



Business Plan

**Tanzania Razor Blade
Manufacturing Limited**

Empowering Africa



Leadership Promise:

We have evolved from Africa to offer the world shaping solutions for Africa

We live and believe in Adding value a must as a capstone of everything we do for our client.

Mohammad Y. A. Karim

Director

Our registration status

We are duly registered and recognized by the laws and regulating bodies as the Manufacturing Company.

Our Legal credentials are provided below:

BRELA legal status:	Incorporation Number: 169474338
Tax Identification Number (TIN):	169-474-338
Place of Registration:	Dar es Salaam United Republic of Tanzania.
Principal Place of Business:	Mwanga tower, 6th floor Bagamoyo Road P O Box 90387 +255752729053, +255712452291

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1.0 About us

Tanzania Razor Blade Manufacturing Ltd. A cutting-edge manufacturer and distributor of premium-quality razor blades, dedicated to providing superior shaving experiences for our customers. With a strong commitment to precision engineering, innovation, and sustainability, we're poised to revolutionize the world of personal grooming. A dynamic and forward-thinking with vast experience in developing, manufacturing and general trading company ARISACO GROUP FZC COMPANY headquartered in the United Arab Emirates since 2021 Was handled by a prominent businessman who had more than 50 years specialization in the industry and has evolved into an international business in many sectors in various countries.



1.1 Our Vision

Our Vision is to be widely recognized as a reputable company with the Standard of excellence. This recognition will reflect the quality, broad capabilities, depth of talent, specialized industry expertise and our integrity.

1.2 Our Mission

To provide cost-effective, high-quality, innovative razor blades that enhance the shaving experience while prioritizing sustainability and customer satisfaction in Tanzania.

1.3 Our Core Values

Quality:

Producing high-quality razor blades that provide a smooth and effective experience Quality control and consistent product excellence are core values.

Ethical Practices:

Upholding ethical business practices is crucial in the razor blade industry, including honest advertising, fair pricing, and transparent business dealings.

Excellence:

Safety Standards Compliance: Adhering to industry and regulatory safety standards is a core value to ensure product safety and compliance.

Innovation:

Industry is competitive and innovation in blade design, materials, and packaging can set a company apart. Being at the forefront of technology and design is often our core value.

1.4 Our shareholders and Directors



Mr. MOHAMMAD YUSSUF

He is National of Mozambique Residing in United Arab Emirates, Born in Mozambique, and Holder of Passport No. 15AN03670.

Also He is a partner three domestic companies such as MERIT EVENT MANAGEMENT L.L.C, ARISACO GROUP FZC COMPANY and URBANITA DEVELOPMENT LLC COMPANY.

Mohammad also he is shareholder of two foreign companies named INOVACO DIS TICARET LIMITED SIRKETI (TURKEY) and ARTON LDA IN MOZAMBIQUE (EXCLUSIVE DISTRIBUTOR OF PORCELANOSA GRUPO IN MOZAMBIQUE)



Mr. MOHAMMED YASSER

He is a national of Mozambique residing in United Arab Emirates, Born in Mozambique, and Holder of Passport No. 15AN59535.

He is an outstanding business man currently working in Port Saeed Dubai and a shareholder/partner with ARISACO GROUP FZC COMPANY and URBANITA DEVELOPMENT LLC COMPANY.

Tanzania Razor Blade Manufacturing LTD is part of the Global fast growing company ARISACO GROUP FZC COMPANY based in Dubai. Has two committed and profit-driven shareholders. Their primary objective is to generate a return on their investment through capital appreciation (increased share value) and, in some cases, dividends. They often have well-defined investment strategies and goals.

2.0 Executive Summary

Is a dynamic and forward-thinking with vast experience in developing, manufacturing and general trading company headquartered in the United Arab Emirates. Was handled by a prominent businessman who had more than 50 years specialization in the industry and has evolved into an international business in many sectors in various countries.

