

**SUPERDOLL TRAILER MANUFACTURE CO.
(T) LIMITED**

**Proposed Business plan for expansion of
truck trailers manufacturing Plant in
Arusha, Dar Es Salaam, Dodoma, Kahama,
Mwanza, Mtwara & Tanga**

June 2023



**PLOT NO. 74 BLOCK F ARUSHA, PLOT NO. 14 NYERERE ROAD DAR ES SALAAM,
PLOT NO. 2 & 3 BLOCK B MWANGAZA AREA DODOMA CITY,
PLOT NO. 227 & 234 KAHAMA MUNICIPAL,
PLOT NO. 460 BLOCK B CHIKONGOLA MTWARA,
PLOT NO. 5 INDUSTRIAL AREA NYAKATO MWANZA,
PLOT NO. 32 BLOCK 1 & PLOT NO. 92 BLOCK KB TANGA CITY**

Executive Summary

This plan provides detailed investor information and includes the basic strategic business plan information necessary for initial establishment and operation of **Superdoll Trailers Arusha, Dodoma, Kahama, Mtwara, Mwanza & Tanga** divisions of **Superdoll Trailers Manufacture Co. (T) Limited of 14 Nyerere Road Dar Es Salaam**. **Superdoll Trailers Arusha, Dodoma, Kahama, Mtwara, Mwanza & Tanga projects** will be implemented in **Arusha, Dodoma, Kahama, Mtwara, Mwanza & Tanga** Tanzania as an expansion of the Superdoll Trailers project currently operating in Dar es Salaam Tanzania.

Superdoll's Products and Services Division will manufacture TRAILLERS tailored to the trucking Industry for various use. Additionally, this division will also provide re-conditioning services to clients using our quality products from the Superdoll trailer product line for many years.

The management team responsible for the Product and Services Division's development, and hands-on management of the daily operations are Seif A. Seif and Nassor A. Seif. In addition, a team-oriented, customer-focused staff of 1,200 will support the management team. **Superdoll Trailers** will retain the services of a CPA firm to perform professional company audits, prepare taxes, payroll and serve as a business consultant to assist in setting achievable long-range strategic goals.

Based on the current prices in the Products and Services market, **Superdoll Trailers**, has the potential of making sales of \$348,000 within the first eighteen months of operation. With good management, a revenue growth of approximately 24.53% percent is expected. The projected ratios at the end of Fiscal Year 2 are quite solid.

The equity for each investor will be based on his investment. An in-depth look at Ratios can be found the Financial Plan section.

Our primary markets are:

1. Automotive industries for trucks assembly in Tanzania and in the EAC market.
2. Commercial and Private trucking Utility contractors.
3. Metalworking and Manufacturing industries as a service provider.

Ways to minimize risk factors to **Superdoll Trailers** success include:

- Obtaining sufficient capital to properly fund the project to completion.
- Maintain a lower than projected overhead which increases the bottom-line profit. Multi-skilled personnel will be employed, management will provide a continual training program will ensure they deliver consistent superior service, as customer satisfaction is a high priority goal to developing the business.
- Build a sufficient customer base. An excellent location has been determined by demographics, and an aggressive marketing program by a full-time shared marketing associate will ensure the desired results.
- Establish community involvement to demonstrate how the business will contribute to a better quality of life. Community projects using the company

facilities will be developed to help civic groups obtain their financial goals. Schools, churches, and other groups will be welcomed to reach out to the company and its employees for fundraisers.

1.1 Objectives

- i. Integrate our products and services into the trucking industries market.
- ii. Direct market our own product lines to over 100 potential clients throughout the Tanzania
- iii. Utilize our Business Technology Software to gain market share.
- iv. Provide our clients with quality products and services for trailers we manufacture while maintaining high profitability.

For many years, we have seen a niche in helping the above-mentioned businesses with their transportation businesses and expediting the above services. These services are handled in a one-on-one fashion, the clients process for using the various products is reviewed, then a recommendation is made to either scrap, rebuild or replace the items in question. Also, at this point we can recommend one of our distributor partner products as a substitute

Superdoll Trailers will be a partner in the Tanzania Truck owner's association (TATOA) network and will also use this network to promote its trailer products and services throughout our partners.

1.2 Mission

Superdoll will develop and offer only the highest quality trailers products and services.

