

BUSINESS

PLAN

FOR

THE CHEF

DODOMA

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EXECUTIVE SUMMARY

The Chef Limited of P. O. Box 21827 Dar es Salaam. Located at Cogga Street Ilala Dar es Salaam region.

Is a Private Company owned by four Directors:-

1. Salim Mahsein Al-amry
2. Najima Hassan Omary
3. Sabri Ally Mohamed
4. Nasra Issa Mohamed

The Company registered under Company Ordinance Cap 212 received registration Certificate No. 45412 since 2003.

The main Objective of the Company is to carry business of Restaurant, Canteen and Hotel services.

All things are indicated in in the memo random and articles of association.

The Company owns famous restaurant in the city centre known as Chef's Pride restaurant for more than twenty five years.

Now the Company presents to your honorable office the request of the Certificate of incentive because is expanding the business for opening the branch at Dodoma in the name of The Chef Dodoma.

The area is Located at Plot No. 119 AC Morena Road Medeli area Dodoma City the place is leaned for five years contract renewable currently is ready developed for 75%.

The incentive applied to your Office is for expanding the business of The Chef Limited. The expansion will invest the plant, Motor vehicle, Furniture and Flitting not less than Tsh 800.000,000/=.

1. COMPANY PROFILE

The Company of Chef Limited is ready enjoyed of the certificate of incentive more than 20 years past but now is expanding investment of that new business.

Currently that Company owns the famous restaurant named of Chef's Pride is paying Tax nicely, employed more than 106 Tanzanian and foreigners.

Company is providing the service of food selling, distribution drinks for private and government institute for more than twenty five years.

The Head Office of Company located at Plot No. 800/4 Block at the central area Kisutu Ilala, Dar es Salaam .

1.1 The present management includes the Managing Director who is over seer and in charge of the activities assisted by another operational director who facilitates the marketing aspects of the company and experienced in depth with knowledge of food, drinks and outside catering marketing facilities in the selling and distribution of food. The Company employed Professional accountant, head chef, Hr manager and other experienced and professionally acceptable in the field.

1.2 The Chef Limited shows the past financial performance kept proper record of audited accounts. The summary of the financial audited accounts shows as follows.

The Net profit before tax increased but during five to four years was declined drastically due to the different reasons eg. Corona and the situation in the world.

1.3 Legality of the applier, The Chef Limited applier of the certificate of incentive has necessary documents to meet the requirements according to the business.

1.4 Source of Investment, The Company is ready invested a lot in the expansion by getting the loan from the local bank and external loan and from the Sales of the company. Evidence shows.

1.5 Purpose of applying the certificate of incentive is to intensify, the business and increase the revenue and employment for local and foreigners as well as. Company expects to invest the modern and standard equipment at Dodoma. Facilities are imported and others are bayed locally.

2. ECONOMIC ASPECTS

The investment aspect will contribute a lot in the field of increase revenue of the government, employment and other services. In five years come The Chef Limited will generate employments of 86 to 180 workers. The construction of clusters is needed to support the pro-poor growth of Restaurant and Hotel industries in the country.

The research report based on study of the informal modern restaurants in Dodoma identified challenges faced by owners and workers and workers as being insufficient business skills, poor in fracture within the industrial clusters technological backwards and insufficient raw materials among others. We hold a positive view for food and drinks spending in Tanzanian over the medium term. Strong economic growth is fueling growth in incomes, leading to rapid on food and drinks. Staples, like bread, rice and

Cereals will dominate ad households are still heavily reliant on them. Alcoholic drinks will see organic growth in consumption levels, offering good growth potential over the medium term.

2.1 Achieving and advanced modern restaurant subsector means that restaurant must grow and this growth depends on improving restaurant level management of food and drinks operations and product quality to meet the local an regional market demands.

The growth of micro and small cluster-based restaurant and their implications for poverty reduction in Tanzania “ calls for support in food and drinks industrial cluster growth by providing specific programs to improve restaurant level management and product quality.

This will encourage those restaurant firms that have successfully started improving product quality marketing and management to relocate to formal industrial areas. The government needed to altar mini industries like which provide food and drinks for the people.

The contribution of the restaurant sector to the overall Gross Domestic Product (GDP) of the country has averaged 79% over the last decade, however activities within the sector have been registering an annual growth of over percent and sector in currently the first and most important to the Tanzania economically sector because it uses agricultural products as raw materials for cooking process. The agriculture is the backbone of our National and first generated sector above tourism and manufacturing hence it is also needed to be supported to increase economy.

The incentive to the Chef Dodoma will best the restaurant and Hotel industrial in the country.

