

ALPHA RAISER COMPANY LIMITED

BUSINESS PLAN

The information contained in this business plan is confidential and The property of ALPHA RAISER COMPANY LIMITED and is intended only for person to whom it is transmitted by the company or represented; any reproduction of this document in whole or part or divulgence of any of the contents without prior written consent is prohibited.

ALPHA RAISER COMPANY LIMITED

Business Profile

A. Executive Summary

1. Company & Project concept

ALPHA RAISER COMPANY LIMITED is a limited liability Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated on 25/05/2022 and bears a Certificate of Incorporation number 156288594. The Company implements a project of agriculture activities specifically animal and crop husbandry, fish farming and construction of temporary accommodation facilities in Tanzania.

ALPHA RAISER COMPANY LIMITED's project will be located at Plots with Customary Title Nos 12/KSW/01, 12/KSW/02 and 12/KSW/03 at Kurui Kisarawe, Coast Region, Tanzania.

The outreach Office is located at Mikocheni B, Dar es Salaam

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical company, building relationships with customers, suppliers, and investors. **ALPHA RAISER COMPANY LIMITED** aims to become one of the leading agriculture companies in Tanzania, where by one of the activities involved will be farming of agricultural projects, crop and animal husbandry, fish farming which will involve digging pool to feed fish and short-term accommodation facilities

2. Company Goals and Objectives:

In Summary **ALPHA RAISER COMPANY LIMITED** aims to: -

- To conduct agriculture activities in The United Republic of Tanzania and other parts of Africa.
- To prepare and implement human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involvement.
- Build relationships with investors in the manufacturing Sector.
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors.
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.

- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contacts.

3. Purpose of Business Plan

This document is prepared to the serve the purpose of application for an Incentive Certificate with TIC to enable **ALPHA RAISER COMPANY LIMITED** to proceed with the project of investment in agriculture activities specifically animal and crop husbandry, fish farming and construction of temporary accommodation facilities in the United Republic of Tanzania.

4. The project promoter

The project will be managed and operated by ALPHA RAISER COMPANY LIMITED which is owned by private individuals with the following shareholders percentages distribution is listed below.

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES
GUO LIUHU	Chinese	5000
LIAO FANGFANG	Chinese	5000
TOTAL NUMBER OF SHARES OF THE COMPANY = 10000 Ordinary Shares		

5. Intended investment Amount:

The investment amount is Tanzania Shillings Five Hundred Thousand Dollars (USD 500,000/=).

6. Company Legality

The legal certificates, and documents such as Memorandum and Article of Association, Certificate of Incorporation and Tax Identification Number, justify that **ALPHA RAISER COMPANY LIMITED** is operating within the ambit of the law of the Land.

7. Project Organization Structure

The management of **ALPHA RAISER COMPANY LIMITED** is constituted by the following organization set up, the Board of Directors who are responsible on the supervision on the entire operations of the Company and the company's operational team which implement the project goals and vision.

8. Investment Structure

The project is estimated to cost a total approximation of United States Dollars Five Hundred Thousand (USD 500,000/=) which will increase from time to time. The money will cover working

Capital, material importation and other company expenses. However, a financial policy of the Company state that the profits generated will be re-invested.

B. Statement of Purpose

This Profile is drawn for the purpose of commencement of the business and application for the certificate of incentives from the Tanzania Investment Centre (TIC) and a Manufacturing License.

C. Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study **for ALPHA RAISER COMPANY LIMITED** on the establishment of a agriculture activities specifically animal and crop husbandry, fish farming and construction of temporary accommodation facilities in the United Republic of Tanzania.

D. Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Ensure that they have farm plant for some agriculture activities, pools to feed fish which will enhance supply of agricultural products and fish in Tanzania, East Africa, and the whole of Africa and SHORT-TERM accommodation Facilities
- Increase direct employment opportunities.
- Direct Domestic investment of more than USD 500,000 within 2023 -2028
- Increase tax contribution to the government.
- Generate foreign currency.

E. Mission and Vision

The company vision is to be one of the leading companies in cultivation of farm plant and fish farming in Tanzania for local markets and export purposes.

F. Operations

The project will be managed and operated by **ALPHA RAISER COMPANY LIMITED**. The Company is finalizing acquisition of operation permits to start the implementation of the manufacturing farm plant, fish farming and to build accommodation for small houses. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

G. Project Location

- The project shall be located at Plots with Customary Tittle Nos 12/KSW/01, 12/KSW/02 and 12/KSW/03 at Kurui Kisarawe, Coast Region, Tanzania.

