



A-One Products And Bottlers Ltd

Soft Drinks & Packing Materials Manufacturing

Business Plan

Expansion Project -

Development of Soft Drinks Producing Plant in

**Moshi,
Kilimanjaro Region**

Prepared by:

**A-ONE Products & Bottlers Ltd
P.O. Box 22196,
DAR-ES-SALAAM
TANZANIA**

June, 2023

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Project Metrix

A-ONE Products And Bottlers Ltd

Project Metrics

<i>Project Concept</i>	Expansion of Soft Drinks Manufacturing Industry
<i>Existing Operation</i>	Soft Drinks Manufacturing Plants <ul style="list-style-type: none">• Carbonated Soft Drinks (CSD) Producing Plant• Bottled Water Producing Plant• Flavoured Juice Producing Plant• Plastic Bottles Manufacturing Plant
<i>Existing Project Location</i>	Kiwalani Industrial Area, Dar-es-salaam, TANZANIA
<i>Expansion Project</i>	Soft Drinks Manufacturing Plants <ul style="list-style-type: none">• CSD Producing Plant• Bottled Water Producing Plant• Plastic Bottled Manufacturing Plant
<i>New Projects Locations</i>	Moshi Township, Moshi Municipality, Kilimanjaro Region, Tanzania
<i>Plant Capacity</i>	40.000 bottles/Hour
<i>Additional CAPEX</i>	TZS 38 billion
<i>Initial Working Capital</i>	TZS 4.7 billion
<i>Additional Financing</i>	Equity.....TZS 16.02 billion Long-term Loans..... TZS 22.0 billion
<i>Groundbreaking</i>	January, 2024
<i>Commissioning</i>	December, 2026
<i>Implementing Agency</i>	A-One Products & Bottles Ltd
<i>Year Established</i>	1997
<i>Number of Employees</i>	3,921 employees (FY 2020)
<i>Contact Person</i>	Gulam Dewji Chairman

Company Information

Company Premises	:	MeTL Complex, Plot no. 69-73, Kiwalani Industrial Area, Nyerere Road, Dar-es-salaam Plots Nos. 20, 21 and 22, Moshi Municipality, Kilimanjaro Region
Company Address	:	A-One Products & Bottlers Limited, P.O. Box 22196, Dar-es-salaam, TANZANIA Tel #: +255 22 286 137112 E-mail: aone@metlgroup.co.tz
Mother Company	:	MeTL Group, P.O. Box 20660, Dar-es-salaam, TANZANIA Tel: +255 222 122830 Fax: +255 222 126833 Website: www.metl.net
Shareholding	:	(i) Gulam Dewji..... 50 shares (50%) (ii) Dixita Mohammed Dewji..... 30 shares (30%) (iii) Hussein Dewji20 shares (20%)
Company Auditor	:	SHEBRILA & COMPANY Certified Public Accountants in Public Practice P.O. Box 22121, Dar-es-salaam, TANZANIA TELEFAX: +255 784 22 1248 E-mail: hakilibon@yahoo.com
Bankers	:	Standard Chartered Bank (Tanzania) Ltd Dar-es-salaam, TANZANIA Call #: +255 22 2164609
Products Brand	:	"MO" brand name for Beverages
Market Share	:	FY2020: CSD(40%); Bottled Water(40%); Juice(20%)
Company CEO	:	C B Reddy

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Background of the Project

Introduction

Tanzania lags behind both in terms of the quantity and quality of industrial goods produced and exported. It relies heavily on an unproductive agricultural sector, the extractive sector and low manufacturing value-added (MVA). MVA as a share of GDP has mostly stagnated at roughly 9.5 percent between 2000 and 2010, which is still below the average for the region, making Tanzania one of the least industrialized countries in the world.

The country's industry is vulnerable to international competition. Food and beverages alone account for nearly half of total MVA, followed by non-metallic mineral products (11percent), tobacco (7percent) and textiles (5percent).

Tanzania's dependency on imported goods is reflected in the deficit on its trade balance. The economy's inability to be self-sufficient in terms of consumer goods is a major obstacle as more than 35percent of merchandise imports are consumer goods, of which nearly half is accounted for by the demand for food products.

The beverage industry comprises industries producing alcoholic and non-alcoholic drinks. The alcohol sub-sector includes the distilling of ethyl alcohol, the distilling and blending of spirits and the brewing of wines, cider and beer. The soft drinks sub-sector comprises the processing and bottling of juices, carbonated drinks, natural spring water and mineral water.

The Proposal

This Business Plan has been prepared by A-ONE Products & Bottlers Ltd (shortly, "A-ONE Products") an associate company of MeTL Group of Dar-es-salaam, Tanzania. The Plan provides a roadmap for expansion of an integrated soft drinks and packing materials manufacturing plant in Moshi Municipality, Kilimanjaro Region. The project is being implemented by A-ONE Products. The company has similar production facilities at Kiwalani Industrial area in Dar-es-salaam.

Under this expansion project estimated to cost TZS 38 billion, A-ONE is positioning to invest in new carbonated soft drinks producing plant and water bottling plant and plastic bottles manufacturing plant (HDPE Plant). The company is seeking for external financing to part-finance the proposed expansion project.

Project Concept

1.1 Background

- A-ONE Products is a soft drink manufacturing company. It is one of the leading local producers and distributors of soft drinks in Tanzania.
- Currently, the company operates soft drinks manufacturing facilities in Dar-es-salaam, Tanzania producing carbonated soft drinks (CSD), bottled water and favoured juice which are sold in the local Tanzania market.
- The company, also, produces plastic packages for own use and others for use to the sister company for packaging refined palm oil and sunflower oil and cosmetics.
- Under this project AONE Products is planning to expand its operations in Moshi Municipality, Kilimanjaro Region.



1.2 Soft Drinks Producing Plants

- Capitalising on the market experience and knowledge of the industry, AONE Products is moving production facilities for beverages closer to the consumers in three cities.
- Arusha and Kilimanjaro regions have high soft drinks per capita consumption. The regions are a choice for development of soft drinks producing plants.
- A-ONE Products is planning to install the following new plants:
 - 40,000 bottles/Hour plants
- In future, A-ONE Products, also, intends to establish similar plant in other regions of Tanzania and enter a neighbouring country of Mozambique, Rwanda and the Central African Republic.
- In Dar-es-salaam, A-ONE is experiencing persistent demand-supply gap as its current operation is unable to meet the daily market requirements.

About A-ONE Products & Bottlers Ltd

2.1 Background

- A-ONE PRODUCTS is a soft-drinks manufacturing company. It is one of the leading local producers and distributors of soft drinks in Tanzania.
- A-One Products is an associate company of the MeTL Group of companies of Dar-es-salaam, Tanzania. MeTL Group, through A-One Products, has positioned itself to capture Tanzania's opportunities in the soft drinks industry.
- Currently, A-One Products is MeTL Group's third largest company, and primarily produces beverages (soft drinks) and plastic packages. The company has grown to become one of the leading producers of drinking bottled water and flavoured drinks in Tanzania.

2.2 Company Legal Status

- Registration –
 - A-One Products is a local Tanzania company registered under Tanzania's company law and is recognised by the Tanzania's Business Registration and Licencing Agency (BRELA). A-One Products is a private limited liability company by shares.
- Shareholding –
 - A-One Products is a corporate firm, an associate company of the MeTL Group of companies. The registered shareholders of the company are family members of the MeTL Group. The company's shareholding structure is as presented below:

Shareholders' name	Number of Shares	% Shareholding	Position
Mr. Gulam Dewji	50	50%	Executive Director
Mrs. Dixita Mohammed Dewji	30	30%	None-Executive
Mr. Hussein Gulam Dewji	20	20%	Executive Director
Total	100	100.00%	

- All the shareholders are Tanzanian nationals

2.3 Company Business

Products Development

- A-One Products started with a mere small-sized plastic packages manufacturing line in 1997 to become a medium-sized drinking water and flavoured juice company in 2000 before emerging as the leading beverages company in Tanzania.

- With the growing demand for soft drinks, in year 2000, A-One Products introduced new packages for bottled water by investing in a new production line to meet the demand for bottled water in the city of Dar-es-salaam.
- Different product pack-sizes for bottled water and juice were introduced using new technology machines in the period between year 2000 and 2014. This went parallel with the replacement of old beverage production plants.
- Overtime, through use of the Group's well-equipped marketing and distribution networks, A-One Products quickly established itself with a strong brand presence in the market with products such as *Masafi*, *Maisha*, and *Just Chill* drinking water and *Pride* juices - all upheld as trusted household names across the country.

Products Diversification

- **Plastic Packages**
 - New bottled water producing plants were installed simultaneously with the installation of plastic packages manufacturing plant. In 2003, the company installed new lines to enhance bottles manufacturing for water and juice packing.
 - Further, in year 2006, A-One Products ventured into manufacturing of plastic packages for refined cooking oil for supply to a sister company, **East Coast Oil and Fats Ltd** (ECOF) which manufactures refined cooking oil, margarine and cooking fats, laundry soap and cosmetics.
 - ECOF, the largest palm oil refinery plant in East and Central Africa and with 60% market share for refined palm oil in Tanzania, consumes plastic buckets and jerry cans for packing refined palm and sunflower oil. The company, also, uses containers for packing margarine and cooking fats as well small bottles for packing cosmetics. Most of the packages are produced by A-One Products.
 - As a sole supplier to ECOF, A-One Products produced over 12 million PP buckets and more than four million HDPE jerry cans per annum for ECOF. In the beverages, the plant had a filling capacity of 20 million cases of water and flavoured drinks per annum and the plant produced the same amount of PET pre-forms/ bottles/ cups for filling beverages.
 - Later on, A-One Products introduced machinery line to produce plastic packages for cosmetics to supply to ECOF, as an internal market.