3.0 Economic consideration

Company prioritizes the well-being of the local community hold immense importance in creating a positive and sustainable business environment. Such considerations encompass a range of practices and strategies that not only benefit a company but also foster community development and economic resilience. One of the key advantages is local job creation, which not only reduces unemployment but also bolsters the financial stability of community members. As businesses support local suppliers and vendors, the local supply chain strengthens, contributing to economic resilience and benefiting other businesses in the area. Furthermore, the success of local businesses generates tax revenue that can be reinvested into the community, enhancing public services, infrastructure, and education. This, in turn, uplifts the entire community by creating a better quality of life. Additionally, companies that invest in local causes and community initiatives demonstrate their commitment to social responsibility and community cohesion, fostering greater civic engagement. Altogether, these economic considerations, coupled with support for local talent, infrastructure development, and environmental stewardship, play a significant role in creating thriving, close-knit communities with a higher quality of life and economic stability.

3.1.0. Benefits of the Project to the Tanzanian Economy

Investments in a laser blade manufacturing company in Tanzania can have several positive effects on the Tanzanian economy. These benefits include economic growth, employment creation, increased exports, technological advancement, promotion of industrial cluster, local supply chain development, economic diversification, value addition and infrastructure development.

- ✓ **Employment Creation:** Establishing a laser blade manufacturing company will require a skilled and semi-skilled workforce, leading to the creation of employment opportunities. This can help reduce unemployment and alleviate poverty.
- ✓ **Tax Revenue:** The government can generate tax revenue from the operations of the laser blade manufacturing company, which can be reinvested in public services, infrastructure, and social programs.
- ✓ **Export Opportunities:** Laser blades are used in various industries, including manufacturing, construction, and healthcare. By producing laser blades domestically, Tanzania can tap into both domestic and international markets, potentially increasing exports and foreign exchange earnings.
- ✓ **Reduced Import Dependency:** By manufacturing laser blades locally, Tanzania can reduce its reliance on imported laser blades and related equipment, conserving foreign exchange and promoting self-sufficiency





4.0. Financial Overview

The financial overview provides a snapshot of the company's financial health and objectives. In the initial stages, the company will require an investment minimum of \$2,000,000.00 to fund startup activities.

- ✓ **Revenue and Sales growth:** Revenue growth can be attributed to factors such as market expansion, launching of a new product, or increased customer demand.
- ✓ **Profitability:** Maintaining profitability is a testament to our ability to manage costs and operate efficiently in a competitive market.
- ✓ **Sustainability initiative:** We remain committed to sustainable and responsible business practices, our sustainability efforts not only align with our values but also resonate with environmentally conscious consumers.
- ✓ **Cash flow Management:** Effective cash flow management will be a priority for our company. Maintain a healthy cash reserve to ensure we have the resources necessary to invest in growth opportunities and withstand economic uncertainties.

4.1.0. Financial Projection

In this section we will outline our meticulously prepared financial projections, which encompass key aspects of the financial landscape of our business. This includes revenue forecasts, cost projections and a comprehensive view of the balance between assets, liabilities, and equity.

Our financial projections are a culmination of careful research, market analysis, and strategic planning. They are founded on realistic and well-documented assumptions, accounting for various scenarios and risk factors that may influence our financial performance.

The following analysis is for gaining a deeper understanding of our financial future projections and how it relates to our broader business strategy. These projections are a testament to our dedication to prudent financial planning, a commitment we believe will help us achieve success and growth in the years to come. Starting with the Breakdown of Machinery and Assets for business use, followed with Income statement projection along with the statement of financial position projection.

SN	Raw materials	Estimated Value
1	PLASTIC GRANULES (ABS/HIPS)	Total of USD 250,000 to be purchased every 2 month
2	ABS GLUE	
3	COLOUR MASTER BATCH	
4	BLADE FOR RAZOR GERMANY	
5	JUMBO ROLL FOR PLASTIC PACKING	
6	SAFETY STRIP	
7	SPACER FOR RAZO	

