

**JDEES ENTERPRISES**

**Business Profile**

**JDEES ENTERPRISES**

**BUSINESS PLAN**

22 Chole Building, Plot 2016, Chole Road, Oyster Bay, Kinondoni,

Dar es salaam, Tanzania

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# JDEES ENTERPRISES

## Business Profile

### A. Executive Summary

#### 1. Business & Project concept

**JDEES ENTERPRISES** is a partnership business registered under the laws of the United Republic of Tanzania under the Business Names (Registrations) Act. Cap 213, which was registered on 04/03/2004 and bears a Certificate of Registration number **143211**. The above introduced has been operating since 2015 under a Restaurant business and currently intends to implement a project under the Tanzania Investment Centre (TIC) which is under the hospitality/food service Sector (Restaurants) in Tanzania for the purpose of growing **JDEES ENTERPRISES** demands and services in Tanzania.

**JDEES ENTERPRISES** is located at Dar es Salaam Tanzania. The Restaurant is located at the 22 Chole Building, Plot 2016, Chole Road, Oyster Bay, Kinondoni, Dar es salaam, Tanzania

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical business, building relationships with customers, suppliers and investors. **JDEES ENTERPRISES** aims to become one of the leading Restaurant that offers a unique blend of international cuisines, with a focus on sing fresh, locally sourced ingredients in the United Republic of Tanzania.

#### 2. Business Goals and Objectives:

In Summary **JDEES ENTERPRISES** aims to: -

- Provide the best hospitality/food service (Restaurant Services) in the United Republic of Tanzania.
- 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 hospitality/food service (Restaurant Services) Sector.
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to the partners and other investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review business 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.

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- To provide a one- stop solution covering the entire spectrum of hospitality/food service (Restaurant Services) Sector.

### 3. Purpose of Business Plan

This document is prepared to the serve the purpose as a business plan report for **JDEES ENTERPRISES** for expansion of an investment in the hospitality/food service (Restaurant Services) Sector in the United Republic of Tanzania.

### 4. The project promoter

The project will be managed and operated by **JDEES ENTERPRISES** which is owned by private individuals/partners with the following names as listed below;

NAME OF SHAREHOLDERS	NATIONALITY
MAJABEEN DILIPKUMAR DHIRAJLAL AMIN	Tanzanian
SHEMANE DILIPKUMAR DHIRAJLAL AMIN	Tanzanian

### 5. Intended investment Amount:

Considering that the nature of **JDEES ENTERPRISES** being a local enterprise, the intended investment amount for operating the same is intended to be a total of Tanzania Shillings 3.2 B over 5 years, constituting working capital and all other business operating expenses. Refer to Appendix 1 for the projected investment breakdown.

### 6. Business Legality

The legal certificates, and documents such as Certificate of Registration, Extract from Register, the Partnership Deed, and the Tax Identification Number, and Business License, justify that **JDEES ENTERPRISES** is operating within the ambit of the law of the Land.

### 7. Project Organization Structure

The management of **JDEES ENTERPRISES** is constituted by the following organization set up, and Partner Majabeen D. D. Amin who is responsible on the supervision on the entire operations of the entire business with Shemane D. D. Amin being a silent Partner.

### 8. Investment Structure

This is an existing operating business. The investment structure is a combination of the existing partners equity in the business and reinvestment of profits as required. Refer to Appendix 1 for

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the projected investment breakdown, which totals TZS 3.2 B over 5 years, constituting working capital and all other business operating expenses.

#### **B. Statement of Purpose**

This Profile is drawn for the purpose of expansion and rehabilitation of an existing business and application for the certificate of incentives from the Tanzania Investment Centre (TIC).

#### **C. Purpose of Investment**

This document is prepared to serve the purpose as a feasibility study for **JDEES ENTERPRISES** on the expansion of quality Restaurant Services under the Accommodation and food service Sector in the United Republic of Tanzania.

#### **D. Summary of the Expected Results**

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

- Provide best and quality hospitality/ food service in the United Republic of Tanzania, East Africa and the whole of Africa.
- Increase training and direct employment opportunities for Tanzanians
- Direct Domestic investment of more than TZS 3.2 Billion over five years between 2023 - 2027 comprising of WC and all costs and expenses to run the business.
- Increase tax contribution to the government

#### **E. Mission and Vision**

The business's vision is to be one of the leading businesses with the best Restaurant in the Accommodation and food service sector in the United Republic of Tanzania for local markets.