- **Carbonated Soft Drinks**

- In 2014, A-One Products introduced carbonated soft drinks (CSD) plant producing a variety of CSD flavours. The CSD plant had production capacity of 36 million crates per annum. A year later, all products were branded the name "MO" which afforded the products to become households' products throughout the country.

- **Other Investments**

- A-One Products, also, invested in a modern Reverse Osmosis Plant that delivers 100M³ of mineral-rich water per hour. This is one of the largest water treatment plants in the East African region.
- In 2006, A-One Products invested in a larger plastic bottles recycling plant.
- Further, a mobile sales unit was established after the company purchased over 300-motor vehicles, 50-Tricycles and over 10,000-cooler bags for door-to-door delivery of its beverage products.

2.4 Continued Expansion

- Positive market response on "MO" branded products and the growing market competition was behind company desire for continued investment to stay aloof.
- Year-on-year, since 2017 through to 2020, A-One Products undertook expansion and modernisation program for its production facilities with the aim to bring production efficiency and match with the ever-growing demand. Currently, plastic packages contribute about 35% of the company revenues.
- In the beverages market, the company's Energy Drink ("MO Bomba and now MO Xtra") became the most preferred energy drinks in the market, swooping over 70 percent market share for Energy drinks in the country.
- Pricing and better flavour for "MO" brands products were behind the success. The company introduced a variety of flavours for its CSD and different pack-sizes for the bottled water. In the CSD, it introduced MO Cola, MO Chungwa, MO Lemon, MO Mint, MO Portello, MO Apple, MO Bomba, MO Energy, MO Passion, MO Malt and MO Mango. For the past five years, A-One Products experience supply shortage for its beverage products in the market particularly during summer seasons.
- In 2020, the company has launched a natural cereal-based energy drink, MO Sheeba Shake, a carbohydrate and protein-rich product that is suitable for children and adults.

About MeTL GROUP

3.1 Introduction

- **MeTL Group**, taking its name from Mohammed Enterprises (Tanzania) Limited (shortly, "MeTL") is a Tanzania's successful Corporate Group of companies. The Group's investments are in the agriculture, industry, energy, transport and logistics, financial services, communication services, infrastructure, Real Estate and trading.
- This milestone has been achieved by dealing in a wide range of products which touch lives of majority in Tanzania and African region.

3.2 Group History

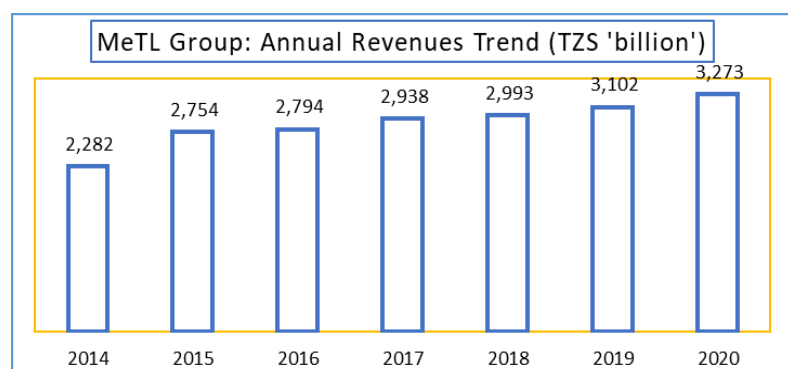
- The Group, with a total of 28,770 employees (FY2020), finds its beginning in early 1970's when Mr. Gulam Dewji, the founder and Chairman of the now MeTL Group, established Mohammed Enterprises Tanzania Ltd ("MeTL"). Initially it was a mere trading house which ventured into local trading and later import and export of consumer goods.
- In 1998, MeTL identified opportunities in other economic sectors. Major investments started to be executed, specifically, in Agriculture and manufacturing sectors. The Group's fifty-years of presence in the market, identifies itself with vertical integration in six core sectors of the economy:

Trade	Agriculture	Manufacturing	Transport & logistics	Energy	Financial Services
• 1	• 2	• 3	• 4	• 5	• 6

3.3 Group Performance

- MeTL Group's revenues growth from 2014 to 2020 averages 6.4%.

- The growth is entrenched in the Group's strategy to



- capture opportunities in the important sectors of the economy and focusing on consumer basic goods.

The Project Investments

4.1 Introduction

- The expansion project for the integrated soft drinks plant will be implemented in the existing land at A-ONE factory in Kiwalani Industrial Area, Dar-es-salaam as well as in other four cities of the country – Mbeya, Mwanza, Moshi and Zanzibar.
- The project will invest in additional buildings and civil works, plant and machinery, utilities including electricity and water infrastructures, motor vehicles and other support facilities.

4.2 Investment Costs

- The total project capital investment cost is estimated at TZS 40.2 billion, of which TZS 38 billion is the additional capital investment, and TZS 2.2 billion forms part of existing investment.
- The investment costs include project designing, existing buildings, infrastructure development and pre-operating costs as summarised below:

PROJECTED INVESTMENT PLAN						
	Amount in TZS '000'					USD Equivalents
	Existing Investment	Additional Investment		Total Additional	Total Investment	
		2023 Year 1	2024 Year 2			
Exchange Rate (USD/TZS)	2,400	2,400	2,400	5,841,336		
Land Value	432,000	-	-	-	432,000	180,000
Buildings & Civil Works	1,800,000	2,157,281	1,161,613	3,318,894	5,118,894	2,132,873
Plant & Machinery	-	23,092,373	5,773,093	28,865,466	28,865,466	12,027,278
Utilities	-	45,000	-	45,000	45,000	18,750
Motor Vehicles	-	231,818	2,086,366	2,318,184	2,318,184	965,910
Furniture, Fittings & Equipment	-	4,000	36,000	40,000	40,000	16,667
Physical Assets	2,232,000	25,530,472	9,057,072	34,587,544	36,819,544	15,341,477
Pre-Operating Costs						
Pre-Operating costs (Finance)	-	1,214,712	880,000	2,094,712	2,094,712	872,797
Pre-Operating costs (Admin)	-	940,408	403,032	1,343,440	1,343,440	559,767
Sub-total	-	2,155,120	1,283,032	3,438,152	3,438,152	1,432,563
Total Capital Expenditure	2,232,000	27,685,592	10,340,104	38,025,696	40,257,696	16,774,040
Working Capital	-	-	-	-	-	-
Total Investment	2,232,000	27,685,592	10,340,104	38,025,696	40,257,696	16,774,040
In USD Equivalents	930,000	11,535,663	4,308,377	15,844,040	16,774,040	

The Project Financing

5.1 Introduction

- In order to achieve the proposed investments, A-ONE Products is required to pull in financial resources for the development of the proposed facilities including buildings and civil works, plants and machinery and other support facilities.

5.2 Financing Structure

- The proposed project will be financed through equity and external loans facilities in the form of medium-term loan and Overdraft Bank facilities.
- The additional financing will comprise of 42% equity and 58% external loans.
- The shareholders will inject additional equity amounting to TZS 18.2 billion and the balance of TZS 22 billion will be external financing.
- The proposed financing plan is as summarised below:

PROJECTED FINANCING PLAN						
	Existing Financing	Amount in TZS '000'			Total Financing	USD Equivalents
		2023	2024	Total Additional		
Exchange Rate (USD /TZS)	2,400	2,400	2,400			
Equity Financing						
Ordinary Share capital	0	0	0	0	0	0
Shareholders funds (capex)	2,232,000	11,685,592	4,340,104	16,025,696	18,257,696	7,607,373
Shareholders funds (W/capital)	0	0	0	0	0	0
Retained Earnings	0	0	0	0	0	0
Total Equity	2,232,000	11,685,592	4,340,104	16,025,696	18,257,696	7,607,373
External Financing						0
<u>Long-Term Loans</u>						
Bank Long-Term Loans	0	12,000,000	6,000,000	18,000,000	18,000,000	7,500,000
Supplier's Credit (Loan)	0	4,000,000	0	4,000,000	4,000,000	1,666,667
Sub-total	0	16,000,000	6,000,000	22,000,000	22,000,000	9,166,667
<u>Short-term Loans</u>						
Banks Short-term loans	0	0	0	0	0	0
Creditors	0	0	0	0	0	0
Sub-total	0	0	0	0	0	0
Total External Financing	0	16,000,000	6,000,000	22,000,000	22,000,000	9,166,667
Total Financing	2,232,000	27,685,592	10,340,104	38,025,696	40,257,696	16,774,040
Shareholders' Commitment	100%	42%	42%	42%	45%	
External financing	0%	58%	58%	58%	55%	

Tanzania's Business Environment

6.1 An Overview

- Tanzania is the largest country in East Africa in terms of land with 883,749km² (881,289km² mainland 2,460km² Zanzibar), plus lakes totalling to 59,100km³. The country has about 1,400km of coastline along the Indian Ocean.
- It is well situated geographically bordering Burundi, Kenya, Malawi, Mozambique, Rwanda, Uganda, Zambia and the Democratic Republic of Congo (DRC).



