

# **ZIWA FOAM LIMITED**

## **BUSINESS PLAN**

ZIWA FOAM LIMITED  
POST BOX: 2891  
MWANZA  
TANZANIA

## **Introduction & Objective**

Ziwa Foam limited is a limited liability company incorporated in Tanzania with the principal objective of manufacturing foam products and mattresses. The future plan is to make a state of the art, modern factory which will be able to provide all foam requirements for the mattress industry including foam sheets, pillows, mattress without cover, mattress with cover, tape edge cover and quilted cover. The principal shareholders of the company have extensive experience in various manufacturing industries and wholesale and retail businesses in Tanzania.

## **Company Details**

Ziwa Foam limited registered with the registrar of companies with registration No.164644146 and the TIN No is 164-644-146. Our factory will be located in Mwanza, Tanzania, which is one of the country's fastest-growing cities. We will leverage our team's experience to build a profitable and sustainable business that supports Tanzania's economic growth. The company registered office is located at Plot No. 13-18, Block No. A, Ihayabuyaga, Magu, Mwanza, Tanzania.

## **Shareholders**

MFRM HOLDINGS LIMITED - 50%

MINAZALI AKBARALI JAMAL HIRANI - 25%

AFSHIN MINAZALI JAMAL HIRANI – 25%

## **Team Overview**

### **Maheboob Jafferli Ramji**

Maheboob Jafferli Ramji is a Tanzanian citizen with various business interests based across Tanzania. With over 50 years of business experience, he is currently the Managing Director of Nyakato Steel Mills and is a Director in the following companies: O2 Gases, Capri Heights, Buzuruga Plaza, Furaha Plaza, Ziwa Steel and Wire Products and MFRM Holdings.

### **Shenan Madhani**

Shenan Madhani is a British citizen and graduated in UK from the London School of Economics. He is a qualified Chartered Accountant and has lived in Tanzania for nearly three years. He is also Director in the following companies in Mwanza: Nyakato Steel Mills, O2 Gases, Ziwa Nets Limited and Ziwa Steel and Wire Products, Capri Heights Limited and Edukwanza Consultants.

### **Minazali Akbarali Jamal Hirani**

Minazali Akbarali Jamal Hirani is a Tanzanian citizen with various business interests based across Tanzania. With over 50 years of business experience, he is currently the sole proprietor of M A JAMAL dealing in foam scrap, sheets and products. He has 10-15 years experience in the foam industry.

### **Afshin Jamal Hirani**

Afshin Jamal Hirani is a Canadian citizen and graduated in Canada from the University of Waterloo with a Bachelor's Degree in Business and Economics. He was born and raised in Mwanza Tanzania for 18 years, he then moved to Canada for further studies and to gain valuable work experience for 11 years. He is excited to bring his experience back to Tanzania to help build sustainable and profitable businesses that help Tanzania's Economic Growth.

### **Details of Project Cost**

<b>Particulars</b>	<b>Amount in USD</b>
Land (11.5 Acres)	1,000,000
Land Development & Boundary Wall	400,000
Plant & Machinery	500,000
Vehicles & Equipment's	150,000
Transportation & Installation	100,000
<b>Total Project Cost</b>	<b>2,150,000</b>

## **Market Analysis**

In respect to foam, it is estimated that Tanzania's annual demand for foam is 30,000-40,000 tons per annum. The mattress industry in Tanzania is rapidly growing, with increasing demand for quality and affordable bedding products. The project will help supply the much-needed mattresses at an affordable price to Tanzanians.

Our factory will focus on all market segments, from low density to high density mattresses which is required in Mwanza Region. We will use the best sourced materials to ensure that our products are of the highest quality. We will also offer customization services to meet the specific needs of our customers.

## **Product Mix**

1. Foam sheets
2. Pillows
3. Mattress without cover
4. Mattress with cover
5. Tape edge cover Mattress
6. Quilted cover Mattress

## **Advantages of the Project to the country**

The proposed project will be highly advantages to the country in that it will have a positive impact on:

- ✓ Employment creation.
- ✓ Income generation for economic development.
- ✓ Transfer of technology and offer training to Tanzanians.
- ✓ Supply of best quality of foam and mattress products in the Lake region.
- ✓ Increase the growth and development for the country.
- ✓ Increase foreign exchange reserves by exporting material to neighboring countries.
- ✓ Reduce reliance on foreign products.