H. Postal Address

ALPHA RAISER COMPANY LIMITED ,

BUSINESS PLAN FOR ALPHA RAISER COMPANY LIMITED

P.O. Box 79518,

Dar es Salaam, Tanzania

I. Agriculture Sector in Tanzania

a. Farming in Tanzania

Agriculture in Tanzania represents almost 30 percent of the country's GDP with three quarter of the country's workforce involved in this sector. Agriculture is undoubtedly the largest and most important sector of the Tanzanian economy, with the country benefitting from a diverse production base that includes livestock, staple food crops and a variety of cash crops.

Most of farming activities increase development of agricultural sector in Tanzania which is the backbone of economy.

b. Fish farming in Tanzania

The majority of the fish farms are owned by individuals (76.8%) followed by private companies (19.8%) and government (3.4%), The fish farming systems were dominated by the earthen pond (67.3%), followed by concrete tanks (11.8%) and concrete ponds (10.7%) .The average pond area was 690 m² and the farm size ranged from 1800 to 28,600 m² with a depth of 0.8 to 1.5 m for earthen and concrete ponds. The size of culture cages was 25 to 30 m³ with an average depth of 3 m. Earthen ponds were the dominating fish farming system in Mbeya (98.0%), Ruvuma (97.1%), Kilimanjaro (73.3%), Arusha (51.1%), and Mwanza (50.7%), while concrete ponds dominated in Dar es Salaam (42.6%).

Investment fish farming is important particularly in development of agricultural in Tanzania which is the government top priority.

c. Project Justification

The proposed project is under management of **ALPHA RAISER COMPANY LIMITED** and is in line with Tanzania Government efforts in attempt to develop agricultural sector. This also has been complemented by the fact that the government is making a critical effort in improving the agricultural sector, by implementing agricultural policies with aim of improving business environment for agricultural Companies.

Regarding the initiative undertaken by **ALPHA RAISER COMPANY LIMITED**, is justified by the following facts: -

- The Company have a special invested interest in the agricultural sector therefore, decided to seek for additional of the agricultural project in their company.
- The involvement of the company in the agricultural sector will boost and at the same time strengthen the agricultural sector in Tanzania. The Company's marketing strategy and intention is to have a wide customer base both locally and internationally which focuses on solving private and public.

d. Social and Economic Impact of the Project

The proposed project will result into the following social and economic impacts:

- Improve and increase the agricultural sector through the cultivating different farm plant, dig pool for fishes and building accommodation for small houses within and outside the United Republic of Tanzania.
- Increased competitiveness among local agricultures and export markets in Tanzania.
- The project will provide employment for people in Tanzania and training the employees to further improve their knowledge on the agricultural activities both in farm plant and fish farming.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

e. Industry Analysis

a. Sales Literature, Sourcing and Technology

i. Sales Literature

The company shall use different materials and trainings about their services to customers.