- Tanzania has a tropical type of climate. In the highlands, temperatures range between 100c and 200c.during cold and hot seasons respectively. The rest of the country has temperatures never falling lower than 200c. The hottest period spreads between November and February (250c - 310c) while the coldest period occurs between May and August (150c - 200c).

6.2 Socio-Economic Development

[a] Population

- Tanzania population has increased more than four times from 12.3 million people in 1967 to 54.2 million people in 2018. The average annual intercensal growth rate according to the 2012 Population and Housing Census is 2.7 percent.
- Below table provides a summary of the country's population trend from 1967 to 2018:

Year	1967	1978	1988	2002	2012	2018
Population	12.3	17.5	23.1	34.4	44.9	54.2

Source: Tanzania in Figures, 2018. NBS, June 2019

[b] Urbanisation

- Tanzania cities and towns are rapidly urbanizing. This urbanization is a manifest of rural-to-urban migration as well as natural population increase. The four largest cities are Dar-es-salaam, Mwanza, Arusha and Mbeya.
- In 2018, Tanzania's urban population was 33.8% which is an increase from 7.3% in 1969 to 33.8% in 2018 growing at an average annual rate of 3.19%.

Year	1967	1978	1988	2002	2012	2018
Urban						
Population	685,092	2,257,921	3,991,882	7,554,838	12,701,238	17,785,328
Growth Rate	-	11.50%	5.90%	4.70%	5.30%	
Dar-es-salaam						
Population	272,821	769,445	1,205,443	2,336,055	4,364,541	5,147,070
Growth rate	-	9.90%	4.60%	4.80%	6.50%	6.5%
Tanzania (Mainland)						
Population	11,975,757	17,036,499	22,507,047	33,461,849	43,625,354	52,619,314
Growth Rate	-	3.30%	2.80%	2.90%	2.70%	2.70%

[c] Macro-economic Performance

- Tanzania maintains an economy highly dependent on agriculture, contributing an estimated 30% to the country's Gross Domestic Product (GDP) and employing nearly 70% of the working population.
- The economy continued to expand steadily in the aspects of GDP, inflation rate and exchange rate. The real GDP grew by 7.1% in 2017, maintaining the high growth momentum of the past 5-years.
- In nominal terms, GDP increased to TZS 116.1 trillion from TZS 103.7 billion with per capita nominal income improving to TZS 2.27 million from TZS 2.13 million in 2016.
- During 2017/18, output growth was to a large extent driven by construction, transport and storage, and agriculture; altogether contributing almost half of the total growth.
- Real gross national disposable income (GNDI), which comprises compensation of employees, property income, current transfers, and operating surplus, grew by 6.3% in 2017 compared with 6.1% in the preceding year. Final consumption grew by 4.4% and accounted for 80.7% of the disposal income and 76.3% of nominal GDP.

Year	2013	2014	2015	2016	2017	2018
GDP Growth	7.3%	7.0%	7.0%	7.0%	7.1%	7.0%
Inflation Rate	7.9%	6.1%	5.6%	5.2%	5.3%	3.5%
Exchange Rate (TZS/USD)	1,598	1,653	1,985	2,177	2,229	2,242

Source: Annual Report 2017/18, Bank of Tanzania; Tanzania in Figures, NBS June 2019

Existing Products

7.1 Introduction

- Currently, A-One is one of the largest producers of soft drinks in Tanzania producing CSD, bottled water and flavoured juice as summarised below.

7.2 Soft Drinks

- A-One Products produces and distributes the following beverage Products:
 - (a) Bottled Water
 - A-One Products produces and markets bottled water under the following brand names - Masafi brand and Maisha Brands
 - The products are packed in the following pack-sizes:
 - Small sizes bottles.....350ml, 500ml, and 600ml bottles
 - Bulk sizes bottles.....1,000ml, 1,200ml, 1,500ml, 1,700ml, 7-litres, 12-litres, 14.5 litres and 18.5 litres bottles.
 - (b) Juice
 - Fresh juice and flavoured juice under Price brand name.
 - Pride Fresh juice (bottles):
 - 180ml..... Mango, Cocktail, Passion, Pineapple flavours.
 - Pride flavoured juice (Bottles):
 - 200ml.....Orange, Mango, cocktail, Passion and Pineapple flavours.
 - Flavoured juice (cups)
 - 200ml..... Orange, Mango, Cocktail, Pineapple and Passion
 - (c) Carbonated Soft Drinks (CSD)
 - CSD are produces and packed in bottles in the following brands:
 - 320 ml.....MO Xtra, Mo Orange, Mo passion, Mo Portello, Mo pineapple, Mo Apple pop. Mo Malto
 - 400 ml.....MO Xtra, Mo Orange, Mo passion, Mo Portello, Mo pineapple, Mo Apple pop. Mo Malto, Mo Berry, Mo Fresh, Mo Club Soda, Mo kola Kola, Mo kola Kick,

7.3 Plastic Packages

- A-ONE produces plastic packaging materials for own-use including:
 - PET Pre-forms,
 - PET bottles and lids,
 - Cups and sheet products.
- The company, also, produces PP buckets and lids, Jerry cans, Petroleum Jerry Containers, Plastic Jars and small plastic bottles for its sister companies.
- Additionally, the company has Plastic Bottles Recycling Plant which recycles re-usable plastic bottles for own use in the CSD plant and bottled water producing plant.

New Production Lines

8.1 Introductions

- The proposed expansion projects in Moshi, Kilimanjaro region will produce carbonated soft drinks (CSD) and bottled water.

8.2 Soft Drinks

(a) Bottled Water

- The Brand Names for bottled water will be - Masafi brand and Maisha Brands
- The products are packed in the following pack-sizes:
 - Small sizes bottles.....500ml bottles
 - Bulk sizes bottles.....1,000ml bottles

(d) Carbonated Soft Drinks (CSD)

- CSD are produces and packed in bottles in the following brands:
 - 300 ml.....MO Xtra, Mo Orange, Mo passion, Mo Portello, Mo pineapple, Mo Apple pop. Mo Malto
 - 400 ml.....MO Xtra, Mo Orange, Mo passion, Mo Portello, Mo pineapple, Mo Apple pop. Mo Malto, Mo Berry, Mo Fresh, Mo Club Soda, Mo kola Kola, Mo kola Kick,

8.3 Plastic Packages

- A-ONE will continue to produce plastic packaging materials for own-use including:
 - PET Pre-forms,
 - PET bottles and lids,
 - Cups and sheet products.

World Market Overview for Soft Drinks

9.1 Introduction

- Soft drinks are enormously popular beverages consisting primarily of carbonated water, sugar, and flavourings. Nearly 200 nations enjoy the sweet, sparkling soda with an annual consumption of more than 34 billion gallons.
- The year 2012 was the third consecutive year of Global Value growth for soft drinks. While many tie this growth to recovery from the global economic recession, the plethora of choice available to consumers continues to dictate the taste and function of today's beverages.

9.2 Local Brands Versus World Brands

- As consumer spending power in Developing Countries' markets continues to grow, many of the consumers move from unpackaged beverages such as water, lemonade or fresh juices to packaged drinks.
- A-ONE produces soft drinks of local brand. In the past, choosing megabrands like Coca-Cola or Pepsi meant joining a global culture. But, manufacturers are learning that today's consumers are starting to make choices based on regional taste instead of just global identity. Consumers in China, for instance, are now able to choose from, not only Coke and Pepsi, but Hangzhou Wahaha's Future Cola; or Master Kong's Iced Tea; or Jiaduobao, a canned, ready-to-drink herbal tea that sold almost 1.4 billion litres in 2012 compared to 2.5 billion for Coca-Cola.
- The proliferation of local brands and familiar flavours in developing nations is a trend that global manufacturers cannot ignore. Whether it is kvass based drinks in Eastern Europe, guarana carbonates in Latin America, or lemon-lime drinks in India, large companies are realising the potential of beverages similar to the unpackaged varieties that epitomise local culture. The result is a diverse portfolio of soft drinks. The Coca-Cola Company, in particular, realised the potential in 2008, when examining the company's performance in Russia. Competitor Ochakovo MPBK ZAO quickly took market share from Coca-Cola due to the popularity of their Kvas Ochakovo, a kvass packaged beverage popular with many Russians. In response, Coca-Cola developed Kruzhka i Bochka, their own take on kvass.

- Global brands and marketing campaigns still have tremendous value; but tapping into local cultures with sub-brands allows conglomerates to compete with local manufacturers. As the developing markets like Tanzania become the key growth areas for soft drinks, the expectations are that manufacturers will acquire or formulate beverages more familiar to local taste.

9.3 Natural Versus Artificial Soft Drinks

- A-ONE produces artificial soft drinks. While sales in categories such as sports and energy drinks have skyrocketed due to their added functionality, high calorie, high sugar full flavoured carbonates have struggled. Low calorie sodas appeared as an alternative, but the aftertaste of artificial sweeteners left many consumers wanting.
- In response, manufacturers reformulated their blend of sweeteners, including mid-calorie offerings. Yet differing consumer perceptions on health, in particular natural versus artificial, will continue to take their toll on diet soda. Diet carbonates in particular are expected to see a 30% global volume decline between 2012 and 2017.
- This battle of health perception will continue to rage in the coming years. Many consumers are still calorie conscious – avoiding sugary drinks that lead to weight gain, even when offered in healthy blends such as 100% fruit juices. On the other hand, many seek natural products and view the artificial sweeteners of diet soft drinks as anathema.
- A compromise may come from 100% fruit and vegetable juice blends; a category that performed poorly in the past. Although high price points and high calories deterred many, the use of vegetable juices as part of these blends can lower calories while still allowing for natural ingredients. Should new technologies and increased competition lower prices, 100% fruit and vegetable juice blends could grow in the future.

