



PO.Box10848, Mwaikibaki, Mikocheni  
Kinondoni, Dar Es Salaam, Tanzania



+255 747 333 915



forworld.tanzania@gmx.com



youngbin.fu@gmx.com

shuanguo.li@gmx.com

**Vision & Mission & Value:** We envision a future with healthy aquatic ecosystems, plentiful and profitable wild seafood supply and export.

## The United Republic of Tanzania Tanzania Investment Centre



### Investment Opportunities in the Fisheries and Aquaculture Sub-Sector, Tanzania



Certified True Copy of the Original  
Sign..... Date.....  
FELIX JESSIE  
Advocates, Notary Public & Commissioner  
for Oaths



Forworld Tanzania Company Limited



Forworld

Seafood business

# Business plan

FORWORLD TANZANIA COMPANY LIMITED

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Advocate, Notary Public & Commissioner for Oaths  
Date .....

FORWORLD TANZANIA COMPANY LIMITED  
P.O. Box 10848  
DAR-ES-SALAAM

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**PART  
1**

**INTRODUCTION TO THE PROJECT**

INDUSTRY OUTLOOK

MARKET ANALYSIS



# INDUSTRY OUTLOOK

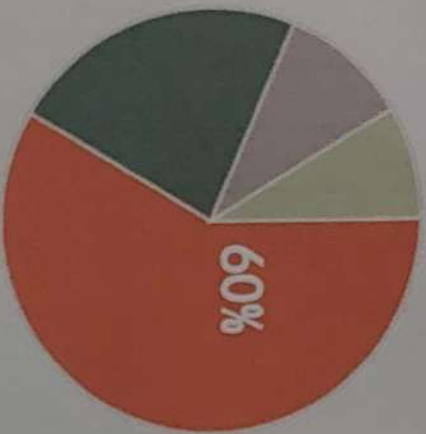
## HUGE MARKET POTENTIAL

China is an ancient civilization with a long history, especially in the catering industry. In the streets and alleys of cities, various delicious are sold, and there are various ways to make and eat one type of food. With China becoming increasingly prosperous in recent years, 1.4 billion people have money in their pockets, so the pursuit of beautiful food is increasing. Therefore, China has a huge market and a huge procurement volume.



