located at Oyster Plaza, Masaki, Msasani Ward, Kinondoni District, Dar es Salaam

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical company, building relationships with customers, suppliers, and investors. **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** aims to become one of the leading manufacturing of ethanol companies in Tanzania, whereby our main activity will be large scale manufacturing of ethanol for multiple purposes and production of other food products in Tanzania.

1. Company Goals and Objectives:

In Summary **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** aims to:-

- Manufacturing of multipurpose ethanol and other food products in the United Republic of Tanzania and other parts of Africa.
- To prepare and implement human resource policies which encourage and reward individual and unified effort and achievement, provide training and

personal development opportunities and create a working environment in which staff can feel a real sense of job involvement.

- Build relationships with investors in the manufacturing Sector.
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contacts.
- To provide a one- stop solution covering the entire spectrum of ethanol manufacturing.

2. Purpose of Business Plan

This document is prepared to the serve the purpose of application for an Certificate of Incentive and Industrial License with the Tanzania Investment Center and Business Registration and Licensing Agency to enable **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** to proceed with the project of manufacturing of multipurpose ethanol and other food products in the United Republic of Tanzania.

3. The project promoter

The project will be managed and operated by **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** which is owned by private individuals with the following shareholders percentages distribution is listed below;

NAME	OF	NATIONALITY	SHARES%
SHAREHOLDERS			
TIANMU ZHOU		Chinese	600
YONGBIN XIE		Chinese	400
TOTAL NUMBER OF SHARES OF THE COMPANY = 1000 Ordinary Shares			

4. Intended investment Amount:

The investment amount is United States Dollars Five Hundred Thousand (USD 500,000)

5. Company Legality

The legal certificates, and documents such as Memorandum and Article of Association, Certificate of Incorporation and Tax Identification Number, justify that **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** is operating within the ambit of the law of the Land.

6. Project Organization Structure

The management of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** is constituted by the following organization set up, the Board of Directors who are responsible on the supervision on the entire operations of the Company.

7. Investment Structure

The project is estimated to cost a total approximation of United States Dollars Five Hundred Thousand (USD 500,000) which will increase from time to time. The money will cover working Capital, material importation and other company expenses. However, a financial policy of the Company state that the profits generated) will be re-invested.

B. Statement of Purpose

This Profile is drawn for the purpose of commencement of the business and application for the certificate of incentives from the Tanzania Investment Centre (TIC) and a Industrial License.

C. Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study **for TANINDUSTRIAL INVESTMENT & TRADE LIMITED** on the establishment of a manufacturing company for manufacturing industrial chemicals in the United Republic of Tanzania.

D. Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Ensure the manufacturing of ethanol in Tanzania, East Africa and the whole of Africa.
- Increase direct employment opportunities.
- Direct Domestic investment of more than USD 500,000 within 2023 -2027
- Increase tax contribution to the government.
- Generate foreign currency.

E. Mission and Vision

The company vision is to be one of the leading companies in manufacturing of ethanol for multiple purposes and production of other foods products for local markets and export purposes.

F. Operations

The project will be managed and operated by **TANINDUSTRIAL INVESTMENT & TRADE LIMITED**. The Company is finalizing acquisition of operation permits to start the implementation of the manufacturing of ethanol for multiple purposes and production of other foods products. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

G. Project Location

The project shall be located at Plot No. 15 Block M (Previously known as Farm No 6081) at Fukayosi Area, Bagamoyo District, Coast Region, Tanzania.

H. Postal Address

**TANINDUSTRIAL INVESTMENT & TRADE LIMITED,
P.O. Box 13989,
Dar es Salaam**

Ethanol Manufacturing in Tanzania

a. Ethanol Manufacturing in Tanzania

Ethanol manufacturing is the process of producing ethanol, a type of alcohol, typically through the fermentation of sugar or starch-based feedstocks. Ethanol has various uses, including as a fuel additive, solvent, and ingredient in the production of alcoholic beverages, pharmaceuticals, and personal care products.

The purpose of the project is to produce ethanol, a biofuel derived from renewable sources, primarily from crops rich in sugar or starch, such as sugarcane, corn, cassava, or sweet sorghum. Ethanol is widely used as a fuel additive and has numerous applications in the industrial, pharmaceutical, and cosmetic sectors. This venture presents a significant opportunity to contribute to Tanzania's renewable energy goals, reduce greenhouse gas emissions, and provide a valuable product for both domestic and international markets.

b. Project Justification

The proposed project is under management of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** and is in line with Tanzania Government efforts to promote renewable energy goals, reduce greenhouse gas emissions, and provide a valuable product for both domestic and international markets. This also has been complemented by the fact that the government is making a critical effort in improving the renewable energy sector, by implementing policies with aim of improving business environment for manufacturing Companies.