#### **F. Operations**

The project will be managed and operated by **JDEES ENTERPRISES**. Management will establish sound operating guidelines to conduct the day-to-day operations of this project. The partnership has already secured a location and commenced the investment into rehabilitation of the premises, which commenced in 2022 and is continuing on.

#### **G. Project Location**

The project shall be located at 3<sup>rd</sup> Floor of Diamante Building, 22 Chole Building, Plot 2016, Chole Road, Oyster Bay, Kinondoni, Dar es salaam, Tanzania.

#### **H. Postal Address**

**JDEES ENTERPRISES,  
P.O. Box 9493,  
Dar es Salaam**

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#### **I. Accommodation and food service Industry**

##### **a. Accommodation and food service Industry in Tanzania**

Tanzania's Accommodation and food service Sector contributed almost 8.1% to the country's real GDP in 2018 with USD 3.8 billion, compared to USD 2.8 billion in 2014, representing an increase of 33%. Main growth drivers include the increase in the number of Restaurants in the United Republic of Tanzania.

According to Tanzania's 2025 Development Vision, investments in Accommodation and food service Industry in Tanzania, particularly in the development of the infrastructure and networking are the Government's top priority.

##### **b. Project Justification**

The proposed project is under management of **JDEES ENTERPRISES** and is in line with Tanzania Government efforts in attempt to revamp the Accommodation and food service Sector specifically in Restaurant business for the purpose of attracting more local and foreign businesses. This also has been complemented by the fact that the government is making a critical effort in improving the Accommodation and food service Sector, by implementing criteria under restaurant business projects with ultimate aim of improving business environment for Accommodation and food service Sector and other all businesses operating Restaurants in the United Republic of Tanzania.

Regarding the initiative undertaken by **JDEES ENTERPRISES**, is justified by the following facts: -

- The Business have a special invested interest in the Accommodation and food service Sector/industry therefore, the establishment of a Restaurant in the United Republic of Tanzania.
- The involvement of the business in the restaurant business under the Accommodation and food service Sector will boost and at the same time strengthen the Accommodation and food service Sector in the United Republic of Tanzania. The business's marketing strategy and intention is to have a wide customer base both locally and internationally which focuses on solving business's development issues, revenues, foreign investments etc.

##### **c. Social and Economic Impact of the Project**

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

- Improve and increase the Accommodation and food service Sector within and outside the United Republic of Tanzania.

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- Increased competitiveness among local Accommodation and food service providing markets in Tanzania.
- The project will provide employment for people in Tanzania and training the employees to further their knowledge on the industry.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this business.

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### d. Industry Analysis

#### a. Sales Literature, Sourcing and Technology

##### i. Sales Literature

The business partners shall use different materials and trainings about their services to customers including but not limited to specification sheets, brochures, catalogs, and other materials.

