



FIRST CANADIAN INVESTMENTS LTD.
quality delivers from ocean to ocean

BUSINESS PLAN

2023



FIRST CANADIAN INVESTMENTS LTD.
quality delivers from ocean to ocean

Dear TIC officers,

We are pleased to present this comprehensive plan outlining a \$500,000 investment in community development within Tanzania. First Canadian Investments Ltd (FCI) is dedicated to designing and developing vibrant communities that encompass recreational parks, playgrounds, and picturesque walking and horseback riding trails.

This endeavor is a testament to our commitment to the growth and enhancement of Tanzanian communities.

Sincerely,

Asaad AL-Eryani, President

FIRST CANADIAN INVESTMENTS LTD
P. O. Box.....*Asaad*
DAR ES SALAAM-TANZANIA

EXECUTIVE SUMMARY

First Canadian Investments Ltd (hereafter referred to as First Canadian) is an established land development firm with a successful track record in Canada, Egypt, and Yemen. We are now expanding our operations to the Republic of Tanzania.

We are a full-service firm with the expertise and capability to transform raw land into modern, sustainable communities, aligning with the Government of Tanzania's vision to enhance living standards for Tanzanians.

At First Canadian, we boast a dedicated and experienced team, including a skilled foreman, a proficient management core, and a strong reputation within our local communities.

Our primary focus will be on key locations such as Dar es Salaam, Dodoma, and Bagamoyo. We are aligning our efforts with the Tanzanian Government's Mega project for the 2030 roadmap, aiming to accommodate the anticipated population growth in these strategic areas.

Our ambitious target is to construct 45 communities by 2033, involving the development of 37,500 acres of land in Tanzania. Within these communities, we will establish a restricted covenant sub-division, comprising 268,500 modern lots. These lots will encompass residential housing, industrial, and commercial spaces, all meticulously designed to align with regulatory requirements.

As part of our commitment to sustainable development, First Canadian Investments Ltd is dedicated to creating recreational parks and playgrounds within these subdivisions, along with setting aside acres of land for walking and horseback riding trails.

We take pride in being pioneers in land development in this region. Our ability to manage costs and adhere to construction deadlines is facilitated by our application of international best practices in techniques, planning, engineering, and modern design. Furthermore, we are embracing innovative green technologies to reduce the burden on government infrastructure and contribute to global warming solutions.

In our pursuit of excellence, we prioritize the development of a skilled workforce, employing the latest methods and technologies. Additionally, we are collaborating with local credit companies, achieving two vital objectives: supporting local businesses and offering guidance on adopting advanced work methods.

First Canadian Investments Ltd sets itself apart as the only company capable of fully developing properties, from the initial ground-breaking of undeveloped land to the final sales process. Our ownership and management are entrusted to Asaad Al-Eryani and Ghadir Al-Saeedi, who bring extensive experience and vision to our endeavours.

MISSION

- First Canadian Investments Ltd. is committed to the respectful, thoughtful development of living areas.
- Our development provides privacy, space, amenities, and preserves the natural beauty of land.
- FCI is experienced, stable, dependable, and reliable, with outstanding community service at the forefront of our building process.

Keys to Success:

1. Extensive company experience in all phases of the development process.
2. All phases of development are planned in-house and will be outsourced to local contractors. This commitment is to create economic benefit within the community.
3. Cultivating long-term, positive relationships with land buyers as the value of their lands will increase, benefiting both them and the communities.
4. Establishing long-term, positive relationships with the land ministry and selected contractors to ensure the quality of outcomes.

OPERATIONS AND ORGNZATION

First Canadian Investments Ltd - Organizational Chart

President: Asaad AL-Eryani

- Oversees all operations and decision-making.

Communication Director:

- Oversees all communications and public relations.

Finance Director:

- Responsible for the overall accounting and Taxation operations

Operations Director:

- Responsible for the overall management of operations.

- **Operations Manager(s):**

- **Land Clearing Manager:**

- Supervises land clearing operations.
 - Manages excavation, hydro-ax mulching, and related activities.

- **Site Work Manager:**

- Manages house pad construction, road construction, driveway construction, culvert construction, demolition, and removal/clean-up.