Regarding the initiative undertaken by **TANINDUSTRIAL INVESTMENT & TRADE LIMITED**, is justified by the proposed ethanol manufacturing plant in Tanzania which presents a significant opportunity to contribute to the country's renewable energy goals while meeting the growing demand for ethanol domestically and regionally. With a well-defined market strategy, efficient operations, and a commitment to sustainability, **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** aims to become a leading player in the ethanol industry, generating profits and making a positive impact on society and the environment.

c. Social and Economic Impact of the Project

The proposed project will result into the following social and economic impacts:

- Improve and increase the demand for ethanol due to its use as a renewable fuel, fuel additive, and industrial ingredient. The domestic market in Tanzania is growing, and there is also an opportunity to export ethanol to neighbouring countries.
- Increased competitiveness among local manufacturers and export markets in Tanzania.
- The project will provide employment for people in Tanzania and training the employees to further improve their knowledge on the ethanol manufacturing.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

d. Industry Analysis

a. Sales Literature, Sourcing and Technology

i. Sales Literature

The company shall emphasize the renewable and environmentally friendly aspects of ethanol, along with its high quality and compliance with international standards. Establish strategic partnerships with fuel distributors, industrial suppliers, and other relevant channels to ensure a wide distribution network. Competitive pricing will be determined based on market analysis, production costs, and desired profit margins. Implement a comprehensive marketing campaign including digital marketing, industry conferences, and direct sales efforts to raise awareness and generate leads.

ii. Technology

The Company shall develop an efficient plant layout and establish the necessary infrastructure, including fermentation tanks, distillation units, storage tanks, and quality control facilities. Adopt a proven ethanol production process that optimizes yield and quality while ensuring compliance with regulatory standards. Implement stringent quality control measures throughout the production process to maintain consistent product quality and compliance with industry regulations. Establish relationships with sugarcane farmers and other suppliers to ensure a reliable and sustainable supply of raw materials.

iii. Future Services

The company aims at developing a distribution network to supply ethanol to various industries and customers. It shall consider partnerships with fuel companies, pharmaceutical manufacturers, and other potential buyers. Implement effective marketing strategies to promote ethanol product and build brand awareness. The company shall endeavour to have efficient use of water and energy, waste management strategies, and community engagement initiatives. The services will be provided in Tanzania and shall target to provide the same port to customers in the neighboring countries including Kenya, Uganda and whole of Africa.

b. Competitive Edge

The Company will have a rather bigger advantage from their competition due to the following reasons: -

- The ethanol manufactured by the company will be advanced and with higher quality compared to the competitors.
- Most companies which are manufacturing ethanol provide services at a very high price and whereas the company will provide services at a much and more affordable prices.
- The opening of Tanzania for international investment will create a huge demand for ethanol which will create a huge market for the company and ensure the return of investment in a short period of time.

e. Opportunities

a. Increased demand for ethanol in Tanzania

Tanzania now is witnessing the increase in demand for ethanol due to its use as a renewable fuel, fuel additive, and industrial ingredient. The domestic market in Tanzania is growing, and there is also an opportunity to export ethanol to neighboring countries. The primary target markets include fuel blending companies, industrial manufacturers, pharmaceutical companies, cosmetic companies, and other potential end-users. There may be existing ethanol manufacturers in the region, but the market is vast enough to accommodate multiple players. Differentiation through quality, reliability, and customer service will be key.

b. Uniqueness location of the project

TANINDUSTRIAL INVESTMENT & TRADE LIMITED's project will be of Manufacturing Ethanol, which will be located at Fukayosi, Bagamoyo, Coastal Region. The location of this project provides an opportunity to **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** to easily capture the market around Coastal Region together with Dar es Salaam Region and even extending its borders to the

new road that connects to Morogoro and other central regions of other parts of Tanzania.

c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote renewable energy goals and reduce greenhouse gas emissions in the country.

d. Government Incentives package

The Government has enacted laws that offer reasonable incentives example removal of taxes on some importations and deferment.