Soft Drinks History in Tanzania

10.1 Introduction

- The beverage sector comprises alcoholic and non-alcoholic drinks. The alcohol sub-sector includes the distilling of ethyl alcohol, the distilling and blending of spirits and the brewing of wines, cider and beer.
- The soft drinks sub-sector comprises the processing and bottling of juices, carbonated drinks, natural spring water and mineral water. According to a 2009 survey of manufacturing firms by the National Bureau of Statistics, there were 37 large and medium-sized establishments in the sector, of which 10 are foreign-owned and seven are owned jointly by Tanzanian and foreign investors.
- About 15 firms were located in Dar es Salaam, including most of the larger ones. About a third of the firms were established after 2000.

10.2 Early Players

- In the soft drinks area, the first entrants, who remain dominant in the sector, were franchisees of Coca-Cola and PepsiCo. The first soft drink bottling plant was set up in 1952 when Greek businessman Aris Cassolis established Tanganyika Bottlers Limited to make Coca-Cola products.
- Renamed as Tanzania Bottlers in 1964, it was bought by the Mac Group in 1986. The business remained in private hands during the socialist period.
- In 1995 the South African Bottling Company bought Tanzania Bottlers from Mac Group. SBC Tanzania, a producer of Pepsi soft drinks, began its operations in 2001. In the juices sub-sector, a number of government-owned processors were established in the 1970s. These ventures were already in financial distress at the time when they were privatized. Subsequently, a number of new private firms entered the sector, using concentrates to make juices. Only recently has one firm, Bakhresa Food Products, begun making juices from fresh fruit as opposed to concentrates.
- Bonite Bottlers Ltd was the first Tanzanian company to bottle mineral water; it began its operations in 1990. Several firms entered the market later; these included both small and large firms, and some PepsiCo and Coca-Cola franchisees. A-ONE joined the sector in 1997.

Current Major Industry Players

11.1 General Overview

- Tanzania's soft drinks supply chain includes soft drinks manufacturers, importers, wholesalers and retailers. In terms of soft drinks categories, there are three major categories of soft drinks produced and distributed in the Tanzania market:
 - **Carbonated soft drinks**
 - Tanzanian firms produce local brands of carbonated drinks. The most prominent of these are Azam Cola, produced by Bakhresa Food Products, and Sayona Cola, produced by Sayona Drinks (part of Motisun Holdings) and Mo-Cola produced by A-One Products.
 - **Fruit juices**
 - Until 2015, domestic production met only 8% of demand. However, this has changed, in large part due to the entry of the Bakhresa Group into large-scale fruit juice processing. The juices available in Tanzania include orange, guava, coco-pine, peach, tropical plum and passion fruit.
 - **Bottled water**
 - Bottled water is produced by Coca-Cola and PepsiCo franchisees as well as by large, medium and small-sized local companies. The larger local firms include Sayona Drinks, Bakhresa Food Products, A-One Products, Kilimanjaro Water and Jambo.
 - In recent years, local small-scale producers have emerged producing local brands including Hill Water and other brands.

11.2 Major Soft Drinks Producers

Besides A-One Products, other major producers of soft drinks in Tanzania include the following:

(i) Coca-Cola Brands

- Created and developed in Atlanta, Georgia in 1886, Coca-cola is a US-based soft drinks giant. The Coca-Cola Company (TCCC) is the largest beverage company in the world, serving 1.7 billion consumers a day in more than 200 countries. The

production and distribution of Coca-Cola follows a franchising model in which TCCC provides a syrup concentrate to its bottling partners who then manufacture, package, distribute, and sell products for local consumption.

- The US-based TCCC in conjunction with its Tanzanian bottling partners is involved in marketing, manufacturing and distribution of soft drinks in Tanzania.
- Coca-Cola's three bottling partners in Tanzania are **Coca-cola Kwanza Bottlers** in Dar es Salaam, **Bonite Bottlers** in Moshi and **Nyanza Bottlers** in Mwanza.
- Over the last three years Coca-Cola has invested in excess of USD 358 million in Tanzania. In the past decade, the company invested over USD 6.0 billion in the African continent and intends to invest another USD 12 billion by 2020. The investments are part of its ambitious long-term plans to double its net revenues globally, from USD 100 billion in 2010 to over USD 200 billion by 2020.
- Coca-cola brands in Tanzania include the following:
 - Coca-cola – favoured carbonated soft drink
 - Sprite – lemon-lime flavoured soft-drink
 - Fanta – fruit-testing flavoured soft drink
 - Coce Diet - sugar and calorie-free soft drink
 - Coca-cola Zero – zero sugar flavoured soft drink
 - Sparlleta – flavoured carbonated soft drink
 - Dasani – flavoured mineral water
 - Krest – digestive carbonated soft-drink

(ii) Pepsi-Cola Brands

- Created and developed in 1893, Pepsi-Cola is a carbonated soft drink that is produced and manufactured by PepsiCo, an American multinational food and beverage corporation headquartered in New York, United States.
- SBC Tanzania Ltd is the sole franchisee and bottler of the Pepsi Cola range of products in Tanzania. In 2010, the company recorded an annual turnover of more than US USD 93 million.
- SBC Tanzania Limited was incorporated in 2001 with the mission to “revive the Pepsi Cola business in Tanzania and to transform Pepsi brands into sizeable and serious contenders for volume and share of mind in the Tanzanian market.
- The company has its headquarters in Dar es Salaam and operates plants in Mwanza, Arusha and Mbeya. It has distribution depots in Moshi, Shinyanga,

Dodoma, Iringa and Morogoro. The company has a sophisticated distribution network, with agents, wholesalers and retailers throughout the country.

- SBC Tanzania produces, distributes and markets various product brands including Pepsi, 7UP, Mirinda, MountainDew and Evervess in the following pack sizes:

	Products	Pack sizes	
1	Pepsi	200ml	350ml
2	Pepsi PET		500ml 1.5 litre
3	Pepsi Light PET		500ml
4	Pepsi Max PET		
5	Pepsi Can	300ml	
6	Pepsi Diet Can	300ml	
7	7up		350ml
8	7 up PET		500ml 1.5 litre
9	7Up can	300ml	
10	Mirinda Orange		350ml
11	Mirinda Orange PET		500ml 1.5 litre
12	Mirinda Fruity		350ml
13	Mirinda Mango		350ml
14	Mirinda Pineapple		350ml
15	Mirinda Can	300ml	
16	Mountain Dew		350ml
17	Mountain Dew PET		500ml
18	Mountain Dew Can	300ml	
19	Evervess Club Soda	300ml	
20	Evervess Tonic Water	300ml	
21	Evervess Tonic Water PET		500ml
22	Evervess Tonic water can	300ml	
23	Evervess Club Soda Can	300ml	

(iii) Bonite Bottlers Limited

- Bonite Bottlers Ltd was the first Tanzanian company to bottle mineral water; it began its operations in 1990. Several firms entered the market later; these included both small and large firms, and some PepsiCo and Coca-Cola franchisees.
- Bonite Bottlers, part of the IPP Group of Companies, produces Kilimanjaro Drinking Water, the leading bottled water in Tanzania selling under its own brand, Kilimanjaro Drinking Water.
- The company operates in four regions of Northern Tanzania: Kilimanjaro, Arusha, Manyara and Singida.
- Bonite Bottlers Ltd also bottles and distributes coca-cola soft-drinks brands.

(iv) **Bakhresa Food Products Limited**

- Bakhresa Food Products Ltd was established by the Bakhresa group in 1998 and it's based in Dar es Salaam. Backhresa Food Products Ltd is involved in the production and marketing of a range of food products including dairy products, ice-cream products, bottled water, juices and carbonated drinks.
- The company's fruit juice processing plant is the first aseptic packing facility for fruit juices in Tanzania, with a capacity of 41 million litres per annum.

#	Products	Pack sizes	
1	Azam Cola	300ml	500ml
2	Azam Cola Orange	300ml	500ml
3	Azam Soda Orange	300ml	500ml
4	Azam Soda Fursana	300ml	500ml
5	Azam Soda Apolina		500ml
6	Azam Soda Komamanga	300ml	
7	Azam Cream Soda	300ml	
8	Azam Energy Drink	300ml	
9	Azam Malti Apple	300ml	500ml
10	Azam Malti Pineapple	300ml	500ml
11	Azam Malti Coffee	300ml	
12	Azam Malti Ginger & Lime-Lemon	300ml	
13	Azam Embe	300ml	
14	Tropical	300ml	
15	Safina Premium Drinking Water		500ml 1000ml
16	Safina Sparkling Drinking Water		500ml

(v) **Sayona Drinks Ltd**

- **Sayona Drinks Limited** is part of the Motisun Holding Group and was the first Tanzanian firm to produce carbonated soft drinks in plastic bottles. It produces cola soda, orange soda, lemon soda and mango juice.
- Motisun Group is a privately owned diversified business conglomerate based in Tanzania with various manufacturing companies in steel and roofing products, mining and power, cement, plastic tanks and pipes, hospitality, paint, industrial products, beverage and food processing, construction and logistics. The company has presence in Zambia, Mozambique and Uganda.