- **Ponds & Lakes Manager:**

- Oversees retention pond and pond design/construction projects.

- **Erosion Control Manager:**

- Manages detention ponds and erosion control initiatives.

Each of the operations managers would have their respective teams and staff reporting to them. The organizational chart can be further detailed based on your company's specific structure and the size of each department.

PRODUCTS & SERVICES

First Canadian Investments Ltd (FCI) plans to purchase and develop 37,500 acres of land by 2033, transforming it into a restricted covenant subdivision featuring 268,500 lots. Within this development:

- **Residential Housing:** Approximately 50% of the lots will be designated for residential housing.
- **Commercial Buildings:** Around 30% of the lots will be allocated for commercial buildings.

Additionally, FCI is committed to enhancing the quality of life within this development by constructing a recreational park and playground, along with reserving ample acres for walking and horseback riding trails.

Land development is a comprehensive process that necessitates the completion of all essential infrastructure elements, including sewers, water lines, streets, sidewalks, right-of-way clearances, and lot division. FCI's commitment extends to designing and constructing a majority of the residential and commercial structures within the subdivision.

Upon the completion of land development, FCI will make available lots and houses for sale, catering to both residential and commercial builders. It's important to note that our restricted covenant mandates that owners utilize either FCI's list of builders for their homes or their selected contractors under FCI's supervision. This ensures consistency in sub-development land value and maintains aesthetic appeal.

At FCI, we believe in providing our consumers with choices. Lot sizes or locations can be tailored to meet individual preferences. Our residential lots range from 350-600 square meters, with prices varying from 15,000 to 30,000 Tanzanian Shillings per lot. For commercial ventures, we offer one-acre parcels, each priced at 100,000 Tanzanian Shillings.

Future Products or Services: FCI has identified a promising area with approximately four kilometers of sea frontage, presenting an opportunity for a \$20 million subdivision development. In line with this, FCI's management intends to acquire a real estate license, which will enable us to market and sell the lots and houses built within these subdivisions.

Please note that the content has been edited for clarity and grammar, and the core message remains intact.

MARKETING ANALYSIS

MARKETING CHANNELS

1. **Online Presence:**

- **Website:** FCI will establish a user-friendly, informative website showcasing our developments, available lots, and services. This platform will serve as the central hub for all online marketing efforts.
- **Social Media:** FCI will maintain active profiles on popular social media platforms such as Facebook, Integra, and LinkedIn to engage with potential buyers and provide regular updates.
- **Online Advertising:** Paid online advertising campaigns through platforms like Google Ads and social media advertising will target specific demographics interested in real estate and land development in Dar es Salaam.
- **Email Marketing:** FCI will implement an email marketing strategy to nurture leads, provide project updates, and share valuable content with subscribers.

2. **Local Events and Workshops:**

- Hosting or participating in local real estate and construction expos, workshops, and events will allow FCI to connect directly with potential buyers, contractors, and industry professionals in Dar es Salaam.

3. **Community Engagement:**

- FCI will actively engage with the local community through charitable initiatives, sponsorships of community events, and participation in local development councils. This will foster a positive image and build trust within the community.

4. **Partnerships and Alliances:**

- Collaborating with local real estate agencies, construction firms, and architectural firms will create mutually beneficial relationships, expanding FCI's reach and credibility in the market.

5. **Search Engine Optimization (SEO):**

- FCI will invest in SEO strategies to ensure that our website ranks high in search engine results for relevant keywords related to land development and real estate in Dar es Salaam.

6. **Print Media and Brochures:**

- Producing high-quality brochures and promotional materials for distribution at local real estate offices, events, and expos will provide potential buyers with tangible information about our projects.

7. **Government and Regulatory Engagement:**

- Building positive relationships with local government officials and regulatory bodies is crucial. FCI will ensure compliance with all regulations and work closely with authorities to facilitate smooth land development.



8. Customer Referrals and Testimonials:

- Satisfied customers will be encouraged to provide referrals and testimonials, which can be prominently featured on our website and in marketing materials to build trust among potential buyers.

9. Real Estate Agents and Brokers:

- Collaborating with local real estate agents and brokers will extend our reach to individuals actively seeking property investments in Dar Es Salaam.