2.1 Investment Schedule

NO.	ITEMS	UNIT	VALUE	TIME
1	Furniture's	Profoma/invoice attached.	40,373.13	Within Six Months
2	Equipments	11	61,801.4	
3	Camera	11	1,600	
4	Air condition	5	4,200	
5	Motor vehicles			Within Two Years
	.Toyota Alphad	2	14,000	
	.Hino refrigerated track	1	9650	
	.Suzuki carry	2	7,762	
6	Luxury light set	1	1,918	Within six Months
7	Bakery	Profoma/invoice attached.	48,429	Within Six Months
8	Utensils	Profoma/invoice attached.	23,882.6	
		USD	213,616.13	

3. TECHNICAL ASPECT

The Chef Dodoma a modern Restaurant will be located at Plot No. 119 AC Morena Road Medeli area Dodoma City. It will generate revenue and attract customers due to the access ability of the area copy of the new restaurant which undergoing construction attached for reference.

Food, drinks and other services will be arranged to the requirement of the customer and all products will be available from the regions surrounding the area. Other services will be like our original restaurant of Dar es Salaam. We will produce Indian, Chinese, Swahili and European foods. Always our service based on traditional for 170 tribes from Tanzania.

Equipments Furniture and other items profoma and invoice attached for reference. (Shows the equipment required)

4. REVENUE

The source of the revenue is sales of foods and drinks. The Company will earn the revenue of Tanzania Shillings 14,712,723,000/= awed expected coast will be Tsh. 8,486,602,000/=. The earning for five years gross profit expected is Tsh. 6,226,121,000/=. I cash flow attached for the expected income, expenses, gross profit and net profit.

4.1 Government Revenue

The investment to be undertaken will increase the government revenue through tax by Tsh. 708,000,000 with five years.

5. MARKET

Assessment of the domestic market especially for the growing city like Dodoma the modern standard restaurant is required as we planned huge demand of food customers who will practice and produce high productivity. This will contribute to the domestic production of customers' choice and needs. The market needs high quality of which company expects to active.

The Chef Dodoma main product will be food and drinks and to transport our customers to the main Hotels. Our research we are expecting 3,000 possum per day. Our sales per day will be up to 10 – 12 million per day.

Profile of customers ranges from various corner, like private, government, tourist investors and mainly VIP's. Pricing will depend of our food prepared cully but will range from 15 – 35,000/= per plate.

Competition of the market at Dodoma is very high, our market survey tales about 10 years to come in the competition. In the industry our experience is about 30 years in the food industry. However the company has a competitive advantage of the company is selling the food and drinks on credit basis facilitate to government and private company employees, good processing production of quality food and drinks and consistent supply of quality and standard.

Distribution channels the company expect to delivery the food and drinks to the buyers' outlets using our own transport by van, motorcycles and other means.

6. MANAGEMENT

The overall activity will be managed by managing Director Mr. Salim Mahsein Al-Amry experienced in the business for thirty years. Who assisted by operation Directors production marking Chefs works which the company for almost 10 to 15 years. We have the accounting system installed by 11 professionals to make the accountability for all braches we have in our country starting Dar es Salaam, Zanzibar and Dodoma now. This system will assist in controlling revenue and expenses of the company mainly controlled by CPA holder.

Strengths:

- Enough food and drinks for The Chef Dodoma. Implementation about 3,000 person per day
- Availability of skilled personnel with enough experiences in food and drinks processing.
- The modern restaurant and display are will located to prime area

Weakness:

- Lack of enough capital, due to price of investment that is why we are looking the incentive.
- Lack of price control of the items.

Opportunities

- Proximity to markets
- Existing support from private sector to local investors

Threats

- Competition with other substitute products
- Market risks including price decline

Availability of labors

The requirement for human resources is not a problem. Both professionals and casual laborers are available in Tanzania generally, but mostly their negligence due to experience

Training and technical advice, The Chef Dodoma expects to benefit from in the ministry of agriculture and health. Directors have attended enough training especially food and drinks processing.

Employed Creation

The Company will create about more than 186 employees within five years.

7. CONCLUSION AND RECOMMENDATION

The risks and proposed risk reducing measures

The risks remain there due to changes of customer's behavior in traditional and culture. There is tendency for customer to stop buying old type of food and drinks. The Chef Dodoma wants to maintain quality and standard from Zanzibar, Dar es Salaam and Dodoma. The Company sure will maintain the standard, quality, fashion and styled maintained for 30 years.

Opportunities

The market survey shows now in Dodoma demand is constant due to increase of governmental activities every year and the business is booming during the parliament activities. Potentials of the demand is high also due of project increased in the country.

Recommendation

It is strongly recommended that the Company to follow strategy and advice in the busing plan, especially when it comes to technical aspects so as to ensure the quality met.

8. ENVIRONMENT

The project is environmentally friendly for human being and other environments aspects.

9. CONCLUSION

Basing on the financial, technical and marketing analyses the investment shows that is viable. It is recommended that The Chef Dodoma under " The Chef Limited " can be considered to get the certificate of incentive from TIC for five years.