

**KAI SONG INTERNATIONAL LIMITED**

**BUSINESS PLAN**

-----  
**FOR ESTABLISH MANUFACTURING FACILITIES**

**FOR GYPSUM POWDER BOARD AND TAPES**

.....  
**OF**  
.....

**KAI SONG INTERNATIONAL LIMITED**

**ADDRES:**  
**REGION: PWANI**  
**DISTRICT: KIBAHA DISTRICT COUNCIL**  
**WARD: MLANDIZI**  
**STREET: VIWANDANI ZEGERENI**

**PHONE: 0672060799**  
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# KAI SONG INTERNATIONAL LIMITED

## **EXECUTIVE SUMMARY**

The business will be KAI SONG INTERNATIONAL LIMITED operating in Dar es Salaam region. We provide services of Manufacturing Facilities For Gypsum Powder Board and Tapes, The business will be located at kibaha Zegereni Madafu. Hence the business is expected to expand to other regions when the results on investment are sound enough.

This business plan will help the business as a blueprint to guide the business towards achieving its goals and objectives. The business plan will help the KAI SONG INTERNATIONAL LIMITED not to derail from its objectives. The plan is short and concise for readers to read.

It entails on the business products, location, profitability, owners, legal formalities, exit strategies, product prices, marketing strategies as well as projected financial statements.

The business source of capital is own capital and loan financing where as the owner has applied for the loan. The business plan also gives better view of the market and the position the business has in that market as well as the position of the competitors.

The business plan also entails in the promotion techniques that will be deployed so as to retain more customers and widen the customer base, the business plan will give detailed estimation of the costs and revenues. Hence the business plan will help the business attain its objectives and goals.

# KAI SONG INTERNATIONAL LIMITED

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# KAI SONG INTERNATIONAL LIMITED

## CHAPTER ONE

### BUSINESS DESCRIPTION

#### 1.0 OVERVIEW OF BUSINESS

Our business will be known as Kai Song International Limited, operating as an industry which deals with Manufacturing Facilities For Gypsum Powder Board and Tapes. The business will have a variety of services. Sellers offer products in manufacturing and buyers bid on what they want to buy. KAI SONG INTERNATIONAL LIMITED is a business-to-business site that provides Manufacturing Facilities For Gypsum Powder Board and Tapes with a more profitable and efficient method of marketing specialty Best deals, we have a team of experienced staffs knowledge in all angles.

#### BUSINESS NAME AND ADDRESS

The business name will be KAI SONG INTERNATIONAL LIMITED. The address for the business will be.

KAI SONG INTERNATIONAL LIMITED

P O BOX 17802

Pwani, Tanzania-East Africa

[sifasind19@gmail.com](mailto:sifasind19@gmail.com)

Tel +255 672060799

#### 1.1 BACKGROUND OF THE IDEA

The business idea first came up in 2023 due to the experience of shortage of areas of Manufacturing Facilities For Gypsum Powder Board and Tapes in the city.

#### 1.3 CUSTOMER SEGMENT

The business is to be unique in terms of facing from the competitors. By adding some items such as Technology

The foremost advantage of the site is the state-of-the-art Open Site interactive software, encompassing services such as:

Company watch: useful for keeping track of winning and losing bids on a particular item.

Auto bid: automatically adjusts a buyer's bid to beat previous bids, up to a confidential predetermined maximum set by the buyer.

# KAI SONG INTERNATIONAL LIMITED

The site includes photos and descriptions of the products being offered, and is open for bidding 24 hours a day, seven days a week.

OpenSite: Open site is the leader in online software. They bring together buyers and sellers, helping businesses dynamically manage inventory, create sales channels, attract customers, and test market new products to create efficient markets for goods and services. Open Site was the first to offer packaged online applications.

## OBJECTIVES OF THE BUSINESS FOR THE FIRST YEAR

- Make KAI SONG INTERNATIONAL LIMITED the number one destination for Manufacturing Facilities for Gypsum Powder Board and Tapes in East Africa.
  - To knock out other buyers early to minimize competition.
  - To increase profitability through increase of sales and expand firm size
  - Control bidding increments
  - Misdirect and confuse other buyers with odd incremental increase.
- Upgrade Open Site Manufacturing Facilities for Gypsum Powder Board and Tapes software package.

## 1.4 MISSION STATEMENT

The mission statement for KAI SONG INTERNATIONAL LIMITED states “our mission is to serve everyone with high quality services in a friendly environment and best value, better than anyone else”

## 1.5 VISION STATEMENT

The vision for KAI SONG INTERNATIONAL LIMITED states “To be perceived as the provider of the best and most manufacturing company Kai Song International Limited in provided good services of to seller and the buyer in the country”

## 1.6 PURPOSE OF THE PLAN

The purpose of the business plan is to attract investors and/or for manufacturing purposes by considering the idea and its associated benefits.