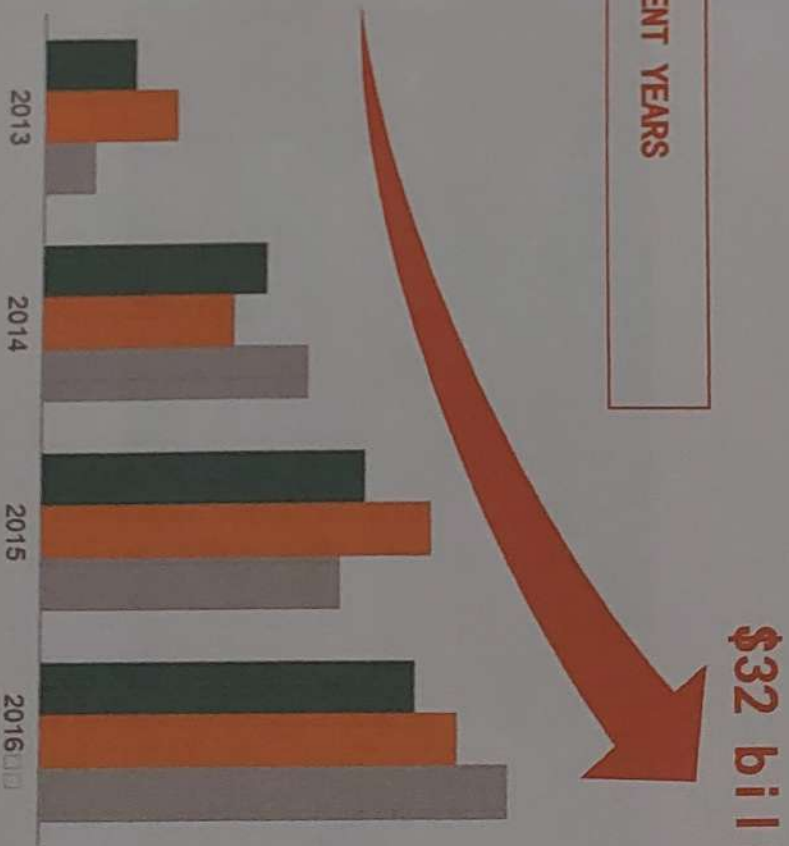
# MARKET ANALYSIS

INDUSTRY DEMAND TRENDS IN RECENT YEARS



Lobster and crabs

As Chinese people become increasingly affluent, high-end seafood such as lobster and crabs have gradually entered the dining tables of ordinary people in recent years, and this trend is still gradually increasing.



## INDUSTRY OUTLOOK



Taking the Huangsha Aquatic Products Wholesale Market in Guangzhou, China as an example, there is a continuous flow of flights from all over the world to Guangzhou every day, with almost every flight carrying fish, shellfish, shrimp, sea cucumbers, and more from other countries



## MARKET ANALYSIS

China has developed railways, aviation, and land transportation

Airport customs staff with high work efficiency