- Sayona Drinks Limited produces quality beverages ranging from carbonated soft drinks to ready to drink juice and packaged drinking water under the brands – Twist and Sayona. These are local brands of soft drinks.
- The company’s manufacturing facility has capacity to produce 300 Bottles Per Minute (BPM) of carbonated drinks and 200 BPM of packaged drinking water.
- The company produces the following products:
 - Sayona water available in various pack sizes: 350ml, 500ml, 600ml, 1000ml, and 1,500ml and in bulk water jars of 5Litre, 10 Litres and 20 Litres.
 - Sayona “twist” carbonated soda available in 350ml PET bottles with 7 different varieties of flavours.
 - Sayona juice, artificial juice available in different flavours.

(vi) Jambo Food Products Limited

- Jambo Food Products is a limited company incorporated in Tanzania. It is a subsidiary of the Jambo Group of Companies Limited located in Shinyanga, a strategic location in the Lake Region.
- The company is a new entrant in the beverages industry in the country. Its CSD plant was launched in June 2016.
- The company has installed capacity consists of three bottling lines with an average total capacity of 96,000 Bottles per Hour or 80,000 cartons per day of 24 bottles for carbonated soft drinks, fruit juice drinks and drinking water.
- The company produces Jambo Soda, Jambo Malta, Jambo Juices, Jambo Energy, and Jambo Drinking Water. From these brands mix the plant is producing an average of 44 SKUs in 300ml, 500ml, 1Litre and 1.5 Litre pack sizes.

11.3 Other Players

- Besides the major players, there are small players in the market of the beverage products particularly in the bottled water sub-sector.
- There are also imported juices in market.

Company Market Positioning

12.1 Introduction

A-One Products considers the following factors when influencing consumer to choose its products:

- Psychological Factors: such as motivation, perception, lifestyle, personality and self-concept, learning, and attitudes influence the consumers' behaviour towards a product.
- Sociocultural factors: such as culture, subculture, socio-economic status, family and reference groups influence the consumers' behaviour towards a product.
- Economic factors: such as Disposable income and discretionary income. A-One Products maintains a low price on the price of its products.
- Government Factors: such as new regulations, inflation, interest rates all influence consumer spending and choice.

12.2 Market Objectives

- A-One Products main market objectives are to supply everyone their favourites drink and to satisfy the consumer needs and wants. The company also has the objective of generating returns to its shareholders and increase the market share.
- The specific marketing objectives of A-One Products include the following:
 - Market Share: gain 40% of market for soft drinks industry by 2025.
 - Profitability: achieve a 20% return on capital employed.
 - Promotional: increase awareness of the product on the market.
 - Growth: continue to invest in soft drinks producing infrastructure.

12.3 The Strategies

A-One Products focuses on the following strategic issues when marketing its soft drinks:

(i) Product Range

- The business has over 10 brands of soft drinks with the main ones being Pride Juice, Masafi and Just Chill bottled water.

- The carbonated drinks brands include MO-Cola, MO-Orange, MO-Lemon, MO-Portello, MO-Malt Apple, MO-Malt Pineapple, and MO-Bomba.
- The Company packages its beverages into plastic bottles of sizes: 2 litres, 1.25 litres, 600ml, 500ml, 350mL and 250ml.

(ii) Product Differentiation

- A-One Products uses marketing strategies to differentiate its product from its competitors to gain a competitive advantage.
- Product branding in using "MO" brand name has become a unique selling name which goes together with product quality, flavour, pack-sizes and pack types.

(iii) Prices and Pricing

- The prices of A-One Products vary according to the brand and the size.
- Pricing of A-One Products is usually priced below, above or equal to its competitors' prices.
 - Discount price of A-ONE Products are often marked down during sale periods and special occasions.
 - Pricing strategy is that of meet-the-competition pricing. The A-ONE Products pricing are set around the same level as its competitors.

(iv) Place and Distribution

- There are four types of distribution strategies that A-One Products could have chosen from, namely, intensive, selective, exclusive and direct distribution.
- **Physical Distribution Issues**
 - A-One Products considers a number of issues relating to the physical distribution of its soft drink products, namely, order processing, warehousing, materials handling, inventory control, transportation.
 - Order Processing: A-ONE Products makes sure that it does not delay in its processes for consumer deliveries (i.e. delivery to selling centers).
 - Warehousing and inventory control: warehousing of A-ONE Products done through MeTL Group's network of warehouses.

- Materials handling: this deals with physically handling the product and using machinery such as forklifts and conveyor belts.
- Transportation: Transporting A-ONE Products is the one most important components of physical distribution. The choice of the transport means depends on the geographical position of the market (city or up-country), and depends on the associated costs. The most beneficial transportation method for A-ONE Products would be ROAD transportation if the product were moved around from storage to the cost centers.

(v) **Promotion**

- Effective communication with the target market is essential for the success of the product and business. A-ONE Products uses combination of personal selling, advertising, sales promotion and public relations.
- A-ONE Products also uses Above-the-line-promotions which refer to mainstream media: Advertising through common media such as television, radio, transport, and billboards and in newspapers and magazines.
- A-ONE Products has used this as the main form of promotion for extensive range of products. Although advertising is usually very expensive, it is the most effective way of reminding and exposing potential customers to A-One Products.

(vi) **Quality Certification**

- The products produced by A-One Products are certified by the Tanzania Bureau of Standards (TBS). This is an available tool to improve its position against competitors' particularly imported products.

(vii) **Brand Identity**

- The main stakeholders of the international market control the most important brands in their respective market sectors, and they have financial and marketing resources to combat the ever-increasing threat of competition.
- A-One Products markets its soft drinks products through MeTL Group distribution network and carry MeTL Group brand identity which is well known countrywide and internationally.

(viii) **Market Penetration**

- A-One Products markets include the urban and rural markets. The company's products penetrate to the rural population through the MeTL Group sales and distribution channel.
- In the export market, the company will explore exporting to neighbouring countries of Zambia, Malawi, Rwanda, Burundi and the Democratic Republic of Congo.

(ix) **Market share Versus Profitability**

- With the increase of both domestic and global competition, A-One Products has to reconcile two conflicting elements in marketing strategy – namely profitability and market share. Greater market share involves higher marketing costs and lower profitability.
- Therefore, ability to juggle these concepts can become the best strategy to obtain the best results in the market. Cost leadership is a strategy that A-One Products is adopting through investment in production of the main packaging materials for soft drinks and through use of MeTL Group's transport and distribution network.
- The company's market share for its products has experienced growing trend as follows:

Product	Year 2018	Year 2019	Year 2020
CSD	40%	42%	45%
Bottled Water	30%	35%	35%
Flavoured Juice	13%	12%	10%

(x) **The Packaging**

- Packaging is a key way of differentiating a product from the competition and enhancing brand identity.
- A-One Products is very innovative and it quickly responds to consumer preferences on packaging. The company packs its products in over 20-pack sizes.

Company Distribution Model

13.1 Introduction

- A-One Products markets include the urban and rural markets. The company's products penetrate to the rural population through the MeTL Group sales and distribution channel.
- The company's distribution network includes primary and secondary distributors. The primary distributors include wholesale distributors, MeTL Group Central Sales Unit, MeTL Group's Sales Branches, MeTL Group's Mobiles sales Unit, Food Vendors and Supermarkets.

13.2 Primary Distributors

- ✓ These procure CSD, bottled water and juice direct from the factory and they include:
 - (i) Wholesale distributors
 - Wholesalers of various merchandize located in urban and peri-urban centres in all regions of the country
 - They maintain own infrastructure for selling various goods to retailers
 - Account for about 70% of the sales
 - (ii) MeTL Group Central Sales Unit (CSU)
 - This is the Group's distribution unit dealing with selling of all products produced and traded by MeTL Group of companies
 - It maintains two departments
 - ✓ Sales branches
 - ✓ Mobile sales unit
 - MeTL Group's Sales Branches
 - ✓ Wholesale outlets owned by MeTL Group located in urban centres
 - ✓ They maintain warehouses and wholesale outlets for selling various goods traded by MeTL Group of companies to retailers
 - ✓ Account for about 10% of the sales
 - MeTL Group's Mobile Sales Unit
 - ✓ This is in Dar-es-salaam
 - ✓ It involves products distribution to retailers through use of company trucks
 - ✓ Accounts for about 19.5% of the sales
 - (iii) Supermarkets and
 - These are large retail outlets mainly located in Dar-es-salaam
 - Account for about 0.5% of the sales

13.3 Secondary Distributors

- ✓ These comprise of retailers maintaining large and small retail shops in urban, peri-urban and rural areas.
- ✓ These, also, include hotels, restaurants, pubs, bars, roadside vendors and other kiosks.
- ✓ They distribute about 99% of the products
- ✓ These procure beverages from Primary Distributors as follows:
 - (i) Wholesale distributors
 - (ii) MeTL Group Sales Branches
 - (iii) MeTL Group Mobile Sales Unit

13.4 Sales Divisions (Sales Depots)

- In Dar-es-salaam, the company has established four Sales Division equipped with large warehouse and support facilities. The Divisions are distributed as follows:
 - (i) Factory Depot –
 - This is located within the factory at Kiwalani. The Division accounts for about 60 percent of sales revenues in Dar-es-salaam.
 - The Division operates 5-wholesale shops located in 5-locations (Magomeni, Tandale, Ilala, Kariakoo, and city center).
 - The Division is in-charge of the Mobiles Sales Unit which distributes on daily basis soft beverages to wholesalers, sub-wholesalers and retailers at their door-steps in various parts of the city of Dar-es-salaam and the suburbs.
 - The Division maintains 10-Sales Agents equipped with large storage facilities for beverages, and they are located in various parts of the Dar-es-salaam region.
 - The Division is in charge of distribution of refrigerators and cooler bags to retailers in
 - (ii) Mbezi Beach Depot –
 - This is wholesale Division with a large storage facility for soft beverages that caters for the northern suburbs of the Dar-es-salaam region.
 - The depot serves middlemen and retailers of beverages located in the areas of Mbezi, Tegeta and other nearby traders.
 - The Depot accounts for about 15 percent of the company sales revenues generated in Dar-es-salaam city.
 - (iii) Mbagala Depot –
 - This is wholesale Division with a large storage facility that serves wholesalers and retailers of soft beverages located in the southern suburbs of the Dar-es-salaam city.