## CHAPTER TWO

### ENVIROMENTAL AND INDUSTRIAL ANALYSIS

#### 2 0 INTRODUCTION

This chapter entails the description of the position the business is in and entails all the factors, political, environmental and economic, that affect the business activities positively or negatively. These factors have great impact on the business.

Analysis of these factors considers the following tools.

- SWOT analysis
- PEST analysis

#### 2.1 SWOT ANALYSIS

In this section there is analysis of the strengths, weakness, opportunities and threats that will potentially rise or have risen in the business. The tool is used to scan for opportunities and using its strengths to tackle the threats and the weakness of the business.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Availability of ready market	unfamiliarity of some products to customers
Better product packaging and handling	Smaller workplace
Variety of products with better tastes	Exotic culture phobia
Better marketing techniques	
Easy availability of raw materials at affordable price.	
Better equipment and production method	

<b>OPPORTUNITIES</b>	<b>THREAT</b>
Use of online market and e-commerce to increase market share and sales	New marketing strategies by rivals
Growth of existing market base in the region	Taxation
Existing party hosting opportunities like birthdays	Technological changes
Door to door delivery system	
Weak market competitors	

## **2.2 PEST ANALYSIS.**

This section consists of analysis of factors that will potentially affect the business in the political, environmental, , economic, legal and technological factors

- **POLITICAL FACTORS**

These factors are all about how and to what degree a government intervenes in the business and the economy at large. This may include government policies, political stability/ instability, foreign trade policies, tax policy labor laws, restrictions as well as environmental laws. The business to operate well it has to be under political stability with less restrictions and taxation with better trade policy.

- **ECONOMIC FACTORS.**

Economic factors affect the purchasing power of potential customers and the firm's cost of capital. Economic growth, interest rates, exchange rates and inflation rates are good examples of these factors. The Kai Song International Limited has to set affordable prices for its customers so that any person from any income level can purchase the products even in the bad economic climate. The Kai Song International Limited will take

measures against inflation and higher interest rate.

- **TECHNOLOGICAL FACTORS.**

The business should adopt advanced technology to ensure the production of better products such as using better equipment, better ecommerce experience and better packaging. To gain a competitive advantage the business

should ensure the technology used is better than that of the competitors.

### **2.3 Future Services**

KAI SONG INTERNATIONAL LIMITED is planning to expand its services beyond manufacturing and create a true central marketplace by offering a variety of value-added benefits to buyers and sellers. The firm will function as a vertical hub and easily move into adjacent vertical markets.

Many opportunities to expand the revenue potential exist, including overall salvage management for insurance companies via a Web-based system, handling of catastrophic events with an onsite response service, transportation services for buyers in the form of reverse bid pricing. Still further, the firm could begin Manufacturing Facilities for Gypsum Powder Board and Tapes.

Another opportunity for KAI SONG INTERNATIONAL LIMITED is in the area of branded manufacturing company sites for the insurance companies. For example, if an insurance KAI SONG INTERNATIONAL LIMITED was interested in our product on their web site, KAI SONG INTERNATIONAL LIMITED would provide the technology and back shop. The concept would be "Powered by KAI SONG INTERNATIONAL LIMITED." The transaction

and processing of the manufacturing would be managed by KAI SONG INTERNATIONAL LIMITED, seamlessly. This would allow the insurance companies to have their own branded company site without the cost and learning curve associated with doing it themselves. The Salvage Direct.com site would be the hub connecting the insurance KAI SONG INTERNATIONAL LIMITED's inventories together for the dealers and dismantlers. Finding the product they needed would be simple and easy. Log on to KAI SONG INTERNATIONAL LIMITED and we will take you to the site that has the product you are looking for.

KAI SONG INTERNATIONAL LIMITED strives to be the provider of the technology, systems and relationships to assist the insurance companies as they inevitably enter the world on online. Salvage Direct.com will be the hub bringing the largest inventory and selection. KAI SONG INTERNATIONAL LIMITED will be providing the insurance companies with the tools necessary to expedite the posting,

Manufacturing Facilities for Gypsum Powder Board and Tapes with laptop computers, digital cameras and wireless communications adjusters will be able to post a product and determine a buyer within hours of posting.

The firm will continue to <sup>7</sup>pursue aggressive, innovative growth in the online specialty salvage Product industry, so that it can always provide cutting-edge services and the best value available.

Market Analysis Summary

## 2.4 Market Segmentation

KAI SONG INTERNATIONAL LIMITED is serving two distinct markets:

- Insurance Companies: Providing the inventory.

- Dealers, dismantlers, rebuilders and exporters: Purchasing the product for the purposes of dismantling, repairing or selling.

