

**BUSINESS PLAN FOR  
DIHAO INVESTMENT COMPANY LIMITED**

**PREPARED BY:**

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## 1.0 GENERAL INFORMATION

### 1.1 The business profile

- Name of business** : **DIHAO INVESTMENT COMPANY LIMITED**
- Address** : P.O. Box 11640  
Dar es Salaam, Tanzania
- Office** : Plot No. 2024, Block "D", Kunduchi RTD,  
Kinondoni Municipality, Dar es Salaam
- Contact Persons** : **DAQING WANG**  
Director  
**+255 763 122 222**
- Legal status** : Incorporated on 23<sup>rd</sup> May 2023 with Certificate of  
Incorporation No. 165784847  
TIN No. \_\_\_\_\_
- Bank relationship** : Not yet



## 1.0 Executive Summary

### Introduction

**Dihao Investment Company Limited** (the "Company") is a private limited company incorporated on 23<sup>rd</sup> May 2023 and Certificate of Incorporation No. 165784847 with main business of manufacturing, producing, and selling of non-woven bags and non-woven paper bags. The company is taking advantage of an opportunity to become a highly distinguished and recognized industry leader in installation of the textile-wearing machines for manufacturing and processing of fibrous webs through web formation, web bonding finishing and converting the non-woven bags/papers.

Our aim is to expand gradually and make quality, integrity and timeless our motto.

The company is located at Plot No. 2024, Block "D", Kunduchi RTD, Kinondoni Municipality, Dar es Salaam

### The services

The Company will provide services of spinners, weavers, ginners, pressers, recycling of plastic materials, waste, printing and rebelling of Polypropylene (PP) in compliance with national environmental laws and any other applicable policies in United Republic of Tanzania from individual clients or private entity as well as public companies.

The company plans to focus on three target markets that will provide us with the greatest market penetration. This includes the specialty business users, the general business users, and the personal users. We intend to offer service packages that are priced appropriately for each segment and will offer the services that best suit each segment's needs.

### 2.1 Objectives

**Dihao Investment Company Limited's** objective for the first three years of operation includes.

- Keeping cost of sales fewer than 40% revenue.
- Keeping employee labor cost between 25– 35 % of revenue.
- Increase telemarketing efforts.
- Expand our marketing and advertising in telecommunication industry.
- Achieve 12% return investment to investors for the first two years and 15% for the next three years.



## 2.5 Ownership

**Dihao Investment Company Limited** ownership status is listed below as follows:

Youli Zheng	5000 shares equal to 50%
Daqing Wang	5000 shares equal to 50%

## 3.0 Product and Services

**Dihao Investment Company Limited** conduct the following services, business of manufacturing, producing, and selling of non-woven bags and non-woven paper bags. The company is taking advantage of an opportunity to become a highly distinguished and recognized industry leader in installation of the textile-wearing machines for manufacturing and processing of fibrous webs through web formation, web bonding finishing and converting the non-woven bags/papers.

The Company will provide services of seizers, spinners, weavers, ginners, pressers, recycling of plastic materials, waste, printing and rebelling of Polypropylene (PP) in compliance with national environmental laws and any other applicable policies in United Republic of Tanzania from individual clients or private entity as well as public companies.

### Clients Selection Decision

**Dihao Investment Company Limited** has identify several factors that can be used to favorable predispose potential clients to select the company for networking and data solution. Decision factors include;

- Higher quality of our service
- Excellent workmanship
- Large potential for appreciation
- Excellent construction equipment
- Potential experiences at construction industry.

The company believes it's well positioned to take advantage of these key factors to help to its success.



## Competition

Although there are other players in the business of manufacturing, producing, and selling of non-woven bags and non-woven paper bags the company is taking advantage of an opportunity to become a highly distinguished and recognized industry leader in installation of the textile-wearing machines for manufacturing and processing of fibrous webs through web formation, web bonding finishing and converting the non-woven bags/papers and also targeting the similar customers market research shows that both customers are price sensitive, and they value on-time and value for money.

## 5.2 Marketing Strategy

The Company's marketing strategy will be focused on the value that is provided in each of its clients. Market efforts will emphasize the economy, quality, and satisfaction that the client will realize by services from the Company.