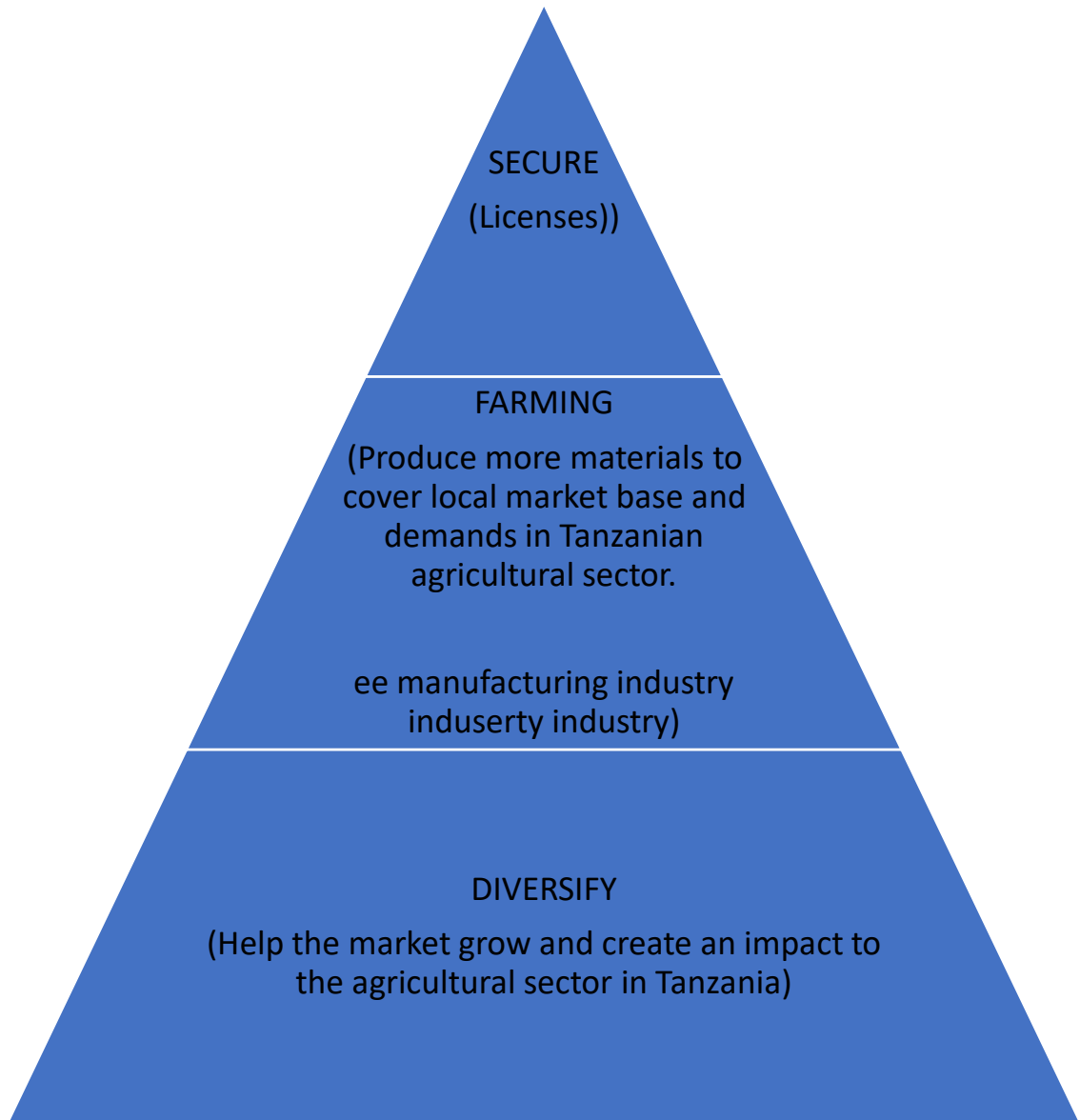
ii. Technology

The company aims to cultivate farming and digging pool for fishes which is expected to be used shall include raw materials both imported and locally obtained materials together with advanced machinery for agricultural purposes.

iii. Future Services

The company aims at broadening the business by engaging in other businesses in the future such as putting some farm plant, digging pool to feed fish, and building accommodation for small houses for the aim of enhancing agricultural activities. The services will be provided in Tanzania and shall target to provide the same port to customers in the neighboring countries including Kenya, Uganda and whole of Africa.

Strategy Pyramid



b. Competitive Edge

The Company will have a rather bigger advantage from their competition due to the following reasons: -

- The agriculture activity of putting some plant by the company will be advanced and with higher capacity compared to the competitors.
- Most companies which have agricultural projects provide services at a very high price and whereas the company will provide services at a much and more affordable prices.
- The opening of Tanzania for international investment will create a huge demand for agricultural projects which will create a huge market for the company and ensure the return of investment in a short period of time.

f. Opportunities

a. Increased demand for agricultural activities

Tanzania now is witnessing the increase in demand in agricultural sector due to the fact that it is the backbone of the economy.

b. Uniqueness location of the project

ALPHA RAISER COMPANY LIMITED's project will be one of the agricultural activities, which is located at Kisarawe, Tanzania. The location of this project provides an opportunity to **ALPHA RAISER COMPANY LIMITED** to easily capture the market around Kisarawe Region together with Dar es Salaam Region and even extending its borders to the new road that connects to Morogoro and other central regions of other parts of Tanzania.

c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote the agricultural sector locally and across borders.

d. Government Incentives package

The Government has enacted laws that offer reasonable incentives example removal of taxes on some importations and deferment.

d. Analysis of Strengths, Weaknesses, Opportunity, and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p>Strengths</p> <ul style="list-style-type: none"> • Availability of Markets • Connection to stakeholders 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Capital Injection
<p>Opportunities</p> <ul style="list-style-type: none"> • Good government suitable facilitative policy. • Government development of the sector and huge demand of the services. 	<p>Threats</p> <ul style="list-style-type: none"> • Increment of inflation • Climent changes which may result to flood, droughts and agricultural temperature shocks and a lack of agricultural technology.

