

# C.R. KAJUNA & COMPANY LIMITED

Agroforestry units, Beekeeping

Natural skin care cosmetic products and Organic natural food supplements manufacturer.

P.O. Box 1690,  
Moshi. Tanzania.  
East Africa.  
LandLineTel: +255 27  
2755167  
Tel: +255 768080922



Fax: +255 27 2752856  
Tel: +255 713 416736  
Tel: +255 787 169604  
E-mail: [crmkejuna@yahoo.co.uk](mailto:crmkejuna@yahoo.co.uk)  
: [crmkejuna@gmail.com](mailto:crmkejuna@gmail.com)

A business plan

On

Agroforestry and Beekeeping  
project

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**Our Mission:** To change people's lives through beekeeping and agroforestry by providing the best business opportunity in direct selling and the best nutrition and skin care cosmetic products in a sustainable manner.

**Our Vision :** Excel in manufacturing organic balanced nutrition and natural skin care cosmetic products worldwide.

## 0. Executive Summary

C. R. Kajuna and Company Limited is the registered company under The Company Act 2002 with Registration number 151325572 Principal Place of Business Plot no. 63, FARM 125, KIBORILONI, MOSHI. Our Business is farming Moringa oleifera, amarantha, Jatropha curcus, Eucalyptus sp. All are fodder for bees plus Aloe vera, Neem tree and vanilla. For the moment we owns 300 top bar beehives. We are dealing with powdered Moringa oleifera and Amarantha as nutritional suppliments and natural beauty cream. We now plan to expand production of nutritional suppliments and natural skin care cosmetic products. This business plan has been prepared to obtain financing in the amount of US \$ 2,000,000. To complete the activities planned which are Beekeeping and Agroforestry units. These integrated activities, which calls for an intensive management to complete the products development, set up modern manufacturing and implement an aggressive sales and marketing programs.

The proposed financing arrangement is as follows:-

	US \$.
Capital (1) Existing resources	800,000.00
(2) Additional	200,000.00
Term Loan	1,000,000.00
<b>TOTAL</b>	<b>2,000,000.00</b>

C.R. Kajuna and Company Limited has developed this business to boost up nutrition supplements production in this particular area of our country. Also It is producing cosmetics and helps to conserve the environment in this area of our country. C. R. Kajuna and Co. Ltd. will be profitable within the first year of operations and conservatively expects to achieve sales of almost US \$ 50,208,570 over the next 10 years. This is a potential market share, the financial statements reveals a sound financial stand for the project. It indicates that the project will generate net profit of about US \$ 136,546.67 in year one and the total profit to be retained for the the period of ten years is US \$ 1,898,306.67. This is a substantial amount of money that when invested in business can increase the project earning capacity at a desired level. The company will be self sustaining by the end of the first year.

The major markets for the products we will be producing are East Africa Community, SADC countries and export to European Union and USA. An extensive market survey has revealed that no other product presently on the market compares with C. R. Kajuna and Company,s products in terms of features, benefits and low price.

## **Business model and value proposition**

Kilimanjaro a gift from the nature for the mankind. No added chemicals, free of animal product, contains only M. Oleifera powder which is perfect nutritional supplement. Can be taken with or without any food. Continuous use will provide hours of extended energy daily and in-take of Kilimanjaro doses will increase the productivity of body functions such as immune system. Limits the risk of opportunistic diseases, a complete nutritional, balanced and natural product. A comprehensive nutritional supplement for adults, children and elderly. Also we will be manufacturing Kilimanjaro Propolis Beauty Cream.

Though bee products are not essential to cosmetics, their characteristics add to the various care products in a way no other single product can. Many of today's commercial multichemical formulations are designed for marketing needs such as storage, or better appearance and consistency, rather than for the actual benefits of all these chemicals for the intended cosmetic application. At the same time, scientific and technological advances have reached a state of sophistication in which formulations can have real beneficial action on the skin, for preventative or restorative treatments. Thus, the distinction from pharmaceutical products, well defined by law, becomes less obvious.

Both high technology cosmetics and natural cosmetics have their drawbacks and benefits. High technology cosmetics are too expensive to produce on a small scale and many ingredients are too difficult and expensive to obtain, especially in many tropical countries. Natural products usually do not have as long a shelf-life as highly processed and preserved products, and are therefore also limited in their access to long distance markets. On the other hand, natural products can often be obtained locally - which often means lower prices with no need for foreign currency - their freshness may be easy to confirm and people are already familiar with such ingredients and know how to appreciate them. The freshness of such materials and of the final product, as well as their easier adaptation to local preferences can be additional selling points.

**Kilimanjaro nutritional supplement in powder form** is available as the mixture of Plain M. Oleifera powder, Garlic powder, added Cinnamon powder, Amarantha powder and Propolis. Kilimanjaro nutritional supplement should be taken one level teaspoon three times a day with breakfast, lunch and supper. There is no age restriction for the use of Kilimanjaro such as porridge eating children to porridge eating elderlies. From the sickly children to HIV positive adults, from healthy youngsters to weakening elderly, Kilimanjaro nutritional supplement is equally beneficiary to all. It is packed in 50grms, 100grms, 250grms and 500grms.

In Tanzania, some of HIV positives who are using Kilimanjaro nutritional supplement find themselves in Much better health and more active in daily life than before. Kilimanjaro has no negative or any harmful side effects on human health. It is antiseptic/antibacterial for sore throats diarrhoea, ear and tooth aches for stubborn sinus infections and hay fever.