## 2.5. Target Market Segment Strategy

Market Needs Currently "totaled" product are turned over to a live network. Dealers and dismantlers travel to attend live production to sometimes return empty handed. The insurance companies receive the "market value" for the product as determined by the participants attending the live production at that time. Inventory is limited to the location and capacity of the live production on that day. Products are sold to a limited pool of dealers who are willing or able to attend the production. Thus, the buyer is not receiving the best selection or convenience and the seller is not receiving the best return. Insurance Companies are looking for higher returns, faster turns, easier processing. Under the process, from the day the product is deemed totaled and the sales of the product can be upwards of 90 days.

The faster they turn the product the faster they can get their money back To remain competitive in the market, insurance companies must not only focus on cutting costs, but also on increasing returns. Dealers are looking for greater selection, ease of purchasing, higher quality products.

## 2.6. Strategy and Implementation

### 2.6.1 Value Propositions

KAI SONG INTERNATIONAL LIMITED will be able to supply the dealers and manufacturing industry with speed, and quality of Manufacturing Facilities for Gypsum Powder Board and Tapes.

KAI SONG INTERNATIONAL LIMITED investment cost for local cost Usd1.63m, project financing cost equity cost Usd 1m, loans Usd 1.63m.

Also manufacture target to producing 10000 Tone of G tapes for the first year, 15000 Tone of tapes for second year and 25000 tone of tapes for third year. This production will rise up number of Employee on our company.

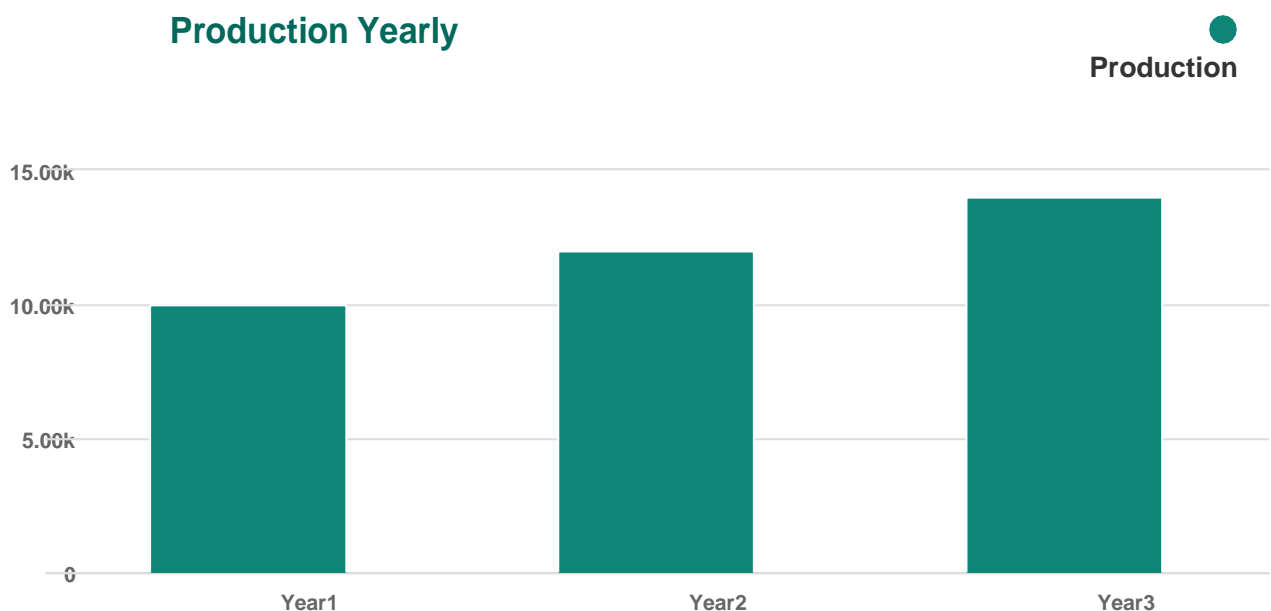
### 2.6.2 Competitive Edge

Other manufacturing services, but KAI SONG INTERNATIONAL LIMITED accepts interactive, online, open bidding only, so that prices are maximized and buyers and sellers know the status of the sale at all times

KAI SONG INTERNATIONAL LIMITED, however, opens the marketplace to buyers and sellers throughout the United States and the globe.