Diversified cooking of hotel seafood products



Every city in China has a seafood market

Each province will also have many seafood markets

There are countless five-star hotels in each province



## Core advantages

cost  
advantage

Large  
market

industry  
status

Fixed  
customer  
source



Engaged in the crab and lobster sales industry for more than 30 years, familiar with the Chinese seafood market, with stable distributors in various provinces, very familiar with seafood trade, with good reputation, and repeatedly praised by customs and tax departments



# Product Introduction



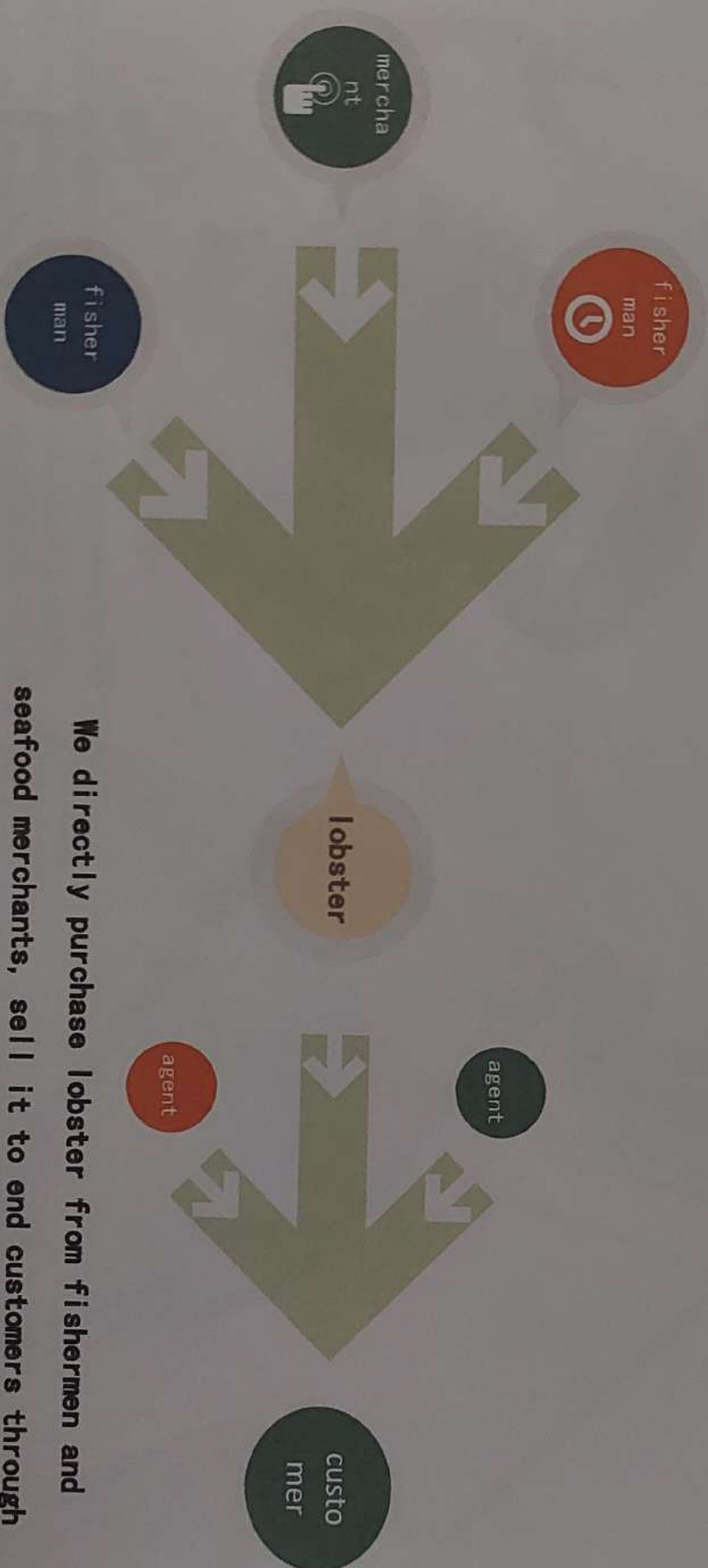
Panulirus ornatus, belonging to the subfamily Lobster, is the largest lobster in the genus Lobster, with a body length of up to 60 centimeters.