### **50ml Kilimanjaro Propolis Beauty Cream It contains:**

- i. Beeswax
- ii. Moringa oleifera Oil
- iii. Neem Tree Oil
- iv. Bees honey
- v. Propolis
- vi. Aloe vera gel
- vii. Jatropha curcus Oil
- viii. Eucalyptus Oil
- ix. Vanila

It is packed in 50 grms, 100grms, 250 grms and 500 grms.



### The market need:

### The market

The Project products have beekeeping products plus herbs products of this products are targeted to cater for health sector in the areas of wound healing, skin treatments and body immune support. . There is no age restriction for the use of Kilimanjaro such as porridge eating children to porridge eating elderlies. From the sickly children to HIV positive adults, from healthy youngsters to weakening elderly, Kilimanjaro nutritional supplement is equally beneficiary to all.

Our targeted end user for cosmetics is between the ages of 18 and 65. They are female professionals with at least some college education. This consumer has an active lifestyle. They are concerned about social and environmental issues. Mind and body wellness are important to them. The effects of aging and the maintenance of a youthful appearance are a part of their life.

**Kilimanjaro nutritional supplement in paste form** is a superior protein drink with protein, fat, carbohydrate, fiber, minerals, vitamins, amino acids. The product can be used during dieting and also as an energy health drink. The product contains almost every thing which is vital to fulfil the nutritional needs of the human body. Children can also take Kilimanjaro natural nutritional supplements. Recommended use for everybody is two tea spoon full three times a day with any food, honey, fruit juice, yoghurt, porridge, milk or tea. Stir well. Packing: 250grms and 500grms tin or glass jar – added vanilla flavour.

The market for the products is wide largely based on the of Moshi Municipal and Arusha City are our targeted local markets to start with and exports to the East African community countries that is Kenya, Uganda, Rwanda, Burundi, South Sudan and DR Congo with estimated high demand and exports to SADC countries in Africa and export to European Union countries and United States of America in future.

Population of Kilimanjaro is 1,561,415 (2006 Regional data) and Population of Arusha is 1,548,898 (2006 Regional data) Totalling to 3,110,303. We are targeting 1% of total population of Two regions that is about 31,100 people is our targeted local market to start with and we are looking for team leaders to take up primary positions in all the major towns and cities in Tanzania and later the rest of the world. We will sell our products through the big supermarkets and network marketing through our distributors and offering them incentives, bonus and wholesale discounted prices.

Benefits of product:

**Kilimanjaro nutritional supplement** is an excellent herbal and vitamin combination to effectively protect the body against infections by enhancing the body's immune system. The immune system is your body's own defence system which normally protects you – naturally from diseases. When this natural immune system of the body breaks down, or is weak, then it is easy for your body to get sick Immune Booster

contains special herbs like Moringa oleifera dried and milled leaves, garlic powder, cinnamon powder, Amarantha powder, Moringa oleifera oil, Stingless Beeshoney, Propolis and added vanilla flavour. All ingredients are natural which will help to keep your immune system in top condition. Kilimanjaro nutritional supplement should be taken one level teaspoon three times a day with breakfast, lunch and supper. There is no age restriction for the use of Kilimanjaro such as porridge eating children to porridge eating elderlies. From the sickly children to HIV positive adults, from healthy youngsters to weakening elderly, Kilimanjaro nutritional supplement is equally beneficiary to all. It is packed in 50grms, 100grms, 250grms and 500grms.

In Tanzania, some of HIV positives who are using Kilimanjaro nutritional supplement find themselves in much better health and more active in daily life than before. People with diabetics are treating their conditions with Kilimanjaro nutritional supplement without stingless bee honey. Kilimanjaro has no negative or any harmful side effects on human health.

Major uses:

- General health drink
- For use in weight loss plans (meal replacement)
- To gain weight (with meals)
- To aid recover after illness
- Energy booster
- Help protect immune system
- Enhances digestion
- Cleanses body

#### **Distribution.**

We will employ network marketing through our distributors with elaborate distribution channels.

#### **Environmental Impact.**

Beekeeping does not compete with farming enterprises for resources. Bees utilize natural resources that are not otherwise exploited. Many fruit and seed crops rely on insect pollination to set the seeds. Examples include sunflowers, apples, many berry crops, and many legumes (beans and peas). If the farmer has beehives nearby, crop production is increased. The important thing about these plants is that they put Nitrogen back into the soil. Without nitrogen, no other crops would grow (especially Maize, the yellow Maize you sometimes see growing is suffering from a nitrogen deficiency) Peoples' maize crops might be poor because there weren't enough bees to pollinate their previous crop of beans. Also bee cross pollination will result in much healthier seedlings. Many forest areas in Tanzania are at risk of fire. Often the fires in our natural forests are as a result of the fires lit by honey hunters for smoke when they are gathering honey. In this project we will use smokers and avoid lighting fire in forests. The foraging activities of bees improve both the quality and quantity of many cultivated crops. We are producing various value added products of propolis such as creams and lotions which are 100% natural plus organic food supplements using apiagroforestry products.

## Management Team

The management of the project is organised under five departments namely Finance and Administration, Marketing, Agroforestry, Beekeeping and Production.

Mr Cuthbert Robert Kajuna is 58 years old the graduate from Insitute of Accountancy Arusha. Registered Accountant. Graduate in Forestry and Beekeeping. He has been managing the company since its inception and he has led it to the current business expansion and successes. He has well established business contacts locally and internationally. He is behind the company's credit worthiness of their business. He is responsible for accounting and financial controls functions.