10. Public Relations and Media Coverage:

- Regular press releases and media outreach efforts will keep the public informed about FCI's progress and contributions to the local community.

By leveraging these marketing channels, First Canadian Investments Ltd aims to establish a strong presence in the growing real estate market of Dar es Salaam and effectively reach potential buyers, investors, and partners.

Population Growth

City	Population Growth Rate
Dodoma	6.40%
Mwanza	5.50%
Dar Es Salaam	5.60%
Bagamoyo	7.70%
Arusha	2.1%

Market Segmentation

FCI has segmented their target market for development as retired couples and families. The lands close to the industrial areas, beach and main roads lots is our target market will attract an economic of level of TZS85 to TZS100 million. The lots that do not have river frontage will attract an economic level of TZS150 to TZS200 million.

Market Needs

The level of development in the Dar es Salaam area and the Republic of Tanzania’s indicates a need for experienced development companies. The respectful and thoughtful design of the FCI subdivision reflects an experienced developer who values people, wildlife and the land. We design health within its projects. We will be producing seasonable size lots developed and serviced by green technology for smart living...

Market Trends

There is an ongoing trend for multi-million homes that showcase both basic design and the wondrous natural beauty of the area. The restricted covenant and the location of the planned subdivision tap into this ongoing trend.

Market Growth

Dar es Salaam has experienced annual growth rates of 5 percent from 2005–2023 with even greater growth in the unincorporated areas. The target market of families with incomes from TZS5 to TZS50 million and an additional market of individuals with incomes from TZS50 and TZS1 billion continue to rise as the general population rises.

Competition

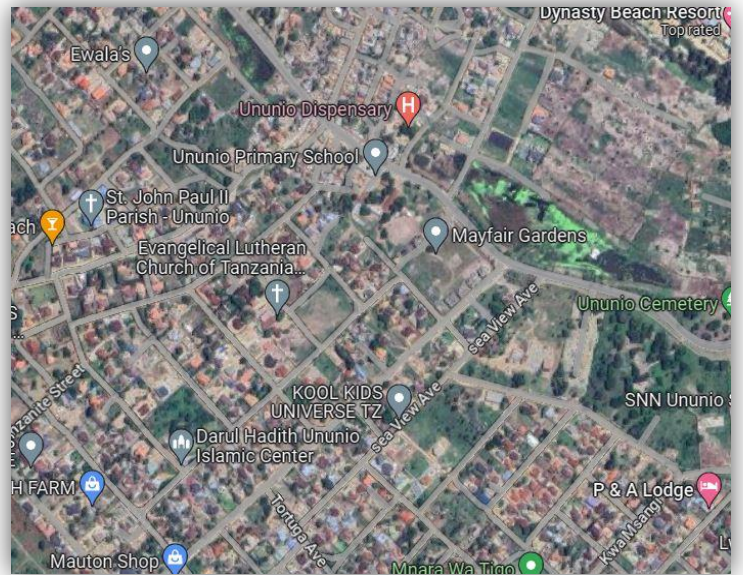
1. **Market Competition:** While FCI is pioneering land development in the area, potential challenges may arise if other firms recognize the growth potential in Dar es Salaam and enter the market. Competition could intensify, affecting pricing and market share.
2. **Local Regulatory Hurdles:** Tanzania's regulatory environment for land development and construction may pose challenges. Navigating local regulations, permits, and compliance requirements can be time-consuming and complex.
3. **Resource Availability:** Ensuring a consistent supply of construction materials and skilled labour could be a challenge, especially if demand surges due to rapid growth.
4. **Infrastructure Development:** Developing essential infrastructure such as roads, sewage systems, and utilities may encounter delays or budget constraints, impacting project timelines.
5. **Economic Conditions:** Economic fluctuations, inflation, or currency devaluation could affect project costs and profitability.
6. **Environmental and Sustainability Concerns:** Increasing emphasis on sustainable practices and environmental regulations may require adjustments to development plans and strategies.