The company has prepared for the action plans by doing the following: -

e. Marketing Information

The company will employ qualified people to conduct the marketing of the manufacture product.

g. Marketing Strategy

i. Overview

The success of **ALPHA RAISER COMPANY LIMITED** will be achieved by providing high quality services, providing friendly service, and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just agricultural services to make **ALPHA RAISER COMPANY LIMITED** successful. **ALPHA RAISER COMPANY LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing

efforts. Management will endeavor to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales and distribution.

ii. Customer Database

ALPHA RAISER COMPANY LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; discounts; etc. The database will be gathered and maintained in the system. **ALPHA RAISER COMPANY LIMITED** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' signup book with promotional signage; promotion; etc.

iii. Advertising

ALPHA RIASER COMPANY LIMITED will adopt an aggressive advertising strategy. **ALPHA RAISER COMPANY LIMITED** will process outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure. **ALPHA RAISER COMPANY LIMITED** will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **ALPHA RAISER COMPANY LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards, or television.

iv. Costing and Pricing

The costing and pricing are done by the management of **ALPHA RAISER COMPANY LIMITED**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e., they are business-oriented personnel and thus they are competent to ensure the project is implemented with maintainable costs and attractive profits.

v. Customers

ALPHA RAISER COMPANY LIMITED is targeting to all regions in Tanzania and whole of East Africa specifically targeting the companies, businesses, and individual customers.

As it has been explained in preamble chapters, **ALPHA RAISER COMPANY LIMITED** will set project which will be indulging in agricultural business.

vi. Marketing Plan

The company has both short term and long-term marketing plan:

The short-term marketing plan includes:

- Building sustainable long-term relationships with customers, suppliers, and investors.
- Training of sales staff sales, and Marketing.

Long Term Plans includes:

- Join to the network of manufacturing companies to market to exploit more business opportunities.
- Investing in Market Research and Development

g. Management & Administration

a. Management

The management team of **ALPHA RAISER COMPANY LIMITED** planned to be constituted by the following management team: -

i. Board of Directors

ALPHA RAISER COMPANY LIMITED will be managed by the board of Directors which is the apex body for strategic decision making of the project in line with the resolutions from the shareholders.

ii. Accountant

An internal accountant will be employed to work with the existing external accountant who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **ALPHA RAISER COMPANY LIMITED** but also keeping books of accounts properly.

iii. Management Agreements

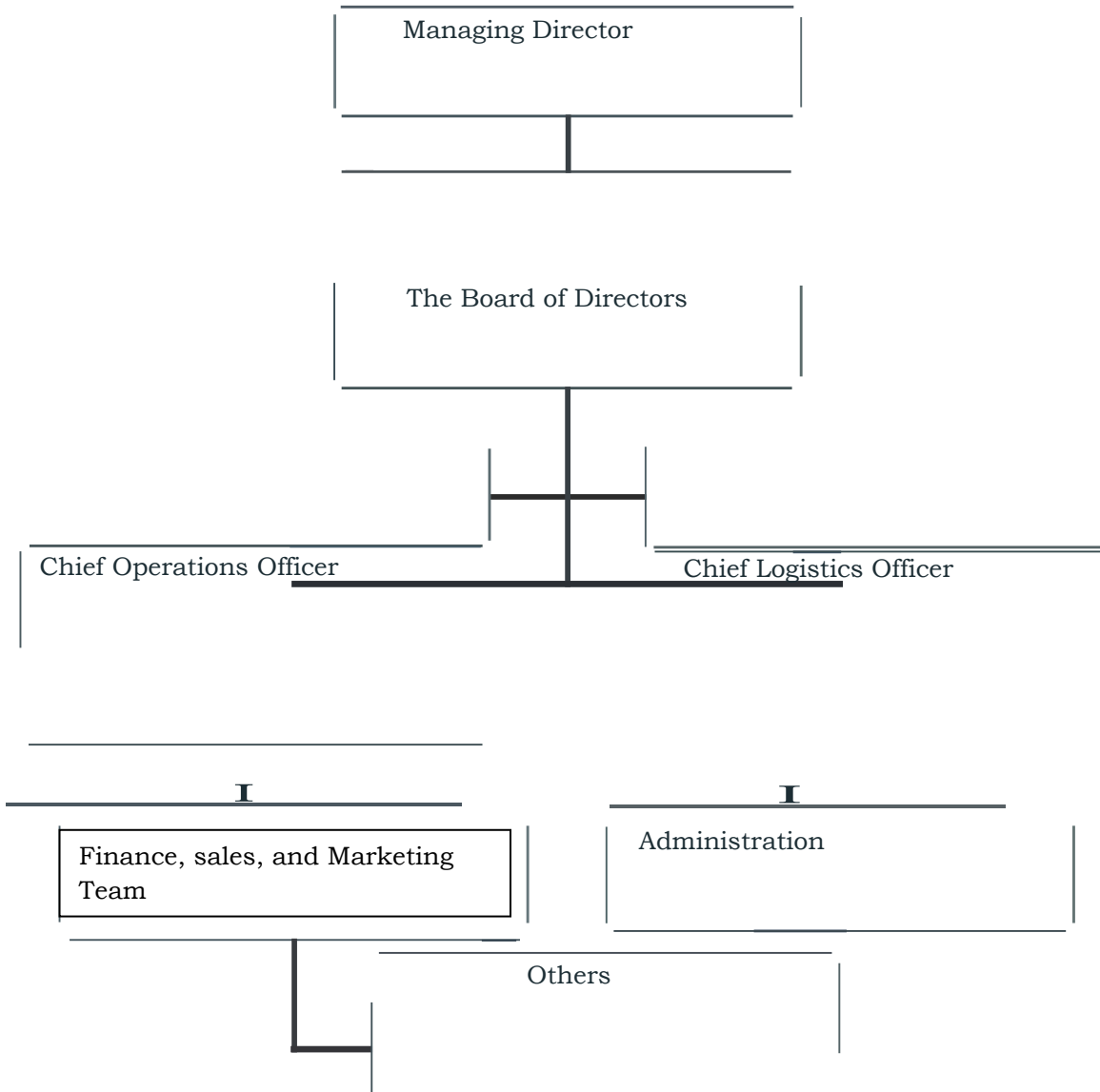
Management Agreements will be executed between **ALPHA RAISER COMPANY LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