e. Analysis of Strengths, Weaknesses, Opportunity, and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p>Strengths</p> <ul style="list-style-type: none"> • Availability of Markets • Connection to stakeholders 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Capital Injection
<p>Opportunities</p> <ul style="list-style-type: none"> • Good government suitable facilitative policy. • Government development of the sector and huge demand of the services. 	<p>Threats</p> <ul style="list-style-type: none"> • Increment of inflation • Climate changes which may result to flood, droughts and agricultural temperature shocks and a lack of raw

The company has prepared for the action plans by doing the following: -

f. Marketing Information

The company will employ qualified people to conduct the marketing of the manufacture product.

f. Marketing Strategy

i. Overview

The success of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will be achieved by providing high quality services, providing friendly service, and employing an aggressive marketing plan to build customer traffic. **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts. Management will endeavor to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales and distribution.

ii. Customer Database

TANINDUSTRIAL INVESTMENT & TRADE LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; discounts; etc. The database will be gathered and maintained in the system. **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' signup book with promotional signage; promotion; etc.

iii. Advertising

TANINDUSTRIAL INVESTMENT & TRADE LIMITED will adopt an aggressive advertising strategy. **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will process outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure. **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will

utilize both traditional non-- traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards, or television.

iv. Costing and Pricing

The costing and pricing are done by the management of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e., they are business-oriented personnel and thus they are competent to ensure the project is implemented with maintainable costs and attractive profits.

v. Customers

TANINDUSTRIAL INVESTMENT & TRADE LIMITED is targeting to all regions in Tanzania and whole of East Africa specifically targeting the companies, businesses, and individual customers.

As it has been explained in preamble chapters, **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** will set project which will be indulging in ethanol manufacturing business.

vi. Marketing Plan

The company has both short term and long-term marketing plan:

The short-term marketing plan includes:

- Building sustainable long-term relationships with customers, suppliers, and investors.
- Training of sales staff sales, and Marketing.

Long Term Plans includes:

- Join the network of manufacturing companies to market to exploit more business opportunities.
- Investing in Market Research and Development

g. Management & Administration

The management team of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** planned to be constituted by the following management team: -

i. Board of Directors

TANINDUSTRIAL INVESTMENT & TRADE LIMITED will be managed by the board of Directors which is the apex body for strategic decision making of the project in line with the resolutions from the shareholders.

ii. Accountant

An internal accountant will be employed to work with the existing external accountant who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** but also keeping books of accounts properly.