Local Competitors:

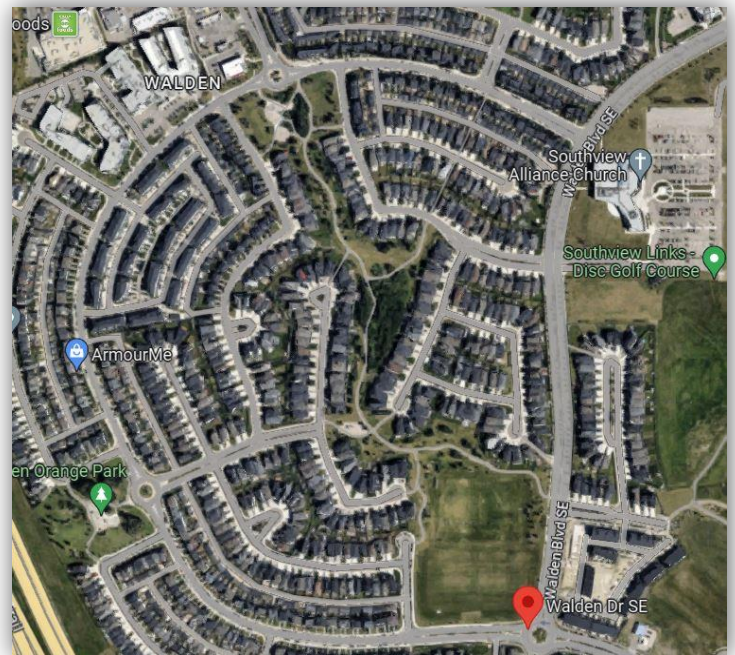
1. **Emerging Land Developers:** As the market grows, new local land development firms may emerge to compete with FCI. These firms might offer similar services and target the same customer base.
2. **Established Contractors:** Existing construction contractors in Tanzania may decide to expand into land development, capitalizing on their experience in the local construction industry.
3. **Government-Supported Projects:** Government-backed initiatives or projects by state-owned companies could pose competition in the land development sector, especially for large-scale developments.
4. **International Developers:** While FCI brings international experience, larger global development firms could enter the market, potentially competing for larger projects and contracts.
5. **Local Real Estate Agencies:** Real estate agencies with local knowledge may promote land sales and compete for buyers in the residential and commercial property market.

FCI's competitive advantage lies in its international experience, in-house controls, and the ability to offer end-to-end services. To stay ahead, FCI should continually adapt to market changes, maintain high-quality service, and focus on building strong client relationships.

Example of one of Dar es Salaam neighbourhoods



Example of one of our developments in Canada



BUSINESS STRATEGY

FCI will seek funding from several resources; our reputation and reliability is established with these firms. We provide an outstanding value for our clients and have successful marketing programs in place. The new subdivision will offer an elite living experience for average families, upper– income retired couples and people desiring showcase homes.

Value Proposition

The FCI proposed sub–development offers purchasers extended value. The thoughtful layout of the site allows for privacy and maximum enjoyment of the land. The construction of a park and the extensive walking/riding trail demonstrates a respect for the people who will make this sub–division home. FCI is offering premier living conditions, with scenic views, and access to wildlife and privacy. The commitment to sustained land values and aesthetic appeal is an extra value attraction for the sub–development.

Competitive Edge

The ability of FCI to control all aspects of a development project is a distinct advantage. We can control costs, timelines and guarantee structural soundness, because we are specialized land developers and this is what FCI only does.

COMMUNITY SUPPORT INITIATIVES

In addition to our core land development activities, First Canadian Investments Ltd (FCI) is committed to playing a pivotal role in addressing community challenges and fostering sustainable growth in the regions we serve. We recognize that vacant lands can serve as valuable assets to resolve pressing issues faced by local communities.

1. Agricultural Product Storage Facilities: One of the critical challenges faced by Tanzanian communities is the efficient storage and transportation of agricultural products, particularly in rural areas. FCI is dedicated to utilizing vacant lands to establish modern agricultural product storage facilities. These facilities will facilitate the safe and efficient storage of crops, helping local farmers preserve their harvests and reduce post-harvest losses. By supporting local agriculture, we aim to contribute to food security and boost the income of farming communities.