### 2.6.3 Marketing Strategy

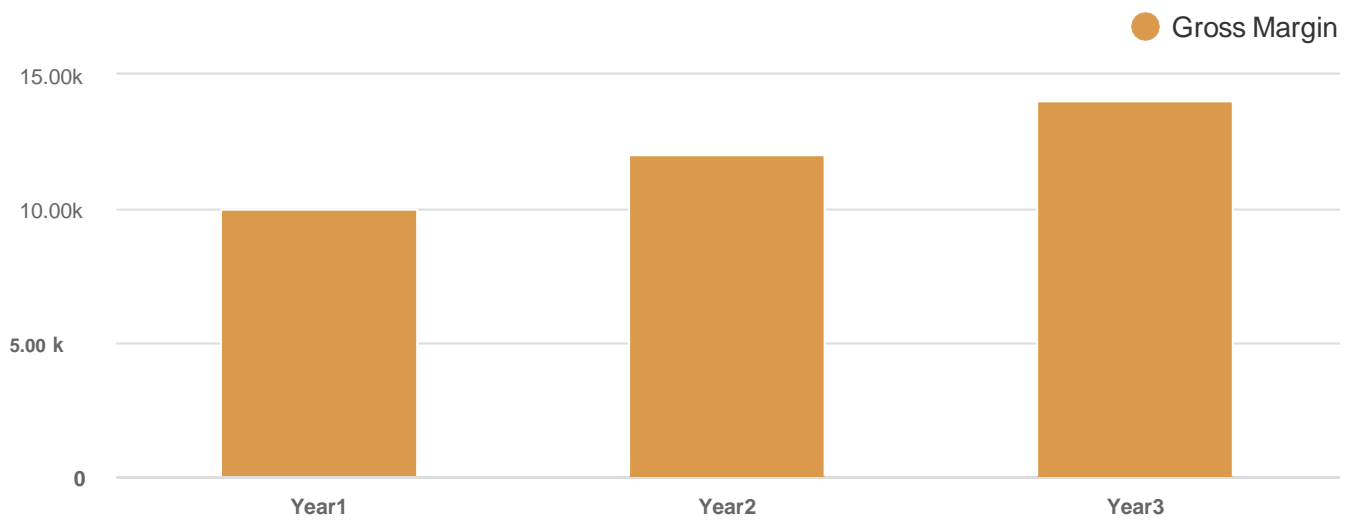
KAI SONG INTERNATIONAL LIMITED's multifaceted sales and marketing strategies include trade publication advertising, trade shows and conferences, telemarketing, direct mail, in-person presentations, billboards, and Internet advertising including banner ads and targeted e-mail.



**Manufacturing process grow of Gypsum Powder board and Taps**

Year	Production
Year1	10000 Tone
Year2	15000 Tone
Year3	25000

## Gross Margin Yearly



## Manufacturing process scheming of Gypsum Powder board and Taps per years

Year	Gross Margin
Year1	10000 Tone
Year2	15000 Tone
Year3	25000 Tone

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	<b>\$309 069</b>	<b>\$385 934</b>	<b>\$462 799</b>
<b>Direct Cost of Sales</b>	<b>\$15 100</b>	<b>\$19 153</b>	<b>\$23 206</b>
<b>Other</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL COST OF SALES</b>	<b>\$15 100</b>	<b>\$19 153</b>	<b>\$23 206</b>
<b>Gross Margin</b>	<b>\$293 969</b>	<b>\$366 781</b>	<b>\$439 593</b>
<b>Gross Margin %</b>	<b>94,98%</b>	<b>94,72%</b>	<b>94,46%</b>
<b>Expenses</b>			
<b>Payroll</b>	<b>\$138 036</b>	<b>\$162 898</b>	<b>\$187 760</b>
<b>Sales and Marketing and Other Expenses</b>	<b>\$1 850</b>	<b>\$2 000</b>	<b>\$2 150</b>
<b>Depreciation</b>	<b>\$2 070</b>	<b>\$2 070</b>	<b>\$2 070</b>
<b>Leased Equipment</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Utilities</b>	<b>\$4 000</b>	<b>\$4 250</b>	<b>\$4 500</b>
<b>Insurance</b>	<b>\$1 800</b>	<b>\$1 800</b>	<b>\$1 800</b>
<b>Rent</b>	<b>\$6 500</b>	<b>\$7 000</b>	<b>\$7 500</b>
<b>Payroll Taxes</b>	<b>\$34 510</b>	<b>\$40 726</b>	<b>\$46 942</b>
<b>Other</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Operating Expenses</b>	<b>\$188 766</b>	<b>\$220 744</b>	<b>\$252 722</b>
<b>Profit Before Interest and Taxes</b>	<b>\$105 205</b>	<b>\$146 040</b>	<b>\$186 875</b>
<b>EBITDA</b>	<b>\$107 275</b>	<b>\$148 110</b>	<b>\$188 945</b>
<b>Interest Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Taxes Incurred</b>	<b>\$26 838</b>	<b>\$37 315</b>	<b>\$47 792</b>
<b>Net Profit</b>	<b>\$78 367</b>	<b>\$108 725</b>	<b>\$139 083</b>
<b>Net Profit/Sales</b>	<b>30,00%</b>	<b>39,32%</b>	<b>48,64%</b>

**N/B:** Expense is high because of some expense are paid when start up the business but other month will not be included.