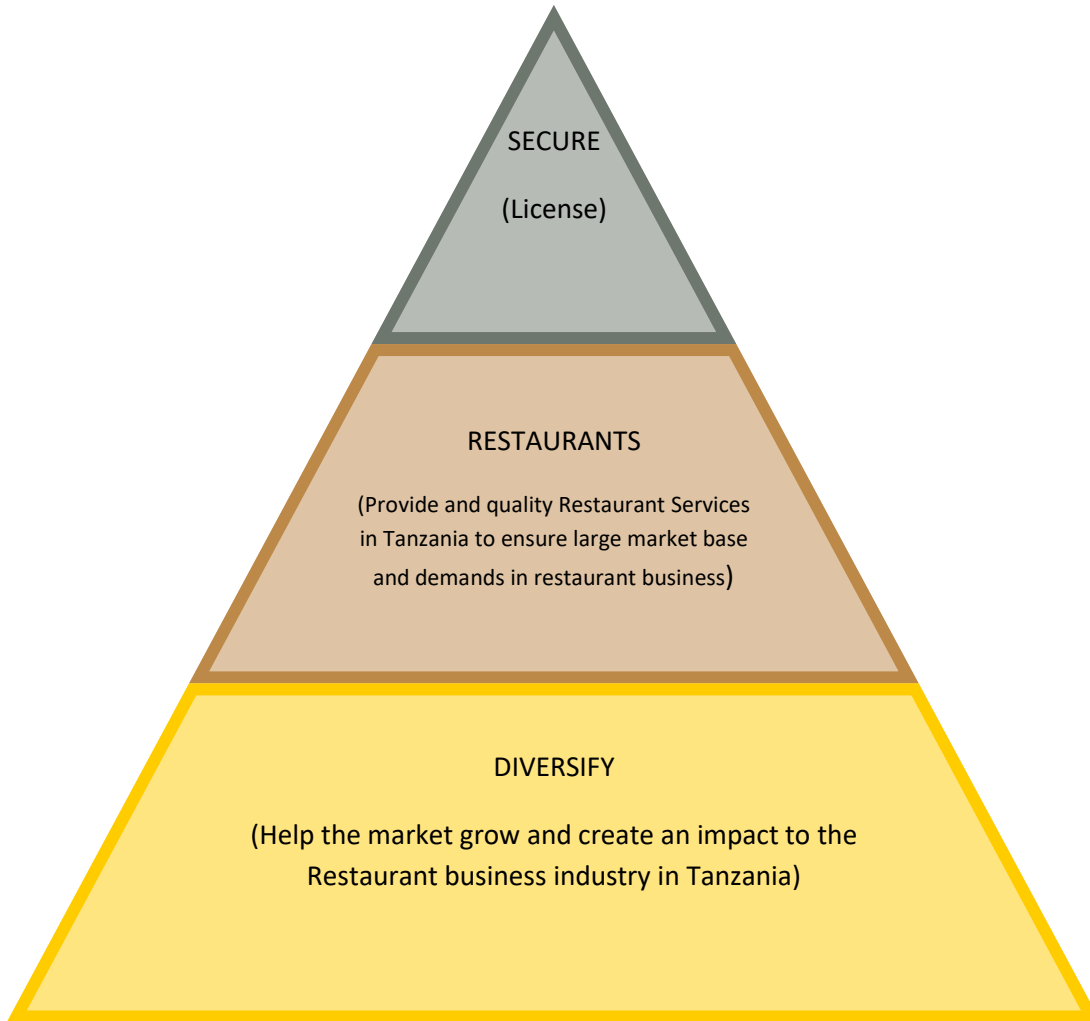
##### ii. Future Services

The business partners aim at broadening the business by engaging in other businesses in the future such as Restaurant services and increase more profit. The services will be provided in Tanzania and shall be expanded to also include offsite catering services.

Strategy Pyramid

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#### b. Competitive Edge

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

- The expansion and modernization of the Restaurant services in the United Republic of Tanzania, will be advanced and with higher capacity compared to the competitors.
- Most Restaurants business provide services at a very high price and whereas the business partners agreed and shall provide services at a more affordable price to accommodate both local and international customers for the benefit of the country
- The opening of Tanzania for international investment will create a huge demand for tourist attraction which will create a huge market for the business and ensure the return of investment in a short period of time.

#### d. Opportunity Drivers

##### a. Increased demand for restaurant activities

Tanzania now is witnessing the increase in Accommodation and food services sector due to increased demands and better facilities, i.e., best airlines services, roads and connecting lines that attracts more tourists in the country.

##### b. Uniqueness location of the project

**JDEES ENTERPRISES**'s project will be one of the Restaurant service providers, located in Dar Es Salaam, Tanzania. The location of this project provides an opportunity to **JDEES ENTERPRISES** to capture easily the market around Dar es Salaam Region and other parts of Tanzania.

##### c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote the Accommodation and food services (Restaurants) industry 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.

##### e. Analysis of Strengths, Weaknesses, Opportunity and Threats

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

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<b>Strengths</b> <ul style="list-style-type: none"><li>• Availability of Markets</li><li>• Connection to stakeholders</li><li>• Access to reliable high technology such as POS and client databases</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Capital Injection</li><li>• Human Capital</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Good government suitable facilitative policy.</li><li>• Government development of the sectors and huge demand of the services</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Unawareness of the new entrants in the industry in the same location</li><li>• Increment of inflation</li><li>• Presence of untrustworthy business that provides restaurant service against legal procedures.</li></ul>

The business has prepared for the action plans by doing the following:

- The business will employ qualified people to conduct the marketing of the product.

#### f. Marketing Information

##### a. Marketing Strategy

##### i. Overview

The success of **JDEES ENTERPRISES** 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 Restaurant services to make **JDEES ENTERPRISES** successful. **JDEES ENTERPRISES** 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.

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#### ii. Customer Database

**JDEES ENTERPRISES** 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. **JDEES ENTERPRISES** 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

**JDEES ENTERPRISES** will adopt an aggressive advertising strategy. **JDEES ENTERPRISES** will process outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure. **JDEES ENTERPRISES** will utilize both traditional non-- traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **JDEES ENTERPRISES** 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 **JDEES ENTERPRISES**. 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 business 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

**JDEES ENTERPRISES** is targeting to all regions in Tanzania and whole of East Africa specifically targeting varieties of businesses and individual customers.