There are black brown and yellow stripes on the abdomen, first antennae, and feet. There are four pairs of warts at the base of the antennae, with a smaller pair at the back. Colorful and bright body color.

It usually inhabits depths of 1 to 10 meters, with a maximum recorded depth of 145 meters. It is mostly found in the still water areas of rocks and reef slopes, and sometimes can also be found in muddy bottoms with turbid water near estuaries



# distribution channel



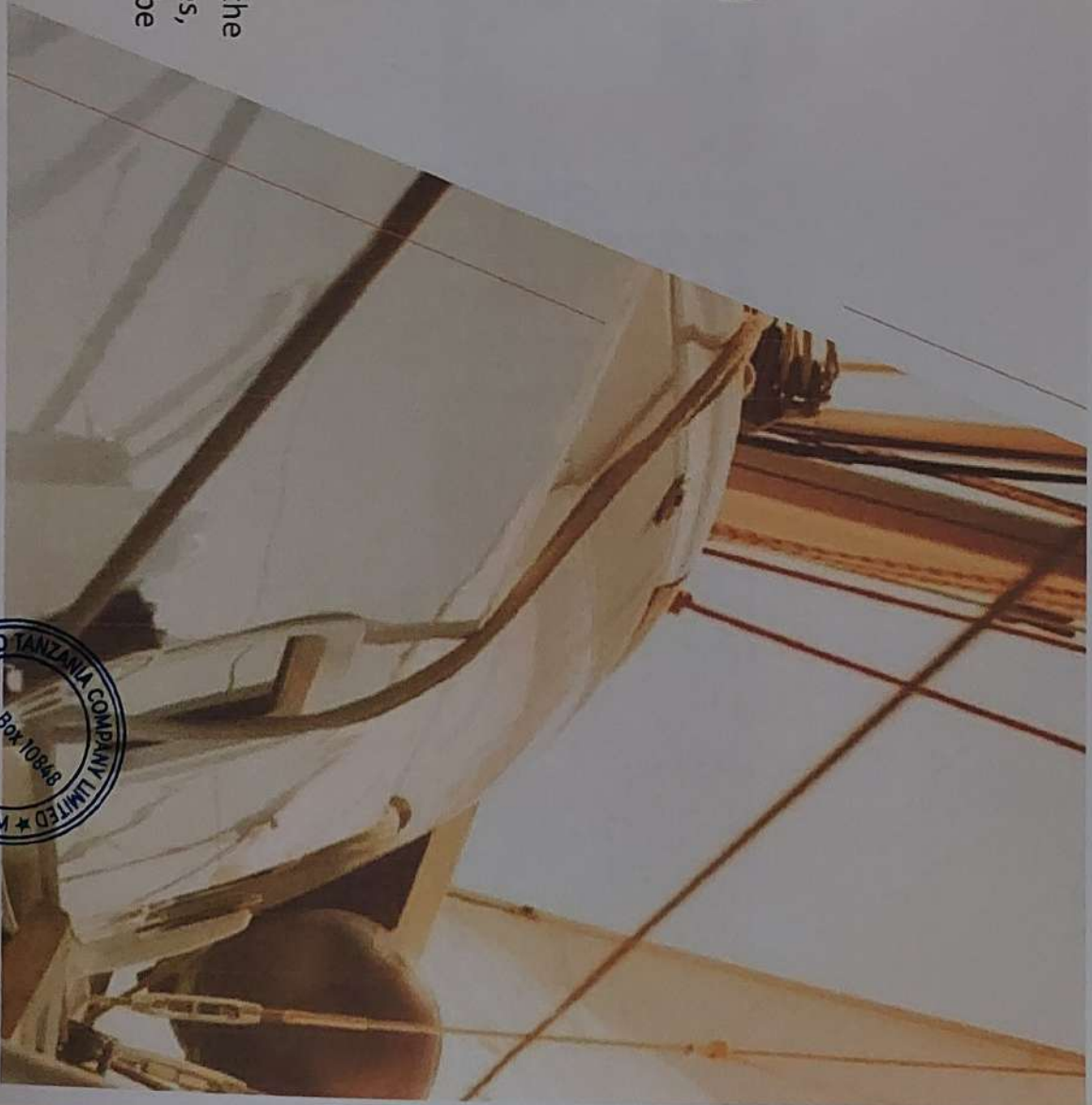
We directly purchase lobster from fishermen and seafood merchants, sell it to end customers through wholesale market wholesalers



## SALES CHANNELS



For fishermen who have the skills but do not have the purchasing power, leasing fishing nets, shrimp cages, crab cages, fishing boats and other businesses will be implemented to improve the employment opportunities of fishermen

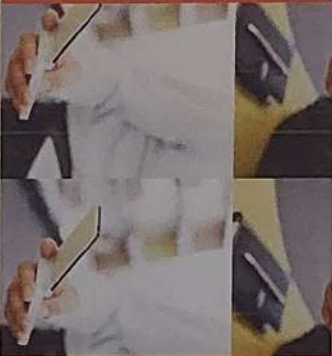


# Building channels

**Add  
Acquisition  
points**



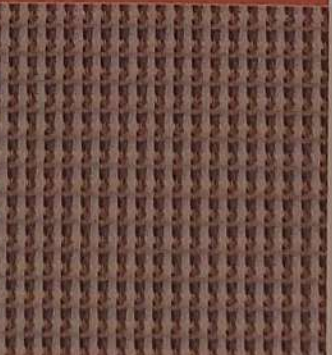
**Development  
agent**



**Training  
new  
technologies**



**advertisem  
ent**





**PART  
3**

# **TEAM PRESENTATION**

**DEVELOPMENT MILEAGE**

**ORGANIZATIONAL STRUCTURE**



# DEVELOPMENT MILEAGE

2017

Through several years of customer accumulation, sales have experienced an astonishing surge!