Breakdown of Machinery and Assets

SN	Machinery type	Estimated Value(USD)
1	INJECTION MOLDING MACHINE 120 T (MACHINE 1)	35,200
2	INJECTION MOLDING MACHINE 120 T (MACHINE 2)	35,200
3	INJECTION MOLDING MACHINE 90 T (MACHINE 3)	27,750
4	INJECTION MOLDING MACHINE 90 T (MACHINE 4)	27,750
5	PACKING MACHINE SEMI AUTOMATIC (1)	11,000
6	PACKING MACHINE SEMI AUTOMATIC (2)	11,000
7	FULL AUTOMATIC ASSEMBLY LINE MACHINE (1)	110,000
8	FULL AUTOMATIC ASSEMBLY LINE MACHINE (2)	122,000
9	HANDLE MOLD 16 CAVITIES 1	9,500
10	HANDLE MOLD 16 CAVITIES 2	9,500
11	CAP MOLD 24 CAVITIES 1	9,500
12	CAP MOLD 24 CAVITIES 2	9,500
13	LOWER MOLD 24 CAVITIES 1	9,500
14	LOWER MOLD 24 CAVITIES 2	9,500
15	UPPER MOLD 24 CAVITIES 1	9,500
16	UPPER MOLD 24 CAVITIES 2	9,500
17	AUTOMATIC CRUSHER 1	2,746
18	AUTOMATIC CRUSHER 2	2,746
19	AUTOMATIC DRYER 1	271
20	AUTO LOADER 1	1,588
21	AUTO LOADER 2	1,588
22	AUTO LOADER 3	1,588
23	AUTO LOADER 4	1,588
24	1 FULLY AUTOMATIC CHILLER	3,159
25	1 AIR COMPRESSOR	2,900
26	COLOUR MIXER 100KG 1	1,778
27	COLOUR MIXER 100KG 2	1,778
	SUB TOTAL	477,630
	Freight charged	15,000
	Assemble the factory	35,000
	TOTAL	527,630
	Equivalent to TZS rate (2550)	1,345,457

INCOME STATEMENT PROJECTION					
Details	2024	2025	2026	2027	2028
	TZS "000"	TZS "000"	TZS "000"	TZS "000"	TZS "000"
Revenue	4,800,000	6,000,000	7,200,000	8,400,000	9,600,000
Cost of Sales	3,312,000	4,140,000	4,968,000	5,796,000	6,624,000
Gross Profit	<u>1,488,000</u>	<u>1,860,000</u>	<u>2,232,000</u>	<u>2,604,000</u>	<u>2,976,000</u>
Expenses:					
Staff Related Costs	500,000	600,000	720,000	864,000	1,036,800
Administration Costs	854,740	1,025,688	1,230,826	1,353,908	1,489,299
Finance Costs	74,060	88,872	106,646	117,311	129,042
Depreciation Expenses	132,177	132,177	132,177	132,177	132,177
Profit/(Loss) Before Tax	(72,977)	13,263	42,351	136,604	188,682
Corporate Tax	(21,893)	3,979	12,705	40,981	56,605
Net Profit / (Loss)	<u>(51,084)</u>	<u>9,284</u>	<u>29,646</u>	<u>95,623</u>	<u>132,077</u>

STATEMENT OF FINANCIAL POSITION PROJECTION					
DETAILS	2024	2025	2026	2027	2028
ASSETS	TZS 000	TZS 000	TZS 000	TZS 000	TZS 000
Non-current assets:					
Property, Plant and Equipment	1,345,457	1,358,911	1,372,500	1,386,225	1,400,087
Total Non-Current Assets	1,345,457	1,358,911	1,372,500	1,386,225	1,400,087
Current Assets:					
Inventory(raw materials)	3,825,000	3,825,000	3,825,000	3,825,000	3,825,000
Total Current Assets	3,825,000	3,825,000	3,825,000	3,825,000	3,825,000
Total Assets	<u>5,170,457</u>	<u>5,183,911</u>	<u>5,197,500</u>	<u>5,211,225</u>	<u>5,225,087</u>
EQUITIES AND LIABILITIES					
Share capital	70,457	83,911	97,500	111,225	125,087
Add: Retained Earnings					
Long term Liabilities:					
Long Term Loan	5,100,000	5,100,000	5,100,000	5,100,000	5,100,000
Current Liabilities:					
Total Equity and Liabilities	<u>5,170,457</u>	<u>5,183,911</u>	<u>5,197,500</u>	<u>5,211,225</u>	<u>5,225,087</u>

5.0. Terms and Conditions of the Loan

- ✓ **Loan Amount:** The total amount of the loan that the lender is providing to the borrower.
- ✓ **Interest Rate:** The rate at which interest will accrue on the loan amount. It may be fixed or variable.
- ✓ **Repayment Schedule:** The schedule for repaying the loan, and the frequency of payments (monthly, quarterly) and the duration of the loan is 3 years.
- ✓ **Use of Funds:** the borrowed funds will be used as a working capital, equipment purchase, facility expansion, or other specific purposes.
- ✓ **Collateral:** Any assets or property offered as collateral to secure the loan. In case of default, the lender can seize the collateral.
- ✓ **Guarantees:** Personal or corporate guarantees, if applicable, which may require the borrower's owners or principals to be personally responsible for loan repayment.