- The Division serves the areas of Mbagala and the surrounding suburbs and its accounts for about 10 percent of the total sales revenues generated in Dar-es-salaam region.
- (iv) Kurasini Depot –
- Like the other depots, the Division has an established large storage facility for beverages and strategically located to serve the industrial area close to the Port of Dar-es-salaam.
 - The Division accounts for about 5 percent for the company’s sales revenues in Dar-es-salaam.
- In Moshi, all the sales will be on cash bases. The company will establish distribution Depot in all districts of Kilimanjaro and Arusha Regions.

13.5 MeTL Group’s Trading Division

- A-one Products, also, sales its products through the MeTL Group’s Trading Division. The Trading Division, which generates about 10 percent of Aone annual sales revenues, maintains 24 branches all-over the country.
- The Trading Division is responsible for selling and marketing all products under the MeTL Group of companies.
- Each branch has mobile sales and shops as well Sales Agents.
- Additionally, Trading Division maintains five large Depots in Mwanza, Nbeya and Morogoro, Moshi and Tanga.
- The Trading Division is in-charge of large wholesalers and supermarkets in the regions as well as in Dar-es-salaam.
- It’s the Trading Division which can sale the products on credit terms to its Wholesale Distributors. The company gives 10 to 60-days credits to wholesale distributors against collateral which may be in the form of a mortgage property or FDR.
- MeTL Group’s Trading Division is treated as Debtor when receiving goods from A-One Products until cash is transacted to A-One Bank Account for goods rendered for sale.
- The Debtors of the Trading Division do not reflect in the accounting books of A-one Products.

Market Outlook

14.1 Introduction

- The market demand for soft drinks during the forecast period in 2022 to 2023 shows a growing trend as the economy is gaining momentum following slow growth due to the covid-19 pandemic of 2019/2020.
- The demand for soft drinks will be influenced by myriad factors including price changes, consumer preferences and health issues. Larger players in the soft drinks industry are expected to strengthen their distribution channel and offer competitive prices to their customers for the beverages.
- Effective promotional activities, products availability and growing disposable incomes of the population and changes in the demographic structure will drive growth in soft drinks consumption.

14.2 Market Prospects

- Tanzanian households are expected to return to more normal shopping patterns during 2022 as the threat of the Covid-19 pandemic subsides. While this will result in lower growth rates than were seen in 2021 in food and non-alcoholic drink spending, Tanzania's food and drink industry will continue to see robust year-on-year growth.
- The country's strong economic outlook following change of government business and investment policies and large young adult demographic will support growing household incomes and present significant opportunities for food and drink spending growth across MeTL Group's medium-term forecast period to 2025.
- Hotel and tourism sector is projected to increase in 2022 as the government has changed its stance on dealing with Covid-19 pandemic. The government has now recognised the prevalence of Covid-19 and has allowed its citizen to get vaccination.

14.3 Competition Landscape

- Local brands of carbonated soft drinks as well as bottled water are projected to continue to dominated the Tanzania market. Kenya's Juices are expected to bring competition in the juice product line as the countries have resolved the trade barriers that had caused clearance hurdles at the border.

SWOT Analysis

15.1 Strength

- A-ONE Products has been operating successfully for over 15-years. The company is the third largest industry under the MeTL Group. The MeTL Group is the most recognized trademark in Tanzania.
- A-ONE Products has been a complex part of Tanzania culture. The product's image is loaded with over-romanticizing, and this is an image many people have taken deeply to heart.
- A-ONE Products is locally owned and operated by independent strong management team.

15.2 Weakness

- Carbonated soft drinks contain sugar by which continuous drinking of the drink may cause health problems. Being addicted to carbonated soft-drinks also is a health problem, because drinking of carbonated soft drinks daily has an effect on the body after few years.

15.3 Opportunity

- A-ONE Products and the industry have significant growth opportunities. The company has sufficient capital to expand. It has the potential to innovate and differentiate the company's products to sustain a competitive advantage.
- A-ONE Products may merge with other global businesses to eliminate competitors.
- A-ONE Products is capable of expanding into other markets other than the soft drink market.

15.4 Threats

- Even though Coca-Cola and Pepsi control nearly 40% of the entire beverage market, the changing health-consciousness of the market could have a serious affect.
- Consumer buying power also represents a key threat in the industry.
- Consumers can easily switch to other beverages with little cost or consequence.

Implementation Requirements

16.1 Project Management

- AONE Products will set up Project Implementation team that will oversee the designing, construction works, building works and other infrastructure development as well as procurement of support facilities.
- The company will use the services of the own experienced staff. Additional qualified individuals will be deployed to help in the implementation of the project.

16.2 Statutory documentation

- The company will process for statutory documents when the plants installation works are near completions.
- Statutory documents include the following:
 - Projects registration documents; and Business licenses
 - Quality certification; and Environmental protection
 - Workplace certification; and other registrations

16.3 Land acquisition

- The project has already identified and secured suitable land for setting up the factory in Moshi which is in Moshi Municipality, Kilimanjaro Region.
- The land is owned by an associate company, TPM (1998) limited, which is under the MeTL Group.

16.4 Buildings and Civil Works

- The industrial premises in Moshi have existing buildings which will be converted into beverage producing factory. The project will construct additional buildings and renovate the existing buildings and civil works to meet the industrial requirements.
- The construction works for the industrial buildings is in progress.

16.4 Plant and Machineries

- The project has already identified the plants and machineries. The project will procure two major types of plants: beverages producing plant; and plastic packages manufacturing plant.

- The beverage manufacturing plant include preparation plant, water treatment plant, chiller, boiler, cooling plant, CO2 storage tanks, ETP, lab equipment and other machineries.
- The beverage plants will produce CSD, bottles water and flavoured juice at varied production capacities as follows: Dar-es-salaam (80,000 bottles/Hour), Mwanza, Mbeya and Moshi (40,000 bottles/Hour each) and Zanzibar (24,000 bottles/Hour).
- The project will procure and install one Packages Manufacturing plant which will be located in Dar-es-salaam. The plant is designed to produce packages for all the other plants. The packages will be transported from Dar-es-salaam to the other plants by roads.
- The project will install machineries to produce Pre-forms with capacity to produce 120,000 pre-forms per hour; caps manufacturing plant with 110,000 caps/hour production capacity.

16.5 Utilities

- This refers to electricity and water connections and installations. All the premises are connected to electricity from the main national grid.
- Underground water will be used for the production of beverage (CSD, bottled water and juice).
- The project will install standby diesel-powered electric generators that will provide energy during power fluctuations from the national grid.

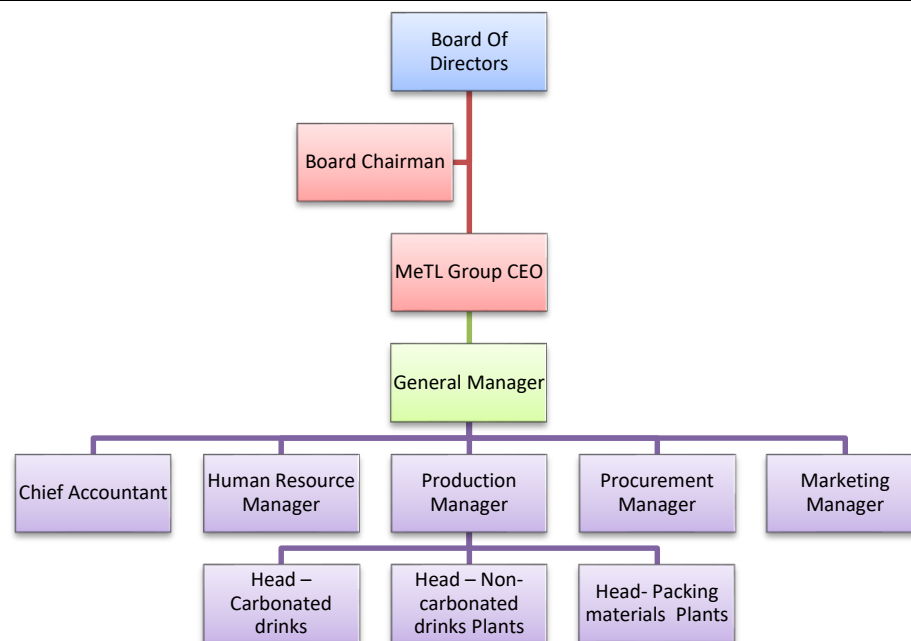
16.6 Support Facilities

- Support facilities include 100-trucks for distribution of the soft drinks to the market; fork-lifts, office furniture and office equipment and other facilities.
- The project will purchase trucks for distribution of the beverage to the market in their respective localities.