Mr Ben Mushi is a graduate Beekeeper. He will be incharge of beekeeping department.

Initially, sales and marketing will be outsourced from Business development services firm untill the project has been fully developed and is running according to our business plan when we will employ the sales and marketing experts and production manager. The overall project management matters of the business will be in the hands of the General Manager who will be answerable to the board of directors. The General Manager will be assisted by the project five divisional heads.

## FINANCIAL ANALYSIS

### Project Profitability

We have decided to concentrate on the project development operations for making Kilimanjaro natural food supplements and skin care products for production of better quality products in a larger scale. It is for this reasons the project sponsor's had last year sent one of their staff to India and South Africa to acquire latest technology in the production natural food suppliments and skin care products as well as source for appropriate machinery. For the period covered by this analysis, the performance is forecasted to operate on profit throughout. On average net profi on sales will be 34%. The project expansion is therefore expected to improve the profitability of the business.

**Cash Flow Projections.** The healthy cash position from the second year of expanded project operation implies that the company should be able to honour her financial obligations as they fall due while creating enough reserves for future developments.

The projects pay back period is only 1 year 7 months 16 days while shut-Down Point is at 37.23% Capacity Utilization.

### Discounted cash flows

The project's IRR works to about 59.55% which confirms the financial viability of the project as it lies over and above the cost of borrowed funds which is 25%.

The results of the sensitivity analysis carried out by reducing sales revenue and increasing operating costs by 10% respectively, indicate that the net effect of variations will be more sensitive to changes in sales revenue than to changes in operating costs.

### Economic Viewpoint

The project is responsible to national objectives including foreign exchange generation and savings, linkage benefits, employment creation, and generating Government revenue through income tax payment and other levies.

### Conclusions

The project output as suggested by this study has adequate demand.

The forecasted financial performance indicates that all the financial parameters confirm the future profitability of the project and ability to service the term loan in nine years time. Also the economic aspects reveals that the project will be beneficial to the nation in terms of foreign exchange generation and savings, job creation and revenue generation through income tax payments and other levies.

### Recommendations

The project is expected to operate profitably for the period covered by the analysis. It is therefore recommended that the project idea be implemented.

## Company Description

Our farm is covering 5 acres. Our Business is farming Moringa oleifera, amarantha, Jatropha curcus, Eucalyptus sp. All are forder for bees plus Aloe vera, Neem tree and vanilla. For the moment we owns 300 top bar beehives. We are dealing with powdered Moringa oleifera and Amarantha as nutritional suppliments and natural beauty cream. We now plan to expand production of nutritional suppliments and natural skin care cosmetic products. This business plan has been prepared to obtain financing in the amount of US \$ 2,000,000.00 To complete the activities planned which are Beekeeping and Agroforestry units. These integrated activities, which calls for an intensive management to complete the products development, set up modern manufacturing and implement an aggressive sales and marketing programs.

The proposed financing arrangement is as follows:-

### Investment Breakdown US\$

No.	Item	Amount
1	Land/Building	576,000.00
2	Plant	1,007,990.00
3	Vehicles	350,000.00
4	Working Capital	66,010.00
	<b>Total</b>	<b>2,000,000.00</b>

Investment Financial Plan	US \$.
Capital (1) Existing resources	800,000.00
(2) Additional	200,000.00
Term Loan	1,000,000.00
<b>TOTAL</b>	<b>2,000,000.00</b>

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The major markets for the products we will be producing are East Africa Community, SADC countries and export to European Union. An extensive market survey has revealed that no other product presently on the market compares with C. R. Kajuna and Company,s products in terms of features, benefits and low price. Expansion production programme will commence within 6 months after sourcing for finance from banks and interested investors and the first production units will be available for the market within 10 months after financing. C.R. Kajuna and Company is prepared to offer equity return for investment in the Company up to 20% of total paid up capital. The Company will also consider other arrangements to obtain the required financing.

## *Business model and value proposition*



### *Product Development*

Though bee products are not essential to cosmetics, their characteristics add to the various care products in a way no other single product can. Many of today's commercial multichemical formulations are designed for marketing needs such as storage, or better appearance and consistency, rather than for the actual benefits of all these chemicals for the intended cosmetic application. At the same time, scientific and technological advances have reached a state of sophistication in which formulations can have real beneficial action on the skin, for preventative or restorative treatments. Thus, the distinction from pharmaceutical products, well defined by law, becomes less obvious.

Both high technology cosmetics and natural cosmetics have their drawbacks and benefits. High technology cosmetics are too expensive to produce on a small scale and many ingredients are too difficult and expensive to obtain, especially in many tropical countries. Natural products usually do not have as long a shelf-life as highly processed and preserved products, and are therefore also limited in their access to long distance markets. On the other hand, natural products can often be obtained locally - which often means lower prices with no need for foreign currency - their freshness may be easy to confirm and people are already familiar with such ingredients and know how to appreciate them. The freshness of such materials and of the final product, as well as their easier adaptation to local preferences can be additional selling points.

**Kilimanjaro nutritional supplement** is available as the mixture of Plain M. Oleifera powder, Garlic powder, added Cinnamon powder, Amarantha powder, Propolis, M. Oleifera oil and Bee honey. Kilimanjaro nutritional supplement should be taken one level teaspoon three times a day with breakfast, lunch and supper. There is no age restriction for the use of Kilimanjaro such as porridge eating children to porridge eating elderly. From the sickly children to HIV positive adults, from healthy youngsters to weakening elderly, Kilimanjaro nutritional supplement is equally beneficiary to all. It is packed in 250grms and 500grms.