6.0. Market Study

Tanzania revealed a growing market with a preference for disposable razors, particularly among the urban demographic. Competitor research indicated a mix of local and international brands, with pricing and distribution strategies varying widely. Our market entry strategy will involve local distributors and an emphasis on quality, sustainability, and affordability to cater to consumer preferences and stand out in a competitive landscape

- ✓ **Economic Hub:** Dar es Salaam is the largest city and economic center of Tanzania. It offers a range of opportunities for various businesses due to its dynamic and diversified economy.
- ✓ **Port City:** The city hosts Tanzania's largest and busiest port, the Port of Dar es Salaam. This makes it an ideal location for businesses involved in trade, import, and export.
- ✓ **Transportation Hub:** Dar es Salaam boasts good transportation infrastructure, including road networks and an international airport. It's well-connected to other major cities in Tanzania and neighboring countries, making it a strategic location for distribution and logistics businesses.

- ✓ **Government Support:** The Tanzanian government has initiated various reforms to improve the ease of doing business, offering incentives and support for foreign investors in sectors like manufacturing.
- ✓ **Skilled Workforce:** The city provides access to a skilled and diverse labor force with expertise in various fields, facilitating recruitment for different business sectors.
- ✓ **Market Access:** Dar es Salaam provides access to a large and growing consumer market. Its strategic location makes it an excellent entry point for businesses looking to serve the Tanzanian market and expand to neighboring East African countries.
- ✓ **Investment in Infrastructure:** Ongoing investments in infrastructure development and urban expansion create an environment conducive to business growth and expansion.
- ✓ **Industrial Zones:** The city has established industrial zones and special economic zones that provide facilities and incentives for manufacturing and processing industries.
- ✓ **Educational and Research Institutions:** Dar es Salaam hosts several educational institutions and research centers, which can be advantageous for businesses seeking partnerships or access to research and development.
- ✓ **Cultural and Commercial Diversity:** The city's cultural diversity and commercial activity make it a vibrant and cosmopolitan business environment.

6.1.1. Target Market Segment

Possess to provide high-quality, durable blades with comfort features and subscription services to meet the needs of daily shavers. The company will offer affordable razor blade options, value packs, and discounts to cater to price-conscious consumers that emphasizing skin-friendly lubrication, single-blade options, and hypoallergenic materials to address the concerns of individuals with sensitive skin

6.1.2. Industry Analysis

As a local suppliers and manufacturers will develop relationships and secure a stable supply of razor blade products. It enhances a country's economic stability and reduces its vulnerability to global supply chain disruptions.

Not importing goods can provide support for local industries and businesses. This, in turn, encourages business growth, innovation, and competitiveness within the domestic market.

6.1.3. Imports

Tanzania imported \$8.38M in Razor Blades, becoming the 75th largest importer of Razor Blades in the world. At the same year, Razor Blades was the 266th most imported product in Tanzania. Tanzania imports Razor Blades primarily from: United Arab Emirates (\$2.68M), Vietnam (\$2.54M), China (\$1.29M), India (\$748k), and Egypt (\$295k).

The fastest growing import markets in Razor Blades for Tanzania between 2020 and 2021 were Vietnam (\$1.87M), United Arab Emirates (\$1.29M), and India (\$289k).



6.1.4. Competition and Buying Patterns

Company identified the key players in the Tanzanian razor blade market, both local and international brands and analyzed their market share, pricing strategies, and product offerings. Unique Selling Points (USPs), Marketing and Branding, and effective distribution channels will be implemented to ensure the achievements in the main objectives

6.1.5. SWOT analysis

Strengths

- ✓ Skilled workforce with expertise in advanced manufacturing.
- ✓ State-of-the-art equipment for efficient production.
- ✓ Reliable supply chain and cost-efficient processes.
- ✓ Stringent quality control for high-quality products.

Weaknesses:

- ✓ Employee turnover and compliance costs.
- ✓ Underutilized marketing and sales efforts.