iv. Confidentiality Agreements

ALPHA RAISER COMPANY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our agricultural business, operating systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets and show our employees that we take our business seriously.

v. Organization Structure

The management of **ALPHA RAISER COMPANY LIMITED** is planning to have the following organization structure.



vi. Job creation

The following table illustrates the forecasted job creation throughout the coming five years.

Job Title /Year	2023	2024	2025	2026	2027	Total
Country Manager	1	0	0	0	0	1
Finance Manager	1	0	0	0	0	1
Office Manager	1	0	0	0	0	1
Sales Manager	1	0	0	0	0	1
Operations Manager	1	0	0	0	0	1
Agricultural Equipments Operators	10	5	5	5	5	30
Agricultural Technician	2	0	1	1	1	5
Grand Total	17	5	6	6	6	40

Appendix I

ALPHA RAISER COMPANY LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT

(US\$)

	1	2	3	4	5	6
Revenue	1,415,232.00	1,429,384.32	1,443,678.16	1,458,114.94	1,472,696.09	1,487,423.06
Operating Expenses:	1,202,947.20	1,214,976.67	1,227,126.44	1,239,397.70	1,251,791.68	1,264,309.60
Profit before Depreciation &Interest	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.46
Interest	18,000	14,400	10,800	7,200	3,600	-
Depreciation	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00	14,025.00
Net Profit	180,259.80	185,982.65	191,726.72	197,492.24	203,279.41	209,088.46
Tax (30%)	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
Profit After Tax	126,181.86	130,187.85	134,208.71	138,244.57	142,295.59	146,361.92
Accumulated Profit	126,181.00	256,368.85	390,577.56	528,822.13	671,117.72	817,479.64

ALPHA RAISER COMPANY LIMITED PROJECTED CASH FLOW US\$

	0	1	2	3	4	5	6
SOURCES:							
Profit before interest and depreciation	0	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.00
Equity	200,000.00						
Loan	300,000.00	-	-	-	-	-	
Total Sources	500,000.00	212,284.80	214,407.65	216,551.72	218,717.24	220,904.41	223,113.00
Applications:							
Capital expenditure	375,000.00	-	-	-	-	-	
working Capital &Others	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
Cash	0	87284	89,407.00	91,551.00	93,717.00	95,904.00	98,114.00
Tax	-	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.50
Sub total	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Total applications	500,000.00	212,284.00	214,407.00	216,551.00	218,717.00	220,904.00	223,114.00
Accumulated cash		87,284.00	176,691.00	268,242.00	361,959.00	457,863.00	555,977.00

Appendix III

FINANCING PLAN FOR ALPHA RAISER COMPANY LIMITED FOR NEXT 5 YEAR TERM

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
N Number of Trucks	10	5	5	5	5	30
Revenue (USD)	500,000	700,000	900,000	1,100,000	1,300,000	4,500,000
Debt (USD)	400,000	200,000	200,000	200,000	200,000	1,200,000
Self-Financing (USD)	600,000	300,000	300,000	300,000	300,000	1,800,000