In Tanzania, some of HIV positives who are using Kilimanjaro nutritional supplement find themselves in Much better health and more active in daily life than before. Kilimanjaro has no negative or any harmful side effects on human health.

## 50ml Kilimanjaro Propolis Beauty Cream

It contains Honey, Beeswax, Propolis, Eucalyptus Oil, Moringa oleifera Oil, Neem tree Oil, Jatropha curcus Oil, Vanilla and Aloe vera.

## 50ml Kilimanjaro Skin Ointment

- x. It contains Bees wax 150gms
- xi. Oil  $\frac{1}{2}$  litre
- xii. Clove oil 1 tea spoon
- xiii. Lemon grass oil /Mchaichai 1tea spoon
- xiv. Eucalyptus oil 15 drops

## Target market and customer base

Our targeted end user for cosmetics is between the ages of 18 and 65. They are female professionals with at least some college education. This consumer has an active lifestyle. They are concerned about social and environmental issues. Mind and body wellness are important to them. The effects of aging and the maintenance of a youthful appearance are a part of their life.

**Kilimanjaro nutritional supplement** a superior protein drink with protein,fat,carbohydrate, fiber, minerals, vitamins, amino acids. The product can be used during dieting and also as an energy health drink. The product contains almost every thing which is vital to fulfil thenutritional needs of the human body. Children can also take Kilimanjaro natural nutritional supplements. Recommended use for everybody is two tea spoon full three times a day with any food, honey, fruit juice, yoghurt, porridge, milk or tea. Stir well. Packing: 350g tin or glass jar – added vanilla flavour.

Major uses:

- General health drink
- For use in weight loss plans (meal replacement)
- To gain weigth (with meals)
- To aid recover after illness
- Energy booster
- Help protect immune system
- Enhances digestion
- Cleanses body

**(Kilimanjaro nutritional supplement** contains glucose and is therefore not suitable for diabetics).

## The market need:

The market for the products is wide largely based on the of Moshi Municipal and Arusha City are our targeted local markets to start with and exports to the East African community countries that is Kenya, Uganda, Rwanda and Burundi with estimated high demand and exports to SADC countries in Africa and export to European Union countries and United States of America in future.

Surrounded by some of the most fascinating and varied national parks in Africa, Arusha sits snugly on the foothills of Mount Meru in a wide expanse of high and fertile volcanic land. To the northeast the

impressive silhouette of Kilimanjaro looms against the sky, while just a short distance northwest lie the plains of Maasailand, the mountains, rivers and lakes of Ngorongoro, Manyara, Tarangire and the plains of the Serengeti. Arusha even has its own National Park, tucked behind the wide coffee plantations that flank the Moshi Road, which spans a curious landscape of lakes and craters, including a large portion of Mount Meru, and provides a scenic and quiet haven just a few minutes drive from the town centre.

Skirted by a rapid haphazard growth of shanty stalls and housing, this old German garrison town in the middle of Maasailand is vibrant, colourful and thriving in its role as the northern centre for commerce and safari operations. Most international tour operators liaise with specialised operators based here for all explorations of the surrounding National Parks. Arusha was once the centre for the East African Community, an alliance between Tanzania, Kenya and Uganda; its Conference Centre is now the base for the War Crimes Tribunals being negotiated between Rwanda and Burundi, and remains an important centre for business and commerce in northern Tanzania.

Moshi is often overlooked as a tourist destination, with many visitors to Northern Tanzania instead choosing to stay in nearby Arusha. However the town is now host to the Kilimanjaro Marathon which is rapidly growing in popularity and there are several cultural tourism programs operating on the lower slopes of Kilimanjaro. Moshi also serves as the base for many expeditions up nearby Mt. Kilimanjaro, with many climbers staying in nearby hotels and employing locals as guides, porters and cooks.

The project products have ever since been used in Arusha and Kilimanjaro and so a captive demand for the existing business and proposed rehabilitation program already exists

### **Market size and potential**

Population of Kilimanjaro is 1,561,415 (2006 Regional data) and Population of Arusha is 1,548,898 (2006 Regional data) Totalling to 3,110,303. We are targeting 1% of total population of Two regions that is about 31,100 people is our targeted local market to start with and we are looking for team leaders to take up primary positions in all the major towns and cities in Tanzania and later the rest of the world. We will sell our products through the big supermarkets such as Shoprite, Mr Price, Pick and carry, Cash and Carry, Nakumati, Game etc. and network marketing through our distributors and offering them incentives, bonus and wholesale discounted prices.

### **Competitor analysis**

The main players are Beekeepers, competitors such as GNLD, FOREVER LIVING, TIATSHI, SWISSGARDE AND other small producers they all produce similar goods or complementary products. They are all successful according to our opinion. Still there is wide market not covered by our competitors.

### **Competitive advantage**

- High-quality products that combines the best of science and nature for a lifetime good health
- A proven business opportunity that empowers people to achieve their dreams, financial freedom and the rewards of helping others.
- Affordable prices products to many costumers
- Introducing balanced nutrition to millions of people in the world is a dream come true for our company.

### **Marketing and distribution**

We will produce high quality products with best packaging and offer competitive prices accompanied with high promotion and elaborate distribution channels.

### **Distribution**

We will employ network marketing through our distributors with elaborate distribution channels.