iii. Management Agreements

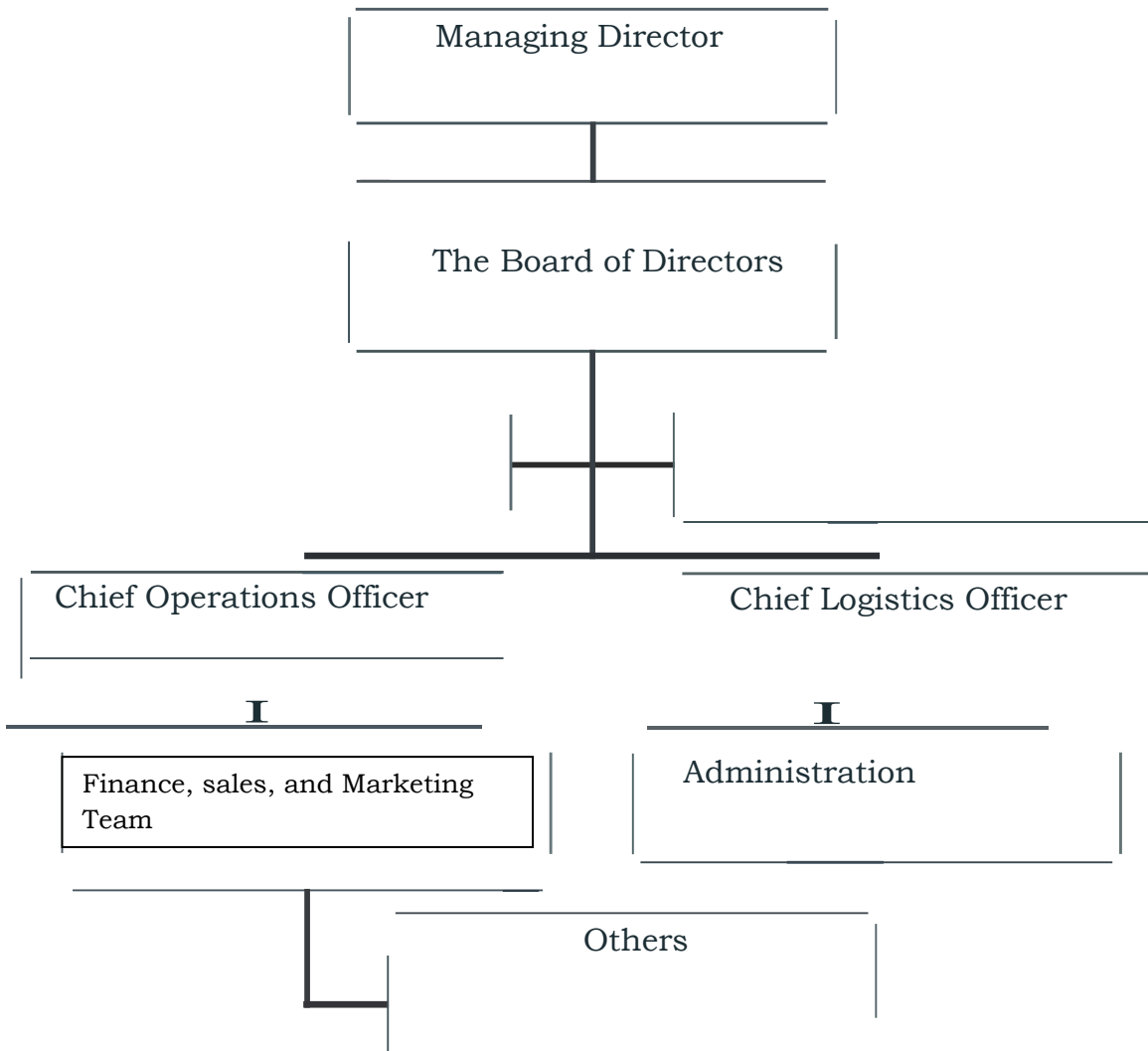
Management Agreements will be executed between **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

iv. Confidentiality Agreements

TANINDUSTRIAL INVESTMENT & TRADE LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our agricultural business, operating systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets and show our employees that we take our business seriously.

v. Organization Structure

The management of **TANINDUSTRIAL INVESTMENT & TRADE LIMITED** is planning to have the following organization structure.



vi. Job creation

The following table illustrates the forecasted job creation throughout the coming five years.

Job Title /Year	2023	2024	2025	2026	2027	Total
Country Manager	1	0	0	0	0	1
Finance Manager	1	0	0	0	0	1
Office Manager	1	0	0	0	0	1
Sales Manager	1	0	0	0	0	1
Operations Manager	1	0	0	0	0	1
Industry Operators	10	5	5	5	5	30
Industrial Technician	2	0	1	1	1	5
Grand Total	17	5	6	6	6	40

Appendix I

TANINDUSTRIAL INVESTMENT & TRADE LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT (US\$)

	1	2	3	4	5	6
Revenue	1,415,232.00	1,429,384.32	1,443,678.16	1,458,114.94	1,472,696.09	1,487,423.06
Operating Expenses:	1,202,947.20	1,214,976.67	1,227,126.44	1,239,397.70	1,251,791.68	1,264,309.60
Profit before Depreciation &Interest	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Interest	18,000	14,400	10,800	7,200	3,600	-
Depreciation	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00
Net Profit	180,259.80	185,982.65	191,726.72	197,492.24	203,279.41	209,088.46
Tax (30%)	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
Profit After Tax	126,181.86	130,187.85	134,208.71	138,244.57	142,295.59	146,361.92
Accumulated Profit	126,181.00	256,368.85	390,577.56	528,822.13	671,117.72	817,479.64

TANINDUSTRIAL INVESTMENT & TRADE LIMITED PROJECTED CASH FLOW

US\$

	0	1	2	3	4	5	6
SOURCES:							
Profit before interest and depreciation	0	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Equity	200,000.00						
Loan	300,000.00	-	-	-	-	-	
Total Sources	500,000.00	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Applications:							
Capital expenditure	375,000.00	-	-	-	-	-	
working Capital & Others	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
Cash	0	87284	89,407.00	91,551.00	93,717.00	95,904.00	98,114.00
Tax	-	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
Sub total	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Total applications	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Accumulated cash		87,284.00	176,691.00	268,242.00	361,959.00	457,863.00	555,977.00