- Our products will reduce customers' costs and have a longer life than the competitors' products.
- Our re-manufacturing services will also offer the client a solid, value-based purchase backed by a 100% quality commitment and effort by our employees and management.

Using Superdoll own manufacturing facility at Dodoma as a model and test bed for our products, Superdoll will provide the mid-sized trucking corporate market with new and exciting ways to cost effectively manage all external vendor and customer transactions, yielding continual savings for the users of our trailer products and services. Our manufacturing partners will also add value to our offering of services, further allowing Superdoll to grow into a high-quality, long-term growth corporation.

1.3 Keys to Success

- i. Seasoned management with over twenty years of business experience in trailers manufacturing, trucking Industry and Metalworking.
- ii. Focused and well-defined long-range goals for longevity. Our plan has been developed to allow flexibility and growth.
- iii. Strong project-management staffing with extensive prior Engineering experience, providing clients with product and service support in trailer industrial setting.
- iv. Strong marketing goals with niche products and services; targeted services and products delivered with unique marketing approaches.
- v. Very low internal development costs at startup. Management is well-suited to oversee and develop all new expansion projects described in this business plan, limiting pre-production expenses by utilizing industry partnerships to lower the initial costs to bring its services and products to market.
- vi. Previous base of high-quality external domestic and international support vendors available to build on, with over twenty years of industry contacts to work with, in both the purchasing of quality products, and also in the marketing of our own products.
- vii. Previous successful business plans and experience to draw from. Management's previous business plan helped in closing credit facility package for the acquisition of trailers manufacturing equipment. Management will implement and perfect all aspects of the business plan, expecting that a great deal of its own creativity, positive attitude, and energy will be brought into all of the required projects.

2.1 Company Ownership

Superdoll is a privately held corporation co-owned by Nassor A. Seif and his brother, Seif A. Seif. They all have years of experience in heavy machinery production management, and customer services acquired while they work in their truck trailers and body assembling facility in Dar es Salaam,

To achieve our objectives, Mr. Seif A. Seif is seeking \$13,000,000 in investment and \$17,000,000 in long-term loans for **Superdoll Trailers**. A percentage of the stock and royalties of its products will be offered to the initial investors.

2.2 Expansion Summary

Initial startup for **Arusha, Dodoma, Kahama, Mtwara, Mwanza & Tanga** factory will consist of setting up the equipment, shipping area, and Inventory areas in the 5,500 sq.m of production space described, with provisions for further expansion when needed.

Once established, Mr. Seif A. Seif will utilize all of his previous business contacts to develop the Superdoll's products for immediate resale. This will include several custom catalog offerings with over 500 products each. As many of the customers require similar trailer products sold by the Industrial Sales Division, a stock list will also be compiled of the major items to be offered adding more customer support value to the business.

In the production area, we will add approximately \$5,000,000 of machinery, allowing the firm to produce its products and services. Further leased equipment will be added starting in the first month of the plan. This equipment will be both manually operated, and computer controlled, depending on availability. At present the machine tool market has an excess of available equipment which is driving the costs to purchase these items down considerably.

Project Expansion Financing Plan

Local Equity (\$)	Local Loan (\$)	Total (\$)
13,000,000	17,000,000	30,000,000

Project Expansion Investment Breakdown

Item	Total
Land & Building	\$ 3,000,000
Plant	\$ 13,000,000
Vehicles	\$ 1,500,000
Furniture & Fittings	\$ 5,000,000
Pre-Expenses	\$ -
Others	\$ 2,500,000
Working Capital	\$ 5,000,000
Total	\$ 30,000,000

3.1 Competitive Comparison

Why should the Transport and trucking buyers work with *Superdoll Trailers*?

Superdoll's products are developed to perform better than the competition. Our trailer products are developed with the goal of providing our clients a good, value-based purchase that will help them be more profitable in their day-to-day operations. Our commitment to high quality and consistency in our products and services is what sets us apart from others.

Our services also combine a good value-based approach, and still provide quality. Our attention to customer detail is a critical component in our customer service area. Our custom sales software allows our staff to keep detailed, accurate notes on our customers' requirements, allowing us to fulfill orders to their preferences. This commitment to consistency allows the customer to feel confident when they ship orders in for service.

3.2 Future Products and Services

Superdoll will methodically seek out additional products to match our customers' requirements while working closely on applications to provide our clients with a better overall result in their manufacturing process.