## Sales

Our 2022 sales are expected to reach US \$ 70,000. After project expansion is implemented as soon as the sponsor gets financial assistance in the form of grant and share capital sales are targeted to be US \$ 4,693,896 in year 2023, which is 25 % of the total market

## *Production process & development*

### VALUE ADDITION TO BEE PRODUCTS (TAWIRI)

#### Preparation of Beauty Crème

##### a) Requirements

- i. Beeswax 120gm
- ii. Plant Oil  $\frac{1}{2}$  litre
- iii. Perfume (Manukato) –eg vanilla
- iv. Optional- You can add honey $\frac{1}{2}$  spoon

##### b) Procedure

- i. Just melt beeswax and start mixing the other ingredients as listed there above.

#### Preparation of Skin Ointment

##### b) Requirements

- i. Bees wax 150gms
- ii. Oil  $\frac{1}{2}$  litre
- iii. Clove oil 1 tea spoon
- iv. Lemon grass oil /Mchaichai 1tea spoon
- v. Eucalyptus oil 15 drops
- vi. Rose plant oil 15 drops

##### c) Procedure

- i. Melt beeswax and add the ingredients listed above, first start by mixing melted beeswax with oil, and to be followed by the other components.

## **The suppliers and raw materials**

We will get supplies of raw materials from own source our farm and also we will buy from Beekeepers and farmers and importers of raw materials for few items not locally made. We have agreements with beekeepers, farmers and importers of raw materials.

## *Company structure*

### **Management**

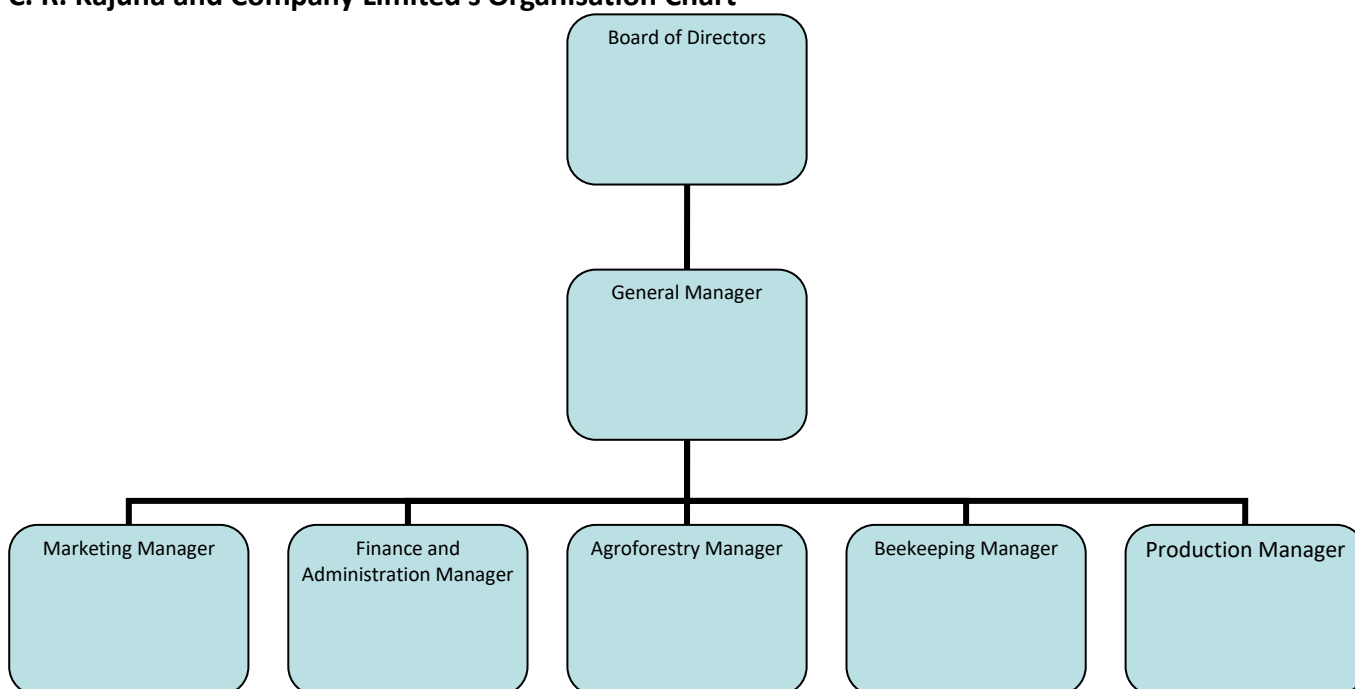
Mr Cuthbert Robert Kajuna is 58 years old the graduate from Insitute of Accountancy Arusha and Bachelor of Business Administration with Education from Open University of Tanzania. Registered Accountant. Graduate in Forestry and Beekeeping. He has led it to the current business expansion and successes. He has well established business contacts locally and internationally. He is responsible for accounting and financial controls functions.

Mr Ben Mushi is a graduate Beekeeper. He will be incharge of beekeeping department.

Initially, sales and marketing will be outsourced from Business development services firm untill the project has been fully developed and is running according to our business plan when we will employ the sales and marketing experts.

The General Manager will be employed to manage the business. The specific responsibilities of the Agroforestry Manager and Beekeeping Manager are to ensure efficiency in agroforestry and beekeeping products production as inputs to production deptment and They will also be seeing beekeepers and farmers in the areas (Kilimanjaro, Arusha, Tanga and Manyara regions to start with) raising awareness of propolis and its health promoting attributes and trying to encourage beekeepers to harvest and use the propolis as a local resource.. The Production Manager is to oversee and to ensure the smooth processing of the company's products. On the other hand the Finance Manager will be responsible for all company financial and administrative matters, while the Marketing Manager is to monitor and promote sales of the company products. The company will employ a total of 104 people as permanent employees and about 200 casual laborers.