2. Exporter Support: Our vacant lands will be strategically located to facilitate the smooth movement of agricultural products to exporters and distribution centers. We understand that the export of agricultural goods is vital for the Tanzanian economy, and we intend to offer our land resources to support this crucial aspect of trade. By providing space for logistics and warehousing, we aim to streamline the export process, reduce transportation costs, and enhance the competitiveness of Tanzanian products in international markets.

3. Employment Opportunities: FCI's community support initiatives will not only address logistical challenges but also create employment opportunities for local residents. We will hire

and train individuals from the community to work in these facilities, contributing to job creation and economic development in the area.

4. Collaborative Partnerships: FCI will actively seek partnerships with local agricultural associations, cooperatives, and government agencies to ensure that our vacant lands and storage facilities align with the specific needs and priorities of the communities we serve. These partnerships will enhance the effectiveness and sustainability of our community support initiatives.

By leveraging our vacant lands to address community challenges, FCI aims to make a positive and lasting impact on the lives of Tanzanian residents. Our commitment extends beyond land development; it encompasses a dedication to supporting local agriculture, strengthening the supply chain, and fostering economic growth for the betterment of all.

MARKETING & SALES

Marketing Strategy

FCI is focusing on the target groups of families and upper-income retired people. We will utilize local real estate papers, our successful Internet marketing and P.O.P signage to build brand recognition. FCI's value-added services and outstanding customer service is a strong marketing point.

Positioning Statement

For families, retired people or individuals who desire showcase homes, amazing views or simply well designed living areas, First Canadian Investments Ltd exceeds expectations with solid design, sound reputation and outstanding customer service. Unlike other land developers, it controls costs and delays by completing the vast majority of all construction needs with experienced in-house staff.

Pricing Strategy

FCI purchases the property for TZS15 million an acre with land development infrastructure costing TZS6 million an acre. These properties are then sold for TZS66 to TZS70 an acre. Housing construction costs average 500 to 600 Thousands a square meter with selling prices of TZS 750 thousand a square meter.

Promotion Strategy

The new subdivision will be promoted with P.O.P. signage, and website development. Active participation in the local Chamber of Commerce will build brand recognition for both FCI and the subdivision itself.

Marketing Programs

FCI markets our comprehensive services through the local real estate magazine. We also have huge success with marketing on the Internet. This is the most successful marketing program to date, attracting numerous out of state buyers.

Sales Strategy

Asaad Al-Eryani will close all sales contacts. He will be assisted by Arete Afri Group. Sales costs, timeline and structure standards are negotiated with engineering and a planning board will oversee sub-development esthetics. This planning board will initially contain members of the management team. The sales strategy will target the several categories in the community listed below:

SALES FORECAST

Annual sales forecast next 5 years

	YE 1	YE 2	YE 3	YE4	YE 5
CASH INFLOW	2,310,000,000	2,310,000,000	3,696,000,000	3,696,000,000	3,696,000,000

Sales Programs

Asaad Al-Eryani is responsible for all sales of developed lots and housing construction. He also negotiates all financing in regards to development. The company will be offering financing to the middle class Tanzanians families through the banks.

Strategic Alliances

FCI has formed strong strategic alliances with engineering, construction and other professionals’ contractors.

OBJECTIVES

Milestones

1. Achieve final financing for development in September 2023
2. Receive approval from local and state officials by September 2023
3. Hire new employees in September 2023
4. Complete infrastructure by late September 2023
5. Receive real estate license by September 2023

MANAGEMENT SUMMARY

FCI has four key management people, a permanent job foreman and three employees. They will hire an additional 15 employees once the sub-division project is underway.

Organizational Structure

- Asaad Al-Eryani is charged with reading blueprints, meeting with architects, engineers and tracking building specifications.
- Emillian John provides general management supervision, financing negotiation and manages sales.
- Irene Respick handles the bookkeeping and invoices for the business.
- Abdul Van creates the marketing campaigns.

Management Team

The management team of FCI has worked together profitably for a long time. These people are used to the intricacies of the construction industry and have excellent interpersonal communication skills.

WORKERS AND SITE SUPERVISORS FOR HIRING

Workers	60
Drivers	9
Supervisors	7

FINANCIAL ANALYSIS

Projected Profit and Loss

The profit and loss table shows positive net profit for the first fiscal year.