2014

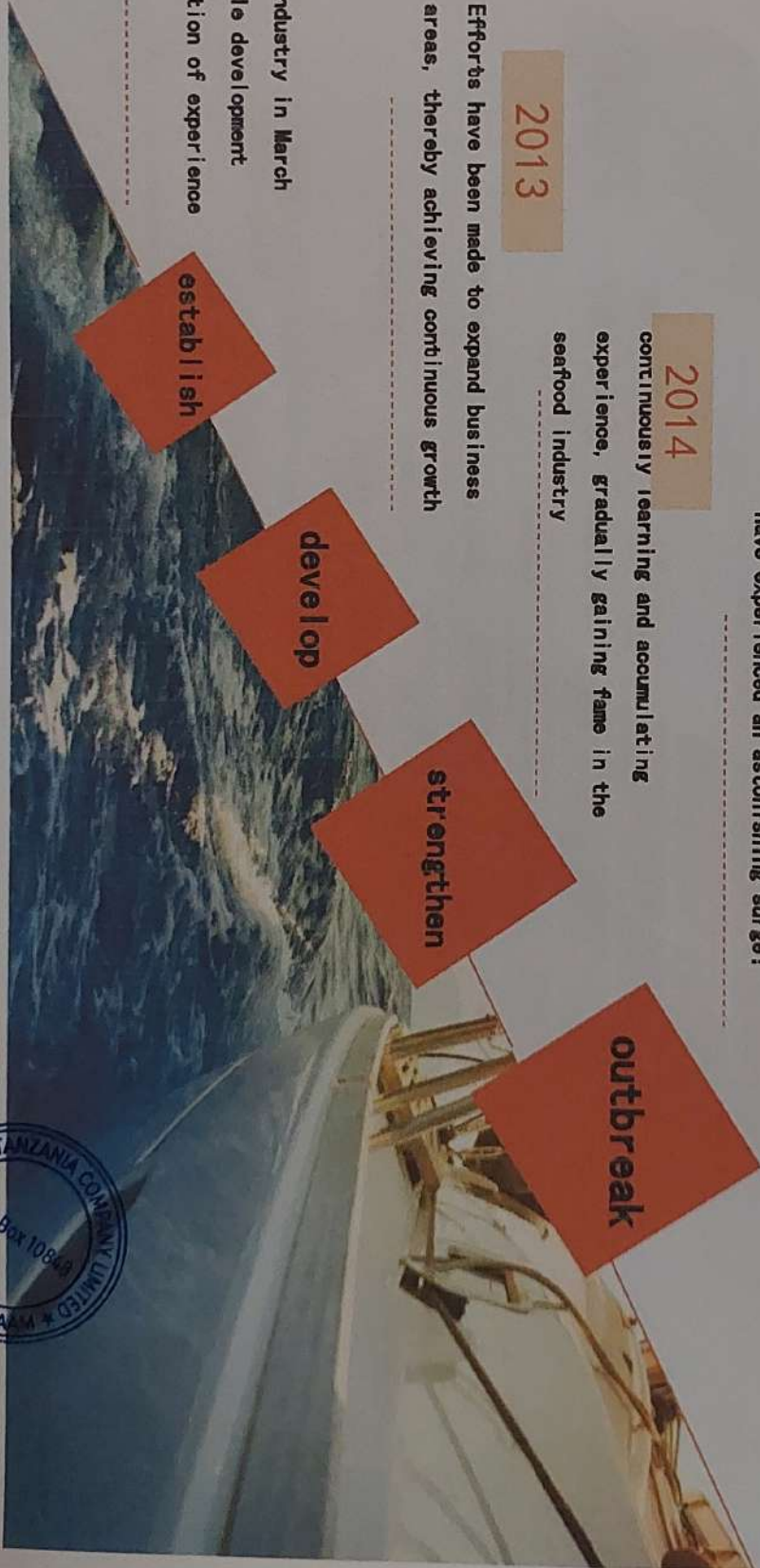
continuously learning and accumulating experience, gradually gaining fame in the seafood industry

2013

Efforts have been made to expand business areas, thereby achieving continuous growth

2012

I started working in this industry in March 2012 and have achieved stable development through continuous accumulation of experience



establish

develop

strengthen

outbreak



# Organizational structure



The organizational structure of FORWORLD company is the most basic structural basis for enterprise process operation, department setting, and functional planning