### C. R. Kajuna and Company Limited's Organisation Chart



### Legal status

C. R. Kajuna and Company Limited is the registered company under The Company Act 2002 with Registration number 151325572 Principal Place of Business Plot no. 63, FARM 125, P. O. Box 1690, KIBORILONI, MOSHI.

### Partners and sponsors

We will be prepared to work with technical and financial partners but currently we haven't identified any but we plan to negotiate with SEED and UDEC to be one of our technical partners. Other stakeholders to be involved in our business are Beekeepers, farmers and Importers of raw materials which are not locally made.

### Risks

Risk	Measure to counteract the risk
<b>Weather conditions</b> Because we are in the tropics, an important consideration is sun. Overheating inside the	Beehives benefit from being shaded, otherwise the bees will have to work very hard to cool their beehive. If there is a

beehives and high wind speed.	prevailing wind, the beehives should be sheltered from the wind.
<b>Fire Hazard</b> Many forest areas in Tanzania are at risk of fire. Often the fires in our natural forests are as a result of the fires lit by honey hunters for smoke when they are gathering honey.	In this project we will us smokers and avoid lighting fire in forests.
<b>Security</b> This needs to be the first thing to consider here in Tanzania (and any other country with high unemployment). A modern beehive, either top – bar or commercial, is worth quite a bit of money. You may have a very good apiary site, with good fodder nearby, nice and sheltered, and removed from people. They may steal unoccupied hives, or hive components such as top covers and use them as firewood. They may also steal your honey.	This project will make sure group members are having good security of beehives including keeping them under steal chain and padlocked and have regural patrols

### SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• We have qualified and experienced management team...</li> <li>• We have land covering 10 acres 99years lease...</li> <li>• We take care health of people by suppling them organic food suppliments and natural skin care cosmetic and whole health products ...</li> </ul>	<ul style="list-style-type: none"> <li>• Poor storage facilities and packing materials...</li> <li>• Lack of appropriate technology in proccessing ...</li> <li>• Lack of Finance to fund the required expansion using own funds</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Demand of Organic food suppliments and whole health products is very high...</li> <li>• Favourable trade and beekeeping policies...</li> <li>• Availability of expensive imported organic food suppliments and whole health products in our local markets shows us that with our locally produced quality goods consumer behaviour will turn to our products ...</li> </ul>	<ul style="list-style-type: none"> <li>• Inaccessibility to markets especially exports to Europe and United States of America...</li> <li>• Lack of quality controls by government of bee products at local level...</li> <li>• World prices of Bee products are going down currently...</li> <li>• Extention services to Beekeepers is still lacking in Tanzania as country...</li> </ul>

## Price breakdown of your product/service

### Assumptions:

Variable costs of the project including cost of raw materials is 25% of Sales

Fixed costs is 20% of sales

Other Overheads is 15% of sales

Corporation tax is 12% of sales

Profit after tax is 28% of sales

Labour and incidentals increase by 10% per year

Transport increase by 5% per year.

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  - In case the investor is interested to invest in this business in terms of shares we can deregister the business names and form a limited liability company under Companies Act. and the equity investor will buy shares in the entire established company including the new investment. What will be done is to value the company to determine its net worth at the time the investor is coming in and to determine what is going to be put in in cash for exchange of share holding and in kind in case of technology transfer/loan etc. In an agreed ratio.
- The projected profitability on average, the after tax profit margin on sales will be 28%
  - The project will start making profit from year one
  - Assured dividends payments as the project will be liquid. The project will have adequate liquidity to honour its maturity obligations.
  - The business will grow and after some time the net worth of the company will grow to double, triple and so on
  - In case the investor decides to sell back his or her shares will make money.
  - Linkage Effects: The project has high forward linkages with the other sectors which can open further business opportunities.
  - The project has positive environmental impact.
  - The project is socially acceptable by creation of employment to formal and informal sectors
  - Increase government revenue through direct and indirect taxes
  - The project's IRR of 59.55% meets the investment criterion as it lies over and above the average cost of capital which is 25% currently.

## **8. THE ENTREPRENEUR**

### ***8.1 Personal motivation & individual qualities***

It should be recalled again that a very large percentage of modern cosmetic ingredients are simply to improve appearance, durability, emulsification and preservation of a much simpler and more natural formulation. It should not be neglected that many of these chemicals, though not proven to be directly damaging, are nevertheless artificial and foreign to the system to which they are applied. Equally, it is known that many cosmetic products do not do what they claim to do and instead may be damaging skin, hair, eyes, etc., after prolonged use. In general, it is therefore recommended to resort to less complex and more natural ingredients wherever possible. We will introduce new products to the local market such as junk honey (which is a mixture of honey and honey combs in one container such as glass jar or plastic bottle). All our products will be organic and 100% natural without chemicals or artificial ingredients.

### ***8.2 Experience***

Mr Cuthbert Robert Kajuna has 1986 National Accountancy Diploma 1988 Approved Accountant Certificate No.AP.2011. 2008 Diploma in forestry and Beekeeping. The owner is 58 years old. Registered Accountant. He has 35 years of business experience. He has led it to the current business expansion and successes. He has well established business contacts locally and internationally. He is an intelligent, respectable and honest businessman with clean record behind him. He has never been involved in any business malpractice. He is behind the company's credit worthiness of the business. He has already opened the business in Namibia to be used as one of our foreign branch for sales/further processing purposes.