Management And Organisation

17.1 Organisation Structure

- A-ONE is under the general management of the Board of Directors of MeTL Group which is responsible for major policy and strategic decisions of the project. The Board is under the Chairmanship of Mr. Gulam Dewji, the founder of the MeTL Group.
- At the strategic level, the day-to-day management of the project is under the supervision of the MeTL Group CEO who is being assisted by a team of professionals in treasury, finance, production and in other relevant fields to the project at the Group Head Office.
- At the operational level, the company is under a qualified and highly experienced General Manager.



- The company General Manager oversees daily operational activities of the project and reports directly to the MeTL Group CEO. The General Manager is in-charge of production, procurement, finance, marketing and all other aspects of the project.
- The General Manager is being assisted by a competent team of managers in finance, human resources, production, marketing and procurement. The company employs experienced personnel in the respective fields of operation.

- The Production Manager is being assisted by Heads in Carbonated Soft drinks; Non-carbonated soft drinks; and packing materials plants.

17.2 Manpower Complement and Cost

Presently, A-ONE Products has a contingent of 3,900- permanent staff and over 300 casual labourers. The number of people employed in the plants will increase as production increases over-time.

The salaries and wages have been taken at the going market rates, and an additional 20% is provided to cover the benefits and pre-requisites that shall be given to all employees.

It is noted that the project has trickle-down effect by generating additional indirect employment mainly in the transport sector and trading industry.

17.3 Manpower Training

Beverage industries are fairly new in the Tanzania economy. MeTL Group employs expatriates in key technical positions.

Like other establishments for the MeTL Group, the sales and marketing functions are undertaken by the MeTL Group marketing directory.

The management mostly recruits new workers so that they can easily adopt the system and good practices involved in efficient running of the plants. The management usually identifies the training needs of all the employees and adopt systematic and focused training programs and refresher courses.

Implementation And Operational Plan

18.1 Implementing Agency

The project will be implemented by A-ONE Products. The management of the company undertakes to organize all the aspects of the project as follows:

- Ordering and procurement of the raw materials including:
 - Polythene materials, master batch, and other materials for the packing materials manufacturing plant
 - Sugar, flavours, emulsion, carbonated gas and other materials for the production of soft drinks.
- Pre-operating expenses and initial working capital.
- Provide working capital for the variable and fixed costs of the company such as marketing and transport expenses, salaries and wages, insurance and other administrative costs.
- Finance all cost over-runs resulting from operations.

18.2 Implementation Plan

- The company has identified raw materials suppliers from abroad and locally who have been supplying the ingredients for the continued operations.
- The procurement of raw materials is subject to placing a supply order for products delivery in Dar-es-salaam, Tanzania or at the factory.
- The ordering and delivery of the raw materials usually take a period of two months
- Implementation of the expansion project to the envisaged level is subject to availability of funds from the external financier.

18.3 Operational Plan

- A-ONE management team undertakes to manage and operate the project including sourcing of raw materials, production and marketing.
- MeTL Group provides strategic and policy directives to the project.

Risks And Uncertainties

19.1 Local Currency Depreciation

Most of the raw materials for manufacturing of packing materials are imported. The price of raw materials increases when the Tanzania currency depreciates against the US Dollar. The company will, in the long-run, procure adequate raw materials stock to cover for 3 to 4 months of production to avoid price fluctuation of raw materials resulting from local currency depreciation.

19.2 Inflation risks

There is a potential risk that inflation might raise at higher rates than projected. This may increase the price of the final products hence reduce the demand for the product. While this risk usually prevails in Developing Countries like Tanzania, the government appears committed to continue maintaining the macroeconomic stability and bring inflation further down.

19.3 Political risks

The government may from time to time issue new directives which may affect on the project implementation and operations. However, this risk is strongly addressed by the government long-term commitment of involving private sector in policy decisions.

19.4 Managerial risks

Managerial risks - Management of beverages industries requires close supervision and production and marketing expertise. The company has employed personnel with experience in the soft drinks production and marketing.

Additionally, the MeTL Group is part of the management team to drive the finance and marketing departments and other business strategic decisions.

Financial And Economic Analysis

20.1 Introduction

- The financial projections for the expansion project for the five beverage plants have been worked out in one spreadsheet document.
- The projections have used Tanzania Shilling (TZS) as the reporting currency.
- The projections have two sections:
 - Financial Assumptions
 - Financial Results

20.2 Financial Assumptions

- The following schedules are presented in the excel document
- The schedules depict the detailed assumptions for the various aspects of the business operation that include the following:
 - CAPEX
 - Financing
 - Production
 - Revenues
 - Operating Costs
 - Working Capital
 - Loans

Expansion Project - AONE			
Workings Summary			
1	Summary of CAPEX	Annex	5
2	Project Financing Plan	Annex	6
3	Details of Investment Plan	Annex	7 (i)
4	Details of Investments Plan Per Production Unit	Annex	7 (ii)
5	Details of Investments in Plant and Machinerics	Annex	7 (iii)
6	Details of Investment in Buildings & Civil Works	Annex	7 (iv)
7	Loan Repayment Schedule	Annex	8
8	Working Capita Schedule	Annex	9
9	Depreciation and Amortisation Schedule	Annex	10
10	Production Capacities Assumptions	Annex	11 (i)
11	Production Assumptions - CSD	Annex	11 (ii)
12	Production Assumptions - Bottled Water & Juice	Annex	11 (iii)
13	Revenues Assumptions	Annex	12 (i)
14	Revenues Distribution	Annex	12 (ii)
15	Projected Excise Duty Schedule	Annex	13
16	Summary of Operating Costs Schedule	Annex	14 (i)
17	Production Costs of Packages	Annex	14 (ii)
18	Production Costs - CSD	Annex	14 (iii)
19	Production Costs - Bottled Water	Annex	14 (iv)
20	roduction Costs - Juice	Annex	14 (v)
21	Value Added Tax Schedule	Annex	15
22	Indirect Operating Costs Assumptions	Annex	16
23	Salaries & Staff Benefits Schedule	Annex	17

20.3 Financial Results

- The financial results of the project are presented in Annexes 1 to 4 which incorporate the following schedules:
 - Projected Income Statements.....Annex 1
 - Projected Cash flows Statements.....Annex 2
 - Projected Balance Sheets Annex 3
 - Projected IRR..... Annex 4