In particular, we will add products to our own lines, and develop a sales strategy around each product. The additional products and services will likely come from our distributor partners, allowing us to develop quality product and service offerings. Our distributor partners can also produce private label products for us.

Further development on this strategy will come from our engineering software applications. These applications will allow us to work one on one with plant application engineers to fine tune products to maximize the product's life, yielding the best possible results.

Market Analysis Summary

The EAC market Description consists of 14,555 potential clients in the following categories:

The Tanzania Market consists of 4,553 potential clients in the same categories.

Our sales goal is to integrate our Industrial Products and Services into the above markets. Our sales approach is simple, utilizing a well-trained inside sales staff to approach new clients, and to respond to well-placed ads in industrial publications. Our software applications will make it possible for these businesses to interact closely.

5.1 Competitive Edge

Our competitive edge is our combined services, products, and the engineering skills required to properly interact with our customers and vendors. Our mix of inventory, industrial distribution, and the service capabilities to respond to the customer's needs quickly will make Superdoll a respected vendor in the industry.

Superdoll's competitive edge incorporates an overall approach to market our goods and services to many different industries. Our unique approach of developing our own branded sales and marketing applications will strengthen our ties to our distributor partners and direct clients. As computer networking is a strong area for me personally, I see the benefits to businesses that have solid network-based sales and marketing tools in place. Our overall goal is to utilize our own applications and developed software to integrate our distributor partners services. When completed, Superdoll will be able to offer much larger clients an extremely large variety of products and services drawing from our distributor partners services and products.

All of the Superdoll divisions will benefit from the marketing, strategic ad placements and the direct marketing products offered by every other Superdoll division.

5.2 Marketing Strategy

Key Goals to our marketing strategy are as follows:

- i. Develop a high-profile sales environment, to bring our products to new and existing clients.
- ii. Develop new ways to market our products to potential clients via our branded applications and software.
- iii. Develop channel partnerships utilizing our own applications, drawing from these partners services and products to develop a large base of products and services to be offered to larger clients.
- iv. Develop and maintain a quality customer service and follow-up program for all of the Superdoll divisions.
- v. Develop and utilize an ongoing automated marketing system to contact potential clients.
- vi. Carefully target marketing expenditures to maximize returns on the campaigns.

Sales Strategy

Superdoll's sales strategy will rely on a straight-forward approach of developing the company's long-term sales goal of providing quality engineered products and services tailored to the customer. Our overall goal will be to pay close attention to details gathered regarding other vendors, and how they interact with the clients, constantly fine tuning our transaction process until it is almost effortless for the clients to do business with us.

Customer access to our sales staff is also critical, as we intend to offer phone, fax, and Internet-based inventory access and order processing. Further Internet access on our main site will let clients develop budgets and gather engineering information about the products we offer. This will be further enhanced by the custom software products of Superdoll Integrated Technologies, when developed. Our sales staff will have a tremendous source of information available to act as an advisor to our clients.

Projected Financial Statement

Year	Year 1	Year 2	Year 3	Year 4	Year 5	
Trailer and Service Income	\$ 7,155,000	\$ 7,870,500	\$ 8,657,550	\$ 9,523,305	\$ 10,475,636	
Total Costs	\$ 4,183,190	\$ 4,601,509	\$ 5,061,660	\$ 5,567,826	\$ 6,124,608	
Operating Profit	\$ 2,971,810	\$ 3,268,991	\$ 3,595,890	\$ 3,955,479	\$ 4,351,027	