Opportunities:

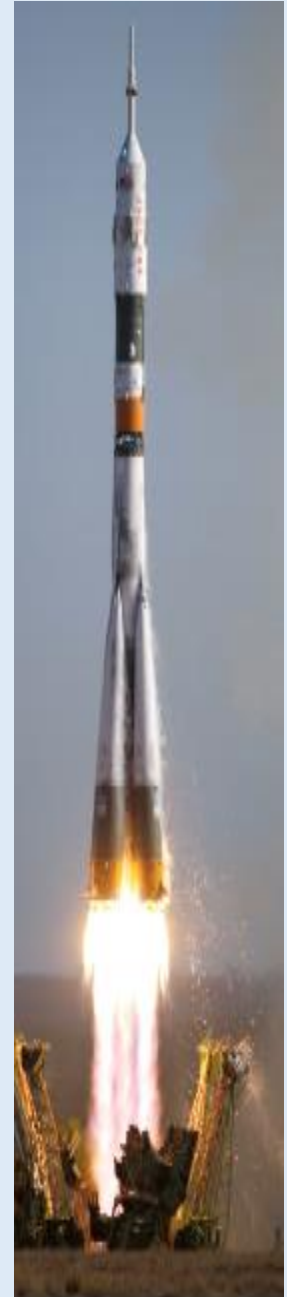
- ✓ Market expansion and diversification.
- ✓ Sustainability and Industry adoption.
- ✓ Geographic supplier diversification.

Threats:

- ✓ Intense competition and economic volatility.
- ✓ Evolving regulations and raw material cost fluctuations.
- ✓ Supply chain disruptions.

6.1.6. Marketing and Sales Strategies

- ✓ **Social Media** – That will help to enhance brand visibility, fosters audience engagement, promotes content, facilitates customer service, generates leads, and enables e-commerce. Social Media supports as well targeted advertising, market research, competitive analysis, crisis management, influencer partnerships, product launches, employee advocacy, feedback collection, and event live streaming.
- ✓ **Affiliate Marketing** - Partnering with affiliates who promote products on their websites or marketing channels, earning a commission for each sale.



- ✓ **Video Marketing** - Creating and sharing video content, including product demonstrations, testimonials, and storytelling, to engage and educate the audience.
- ✓ **Event Marketing** - Promoting the products at events, trade shows, or exhibitions, offering opportunities for in-person product interaction and networking.
- ✓ **Word-of-Mouth Marketing** - Encouraging satisfied customers to share their positive experiences with friends and family, creating organic buzz.
- ✓ **Outbound Marketing** - Using traditional marketing methods like TV ads, radio commercials, direct mail, and telemarketing to reach a broad audience.
- ✓ **Guerrilla Marketing** – Using Unconventional marketing strategies designed to create buzz and capture attention through creativity and surprise.

7.0. Environmental Impact

Material Sourcing:

Use sustainable and responsibly sourced materials, such as recyclable metals or biodegradable materials for razor blade components.

Consider using materials that require fewer resources and have a lower environmental impact in the production.

Energy Efficiency:

Invest in energy-efficient manufacturing processes and equipment.

Consider renewable energy sources, such as solar or wind power, to reduce greenhouse gas emissions associated with energy consumption.

✓ **Lean Manufacturing:**

- Implement lean manufacturing principles to optimize production processes and minimize waste.
- Use just-in-time inventory management to reduce excess inventory and resource use.

✓ **Waste Reduction:**

- Minimize waste generation in the manufacturing process by optimizing material use and recycling.
- Recycle and reuse as much material as possible, including metal shavings and defective blade components.

✓ **Emissions Control:**

- Install pollution control equipment to reduce emissions from manufacturing processes.
- Monitor and report emissions to ensure compliance with environmental regulations.

✓ **Product Design:**

- Design razor blades that have longer lifespans, which can reduce the number of blades discarded and save resources over time.
- Explore blade coatings or technologies that reduce friction and, in turn, the amount of shaving cream required.
- ✓ **Packaging:**
 - Use eco-friendly packaging materials that are recyclable or biodegradable.
 - Reduce packaging waste by designing smaller, more efficient packaging.
- ✓ **Life Cycle Assessment:**
 - Conduct a life cycle assessment (LCA) to evaluate the environmental impact of the entire product life cycle, from raw material extraction to manufacturing, distribution, use, and disposal. Use this assessment to identify areas for improvement.
- ✓ **Environmental Certifications:**
 - Seek certifications in Tanzania for environmental management to demonstrate our commitment to environmental responsibility.
- ✓ **Regulatory Compliance:**
 - Staying up-to-date with environmental regulations and ensure strict compliance with all relevant laws and standards used in Tanzania.