# Team members



**general manager**

Served as the head of operations in multiple companies and the soul of the company



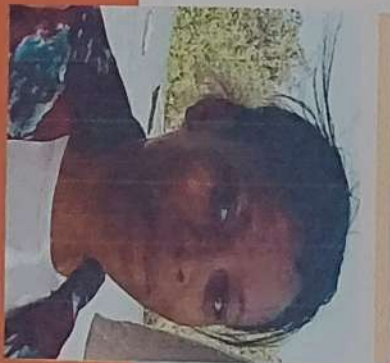
**Business Director**

Having been operating a seafood business in Tanzania for many years, I possess exceptional insight and business capabilities



**Marketing Director**

Having years of market development experience and control ability, an outstanding professional manager



**Chief Financial Officer**

Having years of financial management skills in large enterprises, loyal and trustworthy colleagues



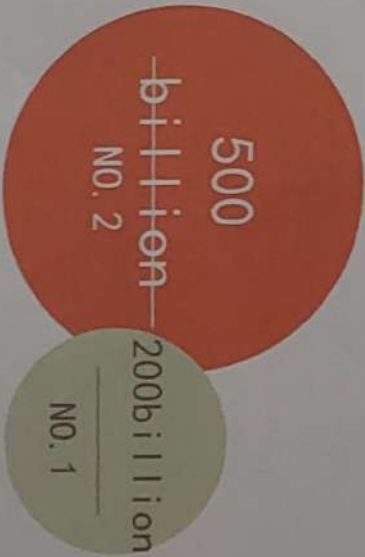
## COOPERATE PLAN

- Setting up acquisition points in coastal towns in Tanzania to facilitate sales by fishermen
- For fishermen who have the skills but do not have the purchasing power, leasing fishing nets, shrimp cages, crab cages, fishing boats and other businesses will be implemented to improve the employment opportunities of fishermen
- Establish acquisition points in various regions, recruit local fishermen, train short-term aquaculture techniques, seafood packaging techniques, and promote local employment.
- Actively maintain good relationships with local fishermen and government personnel at all levels, and actively contribute to the local economy by paying taxes



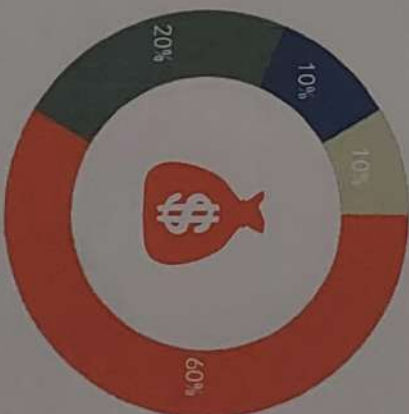
# FINANCIAL PLAN

## Capital investment situation



The first phase of investment will be entered on May 1, 2023, for business development and promotion. The second phase is expected to enter on December 1, 2023, and the specific proportion depends on the financial situation of the first phase.

## Proportion of fund utilization plan



■ 技术开发 ■ 推广费用 ■ 设计费用 ■ 人力成本

The first phase of investment will mainly be used in the following aspects: purchasing lobster and crabs accounts for 60%, business development accounts for 20%, leasing factory buildings accounts for 10%, and manpower accounts for 10%.



# SWOT analysis

## S

What are our strengths?

We face the huge demand in China, and sales are not a problem. We have rich experience in seafood sales and transportation, and the quality is guaranteed

## O

After China's accession to the WTO, the market gradually opens up to the outside world, which will accelerate the internationalization process of enterprises  
What are our opportunities?

## W

What are our weaknesses?

We are not very familiar with the seafood market in Tanzania yet, and we need to strengthen our learning

## T

We strictly adhere to the performance evaluation system, earn more for more work, receive higher salaries, and influence our peers  
What are our threats?





# Thanks for reading

THANKS FOR YOUR ATTENTION

Reporting agency : **FORWORLD**