The Company will closely integrate all of its marketing and services efforts to project a consistent brand image and consistent positioning of products and services. It will employ a variety of marketing activities to fuel its' acquisition process. These include:

- Build a web site to describe and promote the business.
- Advertising on local radio.
- Advertising in local newspapers and magazines.
- Personal Solicitation

## 5.3 Sales Strategy.

A sales achievement requires planning. The organization will come up with its revenue strategy and techniques to accomplish revenue achievement by following these steps:

- Examining The Company's Potential: Phase through an organized process to help us create a revenue strategy.
- Develop a plan Around Strengths: The description of revenue activity will be examined to produce a report on factors affecting revenue prospective and methods to enhance this prospective.
- Develop Tactics: Receive guidance to create a comprehensive strategic strategy to succeed.
- Measure Our Past Success: Develop key dimensions that mark the progress of financial reports that guide our growth.
- Provide revenue agents with a strategic that is arranged with management's strategic goals.



## 6.0 Management Summary

### 6.1 Management

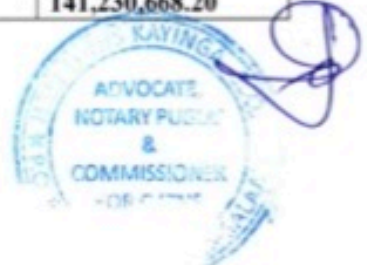
The company's management team is well capable of building and growing this business. Key persons are as Chief Executive Officer, Chief Technical Officer, Chief Financial Officer, Chief Marketing Officer and Operation Manager.

### 6.2 Personnel Plan

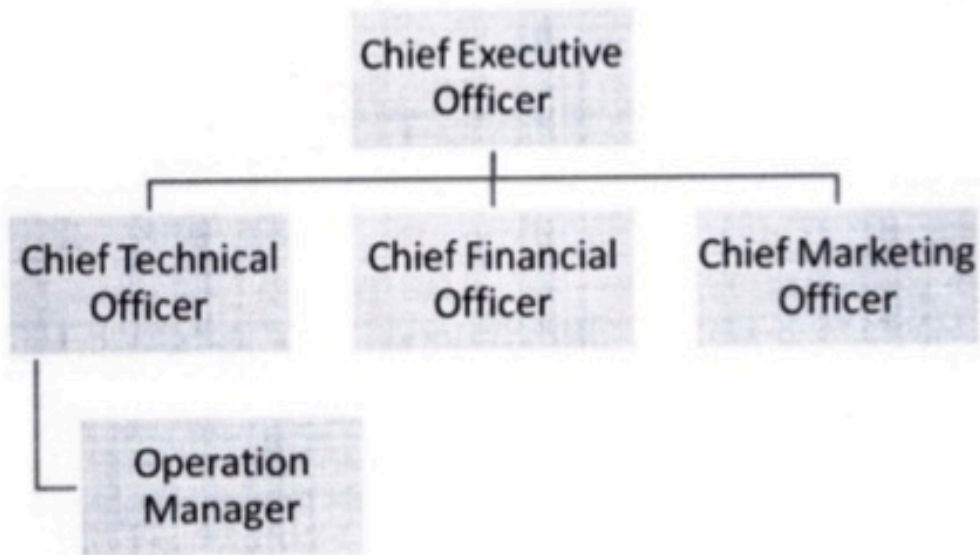
The Company will be accountable to its employees and sub-contractors, the men and women who will continue to perform with the organization throughout the country. At the Company everyone will be considered as an individual and the organization will regard their pleasure and identify their benefit. Employees will be motivated to have a sense of security and pleasure in their tasks. Additionally, employees will be free to make recommendations and problems. The organization will manage equivalent opportunity for career, development, and progression for those certified

### Salaries & Wages Plan

Personnel Plan	No.	Monthly(Tshs)	Total(Tshs)	Annual(Tshs)
Managing Director	1	1,240,000.00	1,240,000.00	14,880,000.00
Chief Technical Officer	1	1,120,000.00	1,120,000.00	13,440,000.00
Chief Financial Officer	1	990,000.00	990,000.00	11,880,000.00
Chief Marketing Officer	1	950,000.00	950,000.00	11,400,000.00
Operation Manager	1	790,000.00	790,000.00	9,480,000.00
Technicians	10	549,425.25	5,494,252.50	65,931,030.00
Other Staff	2	450,000.00	900,000.00	10,800,000.00
Casual Labour	6	94,989.95	569,939.70	3,419,638.20
<b>Total</b>	<b>23</b>			<b>141,230,668.20</b>



6.3 THE ORGANIZATION STRUCTURE:



General Assumptions

General Assumptions	FY 2024	FY 2025	FY2026
Plan Month	1	2	3
Current Interest Rate	21.00%	21.00%	21.00%
Long Term Interest Rate	18%	18%	18%
Tax Rate	30.0%	30.0%	30.0%
Other	0	0	0