By implementing these strategies and continuously assessing and improving our environmental practices, the company can significantly reduce environmental impact and contribute to a more sustainable future.

8.0. Expected Employment Generation

- ✓ **Economic Impact:** The creation of 300 direct employment positions is a positive economic development for the country. It will likely lead to increased economic activity, including higher consumer spending, potentially benefiting local businesses and the community.
- ✓ **Skills and Training:** The Company will need to invest in recruitment and training to fill these positions with qualified individuals. This may include partnerships with local educational institutions to provide relevant training programs.
- ✓ **Supply Chain and Procurement:** The Company may need to expand its supply chain to support increased production. This could lead to additional indirect job opportunities in transportation, logistics, and material supply.
- ✓ **Diversity and Inclusion:** The hiring process should be inclusive and diverse, reflecting a commitment to equal employment opportunities.
- ✓ **Retention and Employee Benefits:** Providing competitive compensation, benefits, and opportunities for career growth can help with employee retention and satisfaction.
- ✓ **Long-Term Planning:** This expansion align with the company's long-term growth strategy and business objectives.

Overall, the creation of 300 direct employment positions and 500 indirect employment positions represents a significant commitment and investment in the manufacturing industry.

9.0. Proposed Implementation Schedule

S/N	Activity	Timeline
Phase 1	Preparation phase	1 month
Phase 2	Infrastructure and Equipment Setup	1 month
Phase 3	Product Development and Testing	1 month
Phase 4	Workforce Training and Hiring	1 month
Phase 5	Production and Launch	1 month
Phase 6	Review and Expansion	1 month
Total	Completion	6 months

Phase 1: Preparatory Phase (Duration: 1months)

- ✓ **Market Research and Analysis**
 - Identify market demand and trends.
 - Analyze competitors and pricing.
 - Determine target market segments.
- ✓ **Regulatory and Compliance Assessment**
 - Identify and comply with industry regulations.
 - Obtain necessary permits and certifications.
- ✓ **Location Selection**
 - Choosing the manufacturing site.
 - Consider proximity to suppliers, transportation, and workforce.
- ✓ **Funding and Budgeting**
 - Secure financing and set a budget for the project.
 - Startup costs, equipment, and operating expenses.

Phase 2: Infrastructure and Equipment Setup (Duration: 1 month)

- ✓ **Facility Construction or Renovation**
 - Build or retrofit the manufacturing facility.
 - Ensure it meets safety and environmental standards.
- ✓ **Equipment Procurement and Installation**
 - Order and install manufacturing machinery.
 - Ensure equipment is properly calibrated.
- ✓ **Utilities and Services Setup**
 - Arrange for water, electricity, and other essential services.

Phase 3: Product Development and Testing (Duration: 1 month)

- ✓ **Product Design and Development**
 - Design razor blade specifications and features.

- Develop prototypes for testing.
- ✓ **Testing and Quality Control**
 - Conduct rigorous product testing for safety and quality.
 - Establish quality control processes.

Phase 4: Workforce Training and Hiring (Duration: 1 month)

- ✓ **Employee Recruitment**
 - Recruit and hire staff for various roles.
- ✓ **Training and Onboarding**
 - Train employees on manufacturing processes and safety protocols.

Phase 5: Production and Launch (Duration: 1 month)

- ✓ **Initial Production Run**
 - Begin production on a limited scale.
 - Monitor and refine processes.
- ✓ **Marketing and Sales Campaign**
 - Launch marketing campaigns to promote your razor blades.
 - Establish distribution channels.
- ✓ **Scaling Production**
 - Gradually increase production capacity based on market demand.
 - Optimize manufacturing processes.
- ✓ **Continuous Improvement**
 - Regularly assess and refine product quality and efficiency.

Phase 6: Review and Expansion (Duration: 1 month- ongoing)

- ✓ **Performance Evaluation**
 - Continuously monitor and assess manufacturing, sales, and customer feedback.
- ✓ **Expansion and Diversification**
 - Consider diversifying product lines or expanding into new markets.

10.0. Community support

The shareholders understand the value of community and people in growing business. The company will implement various initiatives to provide progress of its people in the vicinity that work including building schools, supporting the needs and working with government in developing the country.