### ***8.3 Personal role***

Mr Cuthbert Robert Kajuna is responsible for accounting and financial controls functions of the business.

Mr Ben Mushi is a graduate Beekeeper. He will be in charge of beekeeping department. Initially, sales and marketing will be outsourced from Business development services firm until the project has been fully developed and is running according to our business plan when we will employ the sales and marketing experts.

The General Manager will be employed to manage the business.

## THE DEVELOPMENT IMPACT

### Local economic impact of the business

Number of direct employees per year are 15 employees and about 200 casual labourers.

Number of indirect jobs created or income increased will be Through networking we target to create 1,000 indirect jobs.

### Local social impact of the business's products

Increased access to education (knowledge & skills)

- A healthier environment
- Improved quality of living standards (access to food, health, and housing) (example: mosquito nets, which have a clear positive effect on the health of the local population).
- High quality products at affordable prices by many people.

It is started/organized, its purpose is to improve poor families' means of production of bee products (Honey Production: honey is a valued, high nutrition, non-perishable food. It has a high cash value relative to its weight and bulk.) as food supplements and produce value added beekeeping products in order to generate cash income thereby allowing them better standard of living. Other hive products: include Beeswax, propolis, royal jelly, Bee venom, Pollen etc. these are increasingly becoming important for cosmetic and pharmaceutical purposes.

Pollination: The foraging activities of bees improve both the quality and quantity of many cultivated crops.

Many fruit and seed crops rely on insect pollination to set the seeds. Examples include sunflowers, apples, many berry crops, and many legumes (beans and peas). If the farmer has beehives nearby, crop production is increased. The important thing about these plants is that they put Nitrogen back into the soil. Without nitrogen, no other crops would grow (especially Maize, the yellow Maize you sometimes see growing is suffering from a nitrogen deficiency) Peoples' maize crops might be poor because there weren't enough bees to pollinate their previous crop of beans. Also bee cross pollination will results in much healthier seedlings.

**FINANCIAL PROJECT FOR C.R. KAJUNA AND COMPANY LIMITED**

**AGRO FORESTRY AND BEEKEEPING PROJECT**

Basic financial information						
Update						
Application date:						
2023						
Currency:						
USD						
Inflation per year:						
4.40%						
Typical interest on loans:						
12.00%						
Value Added Tax (VAT):						
18.00%						
Corporate / profit tax:						
30.00%						
Account receivable days:						
30days						
Inventory days:						
180days						
Account payable days:						
60days						
The currency in your country:						
How much of your currency is 1 US dollar?:						
2,350.00						
Budget (in USD)						
Update revenue add new	2022	2023	2024	2025	2026	2027
Food supplements and skin care cosmetic products edit	60,000	160,000	300,000	1,093,896	1,215,440	1,336,984
Honey Beer	10,000	80,000	80,000	3,600,000	3,900,000	4,200,000
Total Revenues	70,000	240,000	380,000	4,693,896	5,115,440	5,536,984

	2022	2023	2024	2025	2026	2027
direct cost of sales add new						
Other direct production cost edit	-15,000	-20,000	-25,000	-1,464,309	-1,584,309	-1,704,309
total direct cost of sales	-15,000	-20,000	-25,000	-1,464,309	-1,584,309	-1,704,309
gross margin	55,000	220,000	355,000	3,229,587	3,531,131	3,832,675
Indirect costs	2022	2023	2024	2025	2026	2027
Equipment & maintenance costs add new						
Equipment (maintenance)edit	-1,167	-1,400	-1,680	-3,046	-6,092	-6,853
sub-total	-1,167	-1,400	-1,680	-3,046	-6,092	-6,853
Office costs add new						
Electricity edit	-900	-1,600	-2,500	-219,646	-277,254	-340,862
sub-total	-900	-1,600	-2,500	-219,646	-277,254	-340,862
Staff costs add new						
Staff salaries edit	-2,000	-6,000	-12,000	-20,000	-240,000	-300,000
sub-total	-2,000	-6,000	-12,000	-20,000	-240,000	-300,000
Storage, Transport & Marketing add new						
Marketing costs edit	-350	-350	-350	-350	-350	-350
Storage edit	-300	-300	-300	-300	-300	-300
Transport edit	-350	-350	-350	-350	-350	-350
sub-total	-1,000	-1,000	-1,000	-1,000	-1,000	-1,000
Third-Party cost add new						
Bank charges & fees edit	-300	-400	-500	-600	-700	-800
sub-total	-300	-400	-500	-600	-700	-800
Travel costs add new						
Travel edit	-1,000	-1,000	-1,000	-1,000	-1,000	-1,000
Contingency edit	-500	-500	-500	-500	-500	-500
sub-total	-1,500	-1,500	-1,500	-1,500	-1,500	-1,500
total indirect cost	-6,867	-11,900	-19,180	-245,792	-526,546	-651,015