Annual pro forma profit and loss

FIRST CANADIAN INVESTMENTS LTD.
 PROJECTED INCOME STATEMENT (5 YEARS)
 ALL FUNDS IN TZS

	YE 1	YE 2	YE 3	YE 4	YE 5
CASH INFLOW	2,310,000,000	2,310,000,000	3,696,000,000	3,696,000,000	3,696,000,000
COGS	1,050,000,000	900,000,000	1,200,000,000	1,200,000,000	1,200,000,000
GROSS INCOME	1,260,000,000	1,410,000,000	2,496,000,000	2,496,000,000	2,496,000,000
EXPENSES:					
ENGINEERING FEES)	115,500,000	184,800,000	184,800,000	184,800,000
ACCOUNTING FEES	2,000,000	2,000,000	3,000,000	3,000,000	3,000,000
MARKETING CONSULTANTS	3,000,000	5,000,000	5,000,000	5,000,000	5,000,000
SALARIES	40,000,000	40,000,000	50,000,000	50,000,000	60,000,000
AUTO EXPENSES	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
RENT	36,000,000	36,000,000	36,000,000	36,000,000	36,000,000
UTILITIES	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
PROFESSIONAL FEES	12,000,000	12,000,000	20,000,000	20,000,000	20,000,000
COMMISSIONS	231,000,000	231,000,000	369,600,000	369,600,000	369,600,000
TOTAL EXPENSES	348,000,000	465,500,000	692,400,000	692,400,000	702,400,000
NET INCOME BEFORE TAXES	912,000,000	944,500,000	1,803,600,000	1,803,600,000	1,793,600,000
ESTIMATED TAXES	364,800,000	377,800,000	721,440,000	721,440,000	717,440,000
NET INCOME	547,200,000	566,700,000	1,082,160,000	1,082,160,000	1,076,160,000

BUSINESS SOURCE OF FUNDING:

FIRST CANADIAN INVESTMENTS LTD.
CAPITAL INVESTED BREAKDOWN
 ALL FUNDS IN USD

PERSONAL FUNDS	\$	170,000.00
PERSONAL INVESTMENTS		50,000.00
ASSETS		1,140,000.00
TOTAL CASH & ASSETS AV.	\$	1,360,000.00

BUSINESS OPENING BALANCE SHEET

FIRST CANADIAN INVESTMENTS LTD.

OPENING BALANCE SHEET AS SEPTEMBER, 2023

FUNDS RECORDED IN USD

ASSETS

CASH RECEIVABLE	\$	500,000.00
TOTAL ASSETS	\$	500,000.00

LIABILITIES

DUE TO SHAREHOLDERS	\$	499,800.00
RETAINED EARNINGS	\$	-
COMMON SHARES	\$	200.00
TOTAL LIABILITIES	\$	500,000.00

ASSETS AND SYSTEMS NEEDED FOR BUSINESS

ITEMS	#	NOTES
1) Computers and Soft wares		
Company Server(s)	2	Dar Es Salaam office, and Dodoma
Laptops	2	President and Administration assistant
Desktops	3	Accounting Department, Reception, and Engineeringspecial uses
2) Projectors		
Board room	2	
portable for travel	1	for outside meetings
Survey Dron	1	for surveying lands
3) Automobile & Trailers		
Vehicles	2	Field SUV, Office service
Bus	1	Employees, and Investors site visits
Garbage trailers	2	30 Tons, 60 Tons; for Site cleaning and Development
4) Heavy Assets		
Concert Mixers	2	
Sidewalks plaques machine	1	
Lift Plaq-side walks	5	
Digging tools	60	
5) Solar panels systems		
Wells water pumps	*	
Lighting lights	*	
6) Electricity Generators		
7) Plastic Pipes (under ground services)		
8) Havey Equipment		
Excavators	1	
Dozer	1	
HYDRO AX MULCHER	2	
DUMP TRUCKS	2	
COMPACTORS	2	
* Number of items will be based on land size		

Asaad AL-Eryani
President



FIRST CANADIAN INVESTMENTS LTD
 P. O. Box.....*Asaad*
 DAR ES SALAAM-TANZANIA