As it has been explained in preamble chapters, **JDEES ENTERPRISES** will set project which will be indulging in the Restaurant business.

#### vi. Marketing Plan

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

##### **The short-term marketing plan includes:**

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

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#### Long Term Plans includes:

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

#### g. Management & Administration

##### a. Management

The management team of **JDEES ENTERPRISES** planned to be constituted by the following management team: -

##### i. Management

**JDEES ENTERPRISES** will be managed by the above-mentioned partners which is the apex body for strategic decision making of the project in line with the resolutions from the partners themselves. Majabeen D. D. Amin will be the day to day operating Partner.

##### ii. Operations Manager

Although **JDEES ENTERPRISES** utilizes the services of a well established auditor, an internal operations manager 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 **JDEES ENTERPRISES** but also keeping books of accounts properly.

##### iii. Confidentiality Agreements

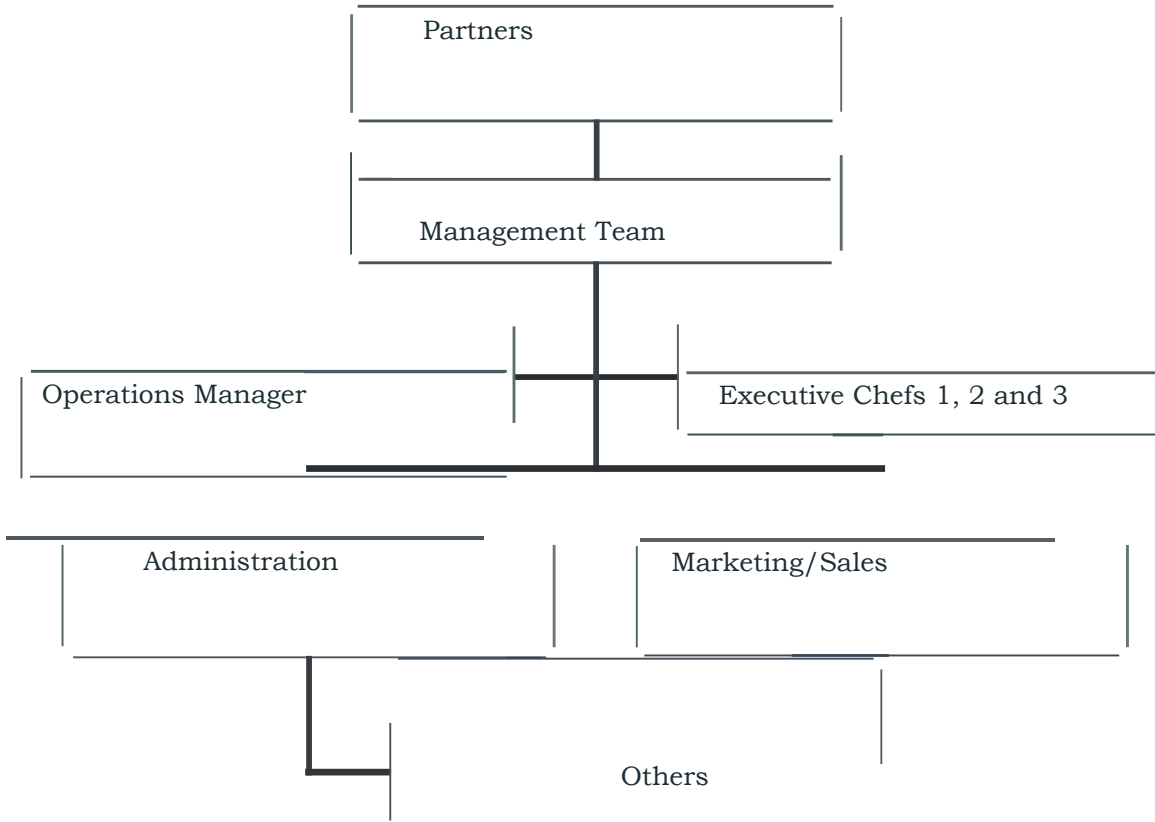
**JDEES ENTERPRISES** will enforce that all senior employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our Restaurant, operating systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the business's trade secrets and show our employees that we take our business seriously.

##### iv. Organization Structure

The management of **JDEES ENTERPRISES** is planning to have the following organization structure.

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v. Job creation

The following table illustrates the forecasted additional staffing throughout the coming five years. Currently the organization has 15 employees and the staff complement is expected to double if business proceeds well.