Fixed assets purchase (in USD)						
Update investment before 2022Add new	2022	2023	2024	2025	2026	2027
Production hardware						
Building(s)edit	80,000	150,000	346,000	-	-	-
Sub-total	80,000	150,000	346,000	-	-	-
investment in and after 2022Add new	2022	2023	2024	2025	2026	2027
Production hardware						
Machinery edit	-	-	-	557,990	450,000	350,000
Sub-total	-	-	-	557,990	450,000	350,000
Assets total	2022	2023	2024	2025	2026	2027
Net fixed assets (BoP)	-	72,000	199,000	487,400	931,991	1,223,592
Fixed assets purchased	80,000	150,000	346,000	557,990	450,000	350,000
Total deprecation	-8,000	-23,000	-57,600	-113,399	-158,399	-193,399
Net fixed assets (EoP)	72,000	199,000	487,400	931,991	1,223,592	1,380,193
Cash flow (in USD)						
Update	2022	2023	2024	2025	2026	2027
Starting cash position edit		7,728	-444	698,856	1,333,666	2,841,485
Operations						
Revenues	70,000	240,000	380,000	4,693,896	5,115,440	5,536,984
Costs	-21,867	-31,900	-44,180	-1,710,101	-2,110,854	-2,355,324
Change in accounts receivable	-5,753	-13,973	-11,507	-354,567	-34,647	-34,647
Change in inventory	-7,397	-2,466	-2,466	-709,796	-59,178	-59,178
Change in accounts payable	3,266	992	1,032	272,535	29,713	30,324

Increase/Decrease in working capital	-9,885	-15,447	-12,940	-791,828	-64,113	-63,502
Corporate/Profit taxes	-12,040	-55,530	-83,466	-861,119	-853,856	-896,478
Fixed assets purchases	-80,000	-150,000	-346,000	-557,990	-450,000	-350,000
Cash out	-101,925	-220,977	-442,406	-2,210,937	-1,367,969	-1,309,980
Operational cash flow	-53,792	-12,877	-106,586	772,858	1,636,617	1,871,680
Recommended amount needed						
Additional loan/equity recommended	-	-	0	0	0	0
Finance IN						
New loans received edit	0	0	0	0	0	0
Cash brought into the company edit	80,000	35,000	174,667	552,192	515,190	566,030
Grants received edit	0	0	645,323	0	0	0
External share capital paid in edit	0	0	20,000	0	0	0
Finance OUT						
Loan repayment (not interest payments)edit	0	0	0	0	0	0
Interest payments edit	-	-	-	-	-	-
Dividend payments edit	-18,480	-30,296	-34,104	-690,240	-643,988	-707,538
Subtotal	61,520	4,704	805,886	-138,048	-128,798	-141,508
Cash flow per year	7,728	-8,173	699,300	634,810	1,507,819	1,730,172
Ending cash position	7,728	-444	698,856	1,333,666	2,841,485	4,571,657

Profit and loss statement (in USD)						
Update	2022	2023	2024	2025	2026	2027
Revenues	70,000	240,000	380,000	4,693,896	5,115,440	5,536,984
Cost of goods sold	-15,000	-20,000	-25,000	-1,464,309	-1,584,309	-1,704,309
Gross margin (net revenues)	55,000	220,000	355,000	3,229,587	3,531,131	3,832,675
Storage, transport & marketing	-1,000	-1,000	-1,000	-1,000	-1,000	-1,000
Staff costs	-2,000	-6,000	-12,000	-20,000	-240,000	-300,000
Travel costs	-1,500	-1,500	-1,500	-1,500	-1,500	-1,500
Office costs	-900	-1,600	-2,500	-219,646	-277,254	-340,862
Equipment and maintenance costs	-1,167	-1,400	-1,680	-3,046	-6,092	-6,853
Third-party costs	-300	-400	-500	-600	-700	-800
Other costs	-	-	-	-	-	-
Operating costs	-6,867	-11,900	-19,180	-245,792	-526,546	-651,015
Income from operations (EBITDA)	48,133	208,100	335,820	2,983,795	3,004,586	3,181,660
Depreciation	-8,000	-23,000	-57,600	-113,399	-158,399	-193,399
Earning before interest and taxes (EBIT)	40,133	185,100	278,220	2,870,396	2,846,187	2,988,261
Interest expenses	-	-	-	-	-	-
Profit before taxes (PBT)	40,133	185,100	278,220	2,870,396	2,846,187	2,988,261
Corporate tax	-12,040	-55,530	-83,466	-861,119	-853,856	-896,478
Net income available to shareholders	28,093	129,570	194,754	2,009,277	1,992,331	2,091,783
Dividend payments	-18,480	-30,296	-34,104	-690,240	-643,988	-707,538
Net income to retained earnings	9,613	99,274	160,650	1,319,037	1,348,343	1,384,245

Balance sheet (in USD)						
Update Assets	2022	2023	2024	2025	2026	2027
Cash	7,728	-444	698,856	1,333,666	2,841,485	4,571,657
Inventory	7,397	9,863	12,329	722,125	781,303	840,481
Account receivable	5,753	19,726	31,233	385,800	420,447	455,095
Current assets	20,879	29,145	742,417	2,441,590	4,043,235	5,867,233
Fixed assets	72,000	199,000	487,400	931,991	1,223,592	1,380,193
Total assets	92,879	228,145	1,229,817	3,373,581	5,266,827	7,247,426
Liabilities						
Accounts payable	3,266	4,258	5,290	277,825	307,538	337,861
Interest bearing debt	0	0	0	0	0	0
Total liabilities	3,266	4,258	5,290	277,825	307,538	337,861
Share capital (including grants)	80,000	115,000	954,990	1,507,182	2,022,372	2,588,402
Retained Earnings/Reserves	9,613	108,887	269,537	1,588,575	2,936,917	4,321,162
of which per period	9,613	99,274	160,650	1,319,037	1,348,343	1,384,245
Total equity (including net worth)	89,613	223,887	1,224,527	3,095,757	4,959,289	6,909,564
Total liabilities and equity	92,879	228,145	1,229,817	3,373,581	5,266,827	7,247,426
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