Projected investment schedule						
Item	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Land & Building	\$ 1,000,000	\$ -	\$ 1,000,000	\$ -	\$ 1,000,000	\$ 3,000,000
Plant	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$ 1,000,000	\$ 13,000,000
Vehicles	\$ 500,000	\$ -	\$ 500,000	\$ -	\$ 500,000	\$ 1,500,000
Furniture & Fittings	\$ -	\$ 3,000,000	\$ 1,000,000	\$ 1,000,000	\$ -	\$ 5,000,000
Pre-Expenses	\$ -		\$ -			\$ -
Others	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 2,500,000
Working Capital		\$ 3,000,000	\$ 1,000,000	\$ 1,000,000		\$ 5,000,000
Total	\$ 5,000,000	\$ 9,500,000	\$ 7,000,000	\$ 5,500,000	\$ 3,000,000	\$ 30,000,000
Projected income and loss statement						
Year	Year 1	Year 2	Year 3	Year 4	Year 5	
Trailer and Service Income	\$ 7,155,000	\$ 7,870,500	\$ 8,657,550	\$ 9,523,305	\$ 10,475,636	
Total income	\$ 7,155,000	\$ 7,870,500	\$ 8,657,550	\$ 9,523,305	\$ 10,475,636	
Cost of Sales						
Direct Costs	\$ 2,500,000	\$ 2,625,000	\$ 2,756,250	\$ 2,894,063	\$ 3,038,766	
Operating Costs	\$ 1,683,190	\$ 1,976,509	\$ 2,305,410	\$ 2,673,763	\$ 3,085,843	
Total Costs	\$ 4,183,190	\$ 4,601,509	\$ 5,061,660	\$ 5,567,826	\$ 6,124,608	
Operating Profit	\$ 2,971,810	\$ 3,268,991	\$ 3,595,890	\$ 3,955,479	\$ 4,351,027	
Depreciation	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	
Net Profit Before Tax	\$ 2,906,810	\$ 3,203,991	\$ 3,530,890	\$ 3,890,479	\$ 4,286,027	
Profit Brought Forward		\$ 2,906,810	\$ 6,110,801	\$ 9,641,691	\$ 13,532,170	
Net Profit carried Forward	\$ 2,906,810	\$ 6,110,801	\$ 9,641,691	\$ 13,532,170	\$ 17,818,197	
Project operating costs						
Year	Year 1	Year 2	Year 3	Year 4	Year 5	
Salaries and Wages	\$ 206,600	\$ 216,930	\$ 227,777	\$ 239,165	\$ 242,410	
Utilities	\$ 156,000	\$ 163,800	\$ 171,990	\$ 180,590	\$ 189,619	
Administration and General Expenses	\$ 150,000	\$ 157,500	\$ 165,375	\$ 173,644	\$ 182,326	
Insurance	\$ 46,000	\$ 48,300	\$ 50,715	\$ 53,251	\$ 55,913	

Total Operating Costs	\$ 558,600	\$ 586,530	\$ 615,857	\$ 646,649	\$ 670,268	
Project management and Staffing						
Position	Nos	Remuneration/Yr	Comment			
CFO		18,600	Local			
COO		12,826	Local			
Admin. Manager		11,616	Local			
Technical Manager		10,527	Local			
Marketing Manager		9,801	Local			
Others		179,040	Local			
Total People		315	Local			
Total Wage		242,410				
Project Depreciation Schedule						
Item	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Land & Building	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Plant	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 200,000
Vehicles	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Furniture & Fittings	\$ -	\$ 150,000	\$ 200,000	\$ 250,000	\$ 250,000	\$ 850,000
Computers and Communication	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 65,000	\$ 215,000	\$ 265,000	\$ 315,000	\$ 315,000	\$ 1,175,000
Projected Cash Flow						
	Year 1	Year 2	Year 3	Year 4	Year 5	
INFLOWS						
Capital	\$ 30,000,000					
Operating Profit	\$ 2,971,810	\$ 3,268,991	\$ 3,595,890	\$ 3,955,479	\$ 4,351,027	
Total Inflows	\$ 32,971,810	\$ 3,268,991	\$ 3,595,890	\$ 3,955,479	\$ 4,351,027	
OUTFLOWS						

Investment	\$ 5,000,000	\$ 9,500,000	\$ 7,000,000	\$ 5,500,000	\$ 3,000,000	\$ 30,000,000
Total Outflows	\$ 5,000,000	\$ 3,500,000	\$ 5,000,000	\$ 3,500,000	\$ 3,000,000	
Net Cash Flow	\$ 17,971,810	\$ (231,009)	\$ (1,404,110)	\$ 455,479	\$ 1,351,027	
Opening Balance		\$ 17,971,810	\$ 17,740,801	\$ 16,336,691	\$ 4,351,027	
Closing Balance	\$ 17,971,810	\$ 17,740,801	\$ 16,336,691	\$ 16,792,170	\$ 5,702,054	

Long-term Plan

Superdoll's Product and Services Division's long-term plan has been projected out to a 10 year review to highlight the businesses long term results, and the added potential of the distributor partnerships. Additionally, the 4th & 5th year cash position can be shown for pay-out analysis of the initial investors; this plan also gives a much better equity picture.