Job Title /Year	2023	2024	2025	2026	2027	Total
Operations Manager	1	0	0	0	0	1
Administration	1	1	0	1	0	3
Executive Chef 1	1	0	0	0	0	1
Executive Chef 2	1	0	0	0	0	1
Executive Chef 3	0	1	0	0	0	1
Sales/Marketing	0	1	1	1	0	3
Restaurant Assistants (floor and kitchen)	14	2	4	6	3	29
<b>Grand Total</b>	<b>18</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>39</b>

**Appendix I**

**Investment & Financing plan**

**Based on the projected income statement, the business will generate sufficient revenue to cover the continued expansion plans. The business will be further financed if needed through partners capital contributions, existing equity, and reinvestment of profits as required**

<b>TZS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Grand Total</b>
Land/Building	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	
Plant/Equipment	5,000,000	5,200,000	5,500,000	5,700,000	6,000,000	
Vehicles	0	40,000,000	0	0	50,000,000	
Furniture and Fittings	0	20,000,000	5,000,000	3,000,000	3,000,000	
Pre Expenses (Rent)	70,500,000	74,000,000	77,000,000	81,000,000	85,000,000	
Others	2,000,000	2,500,000	3,000,000	3,500,000	4,000,000	
Working Capital	459,500,000	493,000,000	529,000,000	568,000,000	609,000,000	
<b>Total</b>	<b>542,000,000</b>	<b>640,000,000</b>	<b>626,500,000</b>	<b>669,200,000</b>	<b>766,000,000</b>	<b>3.243 Billion TZS</b>

**Appendix II**

**JDEES ENTERPRISES PROJECTED INCOME & EXPENDITURE STATEMENT (TZS)**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Revenue	600,000,000	642,000,000	687,000,000	735,000,000	786,000,000
<b>Cost of Sales</b>	320,000,000	342,000,000	366,000,000	392,000,000	419,000,000
<b>Gross Profit:</b>	<b>240,000,000</b>	<b>300,000,000</b>	<b>321,000,000</b>	<b>343,000,000</b>	<b>367,000,000</b>
<b>Fixed Costs</b>	210,000,000	225,000,000.00	240,000,000	257,000,000	275,000,000
<b>Profit Before Tax</b>	<b>70,000,000</b>	<b>75,000,000</b>	<b>81,000,000</b>	<b>86,000,000</b>	<b>92,000,000</b>
Tax (30%)	21,000,000	22,500,000	24,300,000	25,800,000	27,600,000
<b>Profit After Tax</b>	<b>49,000,000.00</b>	<b>52,500,000</b>	<b>56,700,000</b>	<b>60,200,000</b>	<b>64,400,000</b>

**Appendix III**

**JDEES ENTERPRISES PROJECTED CASH FLOW TZS**

<b>Projected Cash Flow</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Net Cash from Operations</b>	49,300,000.00	54,580,000.00	61,520,625.00	65,567,083.00	73,232,708.00
Net Profit	46,666,667.00	45,717,778.00	44,573,472.00	47,338,472.00	45,801,390.00
Depreciation and Amortization	3,333,333.00	9,688,889.00	17,323,611.00	18,373,611.00	26,569,444.00
Change in Accounts Receivable	-	-	-	-	-
Change in Inventory	(28,500,000.00)	(2,000,000.00)	(2,166,667.00)	(2,250,000.00)	-
Change in Accounts Payable	13,800,000.00	975,000.00	1,025,000.00	1,100,000.00	450,000.00
Change in Income Tax Payable	5,000,000.00	(431,667.00)	90,209.00	285,000.00	(353,126.00)
Change in Sales Tax Payable	9,000,000.00	630,000.00	675,000.00	720,000.00	765,000.00
<b>Net Cash from Investing</b>	(10,000,000.00)	(51,200,000.00)	(12,500,000.00)	(13,700,000.00)	(65,000,000.00)
Assets Purchased or Sold	(10,000,000.00)	(51,200,000.00)	(12,500,000.00)	(13,700,000.00)	(65,000,000.00)
<b>Net Cash from Financing</b>	63,300,000.00				
Investments Received	63,300,000.00				
<b>Cash at Beginning of Period</b>	-	102,600,000.00	105,980,000.00	155,000,625.00	206,867,708.00
<b>Net Change in Cash</b>	102,600,000.00	3,380,000.00	49,020,625.00	51,867,083.00	8,232,708.00
<b>Cash at End of Period</b>	<b>102,600,000.00</b>	<b>105,980,000.00</b>	<b>155,000,625.00</b>	<b>206,867,708.00</b>	<b>215,100,416.00</b>