ANNEX 1
Soft Drinks Manufacturing Plants
Projected Profit & Loss Statements

		Amount in TZS '000'						
	Year	2023	2024	2025	2026	2027	2028	2029
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Revenues								
Monthly Fluctuations								
CSD Revenues		-	-	41,916,867	46,098,621	50,430,878	54,917,986	59,564,406
Bottled Water Revenues		-	-	13,414,943	14,735,798	16,104,123	17,521,285	18,988,693
Juice Revenues		-	-	0	0	0	0	0
Gross Revenues		-	-	55,331,810	60,834,419	66,535,001	72,439,271	78,553,099
Value Added Tax								
CSD Plant		-	-	3,155,998	3,455,968	3,764,800	4,082,662	4,409,724
Bottled Water Plant		-	-	1,021,047	1,115,410	1,212,174	1,311,363	1,412,999
Juice Plant		-	-	0	0	0	0	0
Value Added Tax		-	-	4,177,045	4,571,378	4,976,974	5,394,024	5,822,723
Net Revenues		-	-	51,154,765	56,263,041	61,558,027	67,045,247	72,730,376
Revenue Growth		-	-	-	10%	9%	9%	8%
Direct Operating Costs								
CSD Plant								
Excise Duty		-	-	2,548,095	2,749,261	2,950,426	3,151,592	3,352,757
Materials for Packages		-	-	6,199,704	6,892,760	7,622,022	8,389,045	9,195,444
Other Materials		-	-	12,903,796	14,200,267	15,543,435	16,934,649	18,375,295
Conversion Cost		-	-	5,361,297	5,825,630	6,305,921	6,802,651	7,316,306
Sub-total		-	-	27,012,893	29,667,917	32,421,804	35,277,937	38,239,803
Bottled Water Plant								
Excise Duty		-	-	1,687,066	1,816,840	1,946,614	2,076,389	2,206,163
Materials for Packages		-	-	3,282,372	3,641,643	4,019,620	4,417,106	4,834,934
Other Materials		-	-	1,403,526	1,541,720	1,684,879	1,833,149	1,986,675
Conversion Cost		-	-	3,627,237	3,924,220	4,231,453	4,549,214	4,877,794
Sub-total		-	-	10,000,201	10,924,422	11,882,566	12,875,857	13,905,566
Juice Plant								
Excise Duty		-	-	-	-	-	-	-
Materials for Packages		-	-	-	-	-	-	-
Other Materials		-	-	-	-	-	-	-
Conversion Cost		-	-	-	-	-	-	-
Sub-total		-	-	-	-	-	-	-
Total Direct Operating Costs		-	-	37,013,094	40,592,339	44,304,370	48,153,794	52,145,368
Gross Profits/(Loss)		-	-	14,141,671	15,670,702	17,253,657	18,891,453	20,585,008
Gross Margins		-	-	28%	28%	28%	28%	28%
CSD Plant		-	-	30%	30%	31%	31%	31%
Bottled Water Plant		-	-	19%	20%	20%	21%	21%
Juice Plant		-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Indirect Operating Costs								
CSD Plant								
Administrative Expenses		-	-	1,708,507	1,742,677	1,777,530	1,813,081	1,849,342
Marketing & Selling expenses		-	-	396,000	403,920	411,998	420,238	428,643
Sub-total		-	-	2,104,507	2,146,597	2,189,529	2,233,319	2,277,986
Bottled Water Plant								
Administrative Expenses		-	-	1,180,241	1,203,846	1,227,923	1,252,482	1,277,531
Marketing & Selling expenses		-	-	237,600	242,352	247,199	252,143	257,186
Sub-total		-	-	1,417,841	1,446,198	1,475,122	1,504,625	1,534,717
Juice Plant								
Administrative Expenses		-	-	210,816	215,032	219,333	223,720	228,194
Marketing & Selling expenses		-	-	190,080	193,882	197,759	201,714	205,749
Sub-total		-	-	400,896	408,914	417,092	425,434	433,943
Exchange Loss		-	-	-	-	-	-	-
Total Indirect Operating Costs		-	-	3,923,244	4,001,709	4,081,743	4,163,378	4,246,645
EBITDA		-	-	10,218,427	11,668,993	13,171,913	14,728,075	16,338,362
EBITDA Margins		-	-	20%	21%	22%	22%	22%
CSD Plant		-	-	25%	25%	26%	26%	27%
Bottled Water Plant		-	-	8%	9%	10%	11%	12%
Juice Plant		-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Depreciation & Amortisation		-	-	5,043,300	4,484,733	4,013,514	3,593,333	3,229,378
Profit Before Interest + Tax		-	-	5,175,127	7,184,260	9,158,399	11,134,742	13,108,984
Loans Interest Expenses								
Medium Term Loans								
Bank Long-Term Loans		-	-	720,000	630,000	540,000	450,000	360,000
Supplier's Credit (Loan)		-	-	160,000	140,000	120,000	100,000	80,000
Short-term Facilities								
Banks Short-term loans	2%	-	-	94,711	105,235	116,204	127,636	139,545
Other Facilities		-	-	-	-	-	-	-
Total Interest Expenses		-	-	974,711	875,235	776,204	677,636	579,545
Profit/(Loss) Before Tax		-	-	4,200,416	6,309,025	8,382,195	10,457,107	12,529,439
Taxable Incomes		-	-	4,200,416	6,309,025	8,382,195	10,457,107	12,529,439
Provision Corporate Tax	30%	-	-	1,260,125	1,892,708	2,514,658	3,137,132	3,758,832
Net Profit		-	-	2,940,291	4,416,318	5,867,536	7,319,975	8,770,608
Net Margins		-	-	6%	8%	10%	11%	12%
Retained Earnings		-	-	2,940,291	7,356,609	13,224,145	20,544,120	29,314,727

ANNEX 2
Soft Drinks Manufacturing Plants
Projected Cash Flow Statements

Amount in TZS '000'							
	2023	2024	2025	2026	2027	2028	2029
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Cash Inflows							
Equity Financing							
Ordinary Share capital	-	-	-	-	-	-	-
Shareholders funds (capex)	11,685,592	4,340,104	-	-	-	-	-
Shareholders funds (W/capital)	-	-	-	-	-	-	-
Retained Earnings	-	-	-	-	-	-	-
Equity Financing	11,685,592	4,340,104	-	-	-	-	-
External Financing							
Bank Long-Term Loans	12,000,000	6,000,000	-	-	-	-	-
Supplier's Credit (Loan)	4,000,000	-	-	-	-	-	-
External Financing	16,000,000	6,000,000	-	-	-	-	-
Net Sales Revenues	-	-	51,154,765	56,263,041	61,558,027	67,045,247	72,730,376
Cash Inflows	27,685,592	10,340,104	51,154,765	56,263,041	61,558,027	67,045,247	72,730,376
Cash Outflows							
Capital Investment							
Land Value	-	-	-	-	-	-	-
Buildings & Civil Works	2,157,281	1,161,613	-	-	-	-	-
Plant & Machinery	23,092,373	5,773,093	-	-	-	-	-
Utilities	45,000	-	-	-	-	-	-
Motor Vehicles	231,818	2,086,366	-	57,955	-	-	57,955
Furniture, Fittings & Equipment	4,000	36,000	-	-	-	-	-
Pre-Operating Expenses	2,155,120	1,283,032	-	-	-	-	-
Capital Investment	27,685,592	10,340,104	-	57,955	-	-	57,955
Change in Working Capital	-	-	4,735,540	526,186	548,489	571,567	595,448
Direct Operating Costs	-	-	37,013,094	40,592,339	44,304,370	48,153,794	52,145,368
Indirect Operating Costs	-	-	3,923,244	4,001,709	4,081,743	4,163,378	4,246,645
Loans Interest Expenses							
Bank Long-Term Loans	-	-	720,000	630,000	540,000	450,000	360,000
Supplier's Credit (Loan)	-	-	160,000	140,000	120,000	100,000	80,000
Short-term Facilities	-	-	94,711	105,235	116,204	127,636	139,545
Loans Principal Repayment							
Bank Long-Term Loans	-	-	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000
Supplier's Credit (Loan)	-	-	500,000	500,000	500,000	500,000	500,000
Corporate Tax	-	-	1,260,125	1,892,708	2,514,658	3,137,132	3,758,832
Dividends	-	-	-	-	-	-	-
Total Cash Outflows	27,685,592	10,340,104	50,656,714	50,696,131	54,975,465	59,453,507	64,133,792
Net Cash Flows	-	-	498,051	5,566,910	6,582,562	7,591,740	8,596,584
Opening Cash Balance	-	-	0	498,051	6,064,961	12,647,523	20,239,263
Closing Cash Balance	-	-	498,051	6,064,961	12,647,523	20,239,263	28,835,847
USD Equivalents	-	-	207,521	2,527,067	5,269,801	8,433,026	12,014,936

ANNEX 3**Soft Drinks Manufacturing Plants****Projected Balance Sheets**

	Amount in TZS '000'						
	2023	2024	2025	2026	2027	2028	2029
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Fixed Assets							
Fixed Assets	29,917,592	40,257,696	40,257,696	35,272,351	30,787,617	26,774,103	23,238,725
Less: Depreciation	-	-	5,043,300	4,484,733	4,013,514	3,593,333	3,229,378
Total Net Capital Assets	29,917,592	40,257,696	35,214,396	30,787,617	26,774,103	23,180,770	20,009,346
Current Assets:							
Cash Balances	-	-	498,051	6,064,961	12,647,523	20,239,263	28,835,847
Trade Debtors	-	-	6,063,760	6,666,786	7,291,507	7,938,550	8,608,559
Advance Payments	-	-	1,521,086	1,668,178	1,820,728	1,978,923	2,142,960
Inventories							
Materials for Packages	-	-	976,263	1,084,606	1,198,603	1,318,496	1,444,537
Other Materials	-	-	757,829	833,715	912,334	993,763	1,078,085
Conversion Cost	-	-	158,271	174,067	190,431	207,381	224,932
Finished Products	-	-	982,279	1,077,699	1,176,568	1,278,988	1,385,067
Inventories	-	-	2,874,642	3,170,088	3,477,935	3,798,628	4,132,621
Other Current assets	-	-	202,811	222,424	242,764	263,856	285,728
Total Current Assets	-	-	11,160,351	17,792,437	25,480,457	34,219,221	44,005,715
Current Liabilities:							
Trade Creditors	-	-	4,547,820	5,000,089	5,468,630	5,953,913	6,456,419
Administrative Expenses	-	-	254,759	259,854	265,051	270,352	275,759
Marketing & selling costs	-	-	33,850	34,527	35,217	35,922	36,640
Accruals	-	-	151,594	166,670	182,288	198,464	215,214
Direct Labour	-	-	69,240	70,597	71,955	73,313	74,670
Excise Duty	-	-	348,095	375,296	402,496	429,697	456,898
VAT	-	-	360,172	394,262	429,338	465,417	502,518
Other Current Liabilities	-	-	161,229	164,454	167,743	171,098	174,520
Total Current Liabilities	-	-	5,926,759	6,465,749	7,022,718	7,598,175	8,192,638
Net Current Assets	-	-	5,233,591	11,326,688	18,457,738	26,621,046	35,813,077
Total Net Assets	29,917,592	40,257,696	40,447,988	42,114,305	45,231,841	49,801,816	55,822,424
Financed By:							
Equity Financing							
Ordinary Share capital	-	-	-	-	-	-	-
Shareholders funds (capex)	13,917,592	18,257,696	18,257,696	18,257,696	18,257,696	18,257,696	18,257,696
Shareholders funds (W/capital)	-	-	-	-	-	-	-
Retained Earnings	-	-	-	-	-	-	-
Profit/Loss Account	-	-	2,940,291	7,356,609	13,224,145	20,544,120	29,314,727
Total equity	13,917,592	18,257,696	21,197,988	25,614,305	31,481,841	38,801,816	47,572,424
External Financing							
Bank Long-Term Loans	12,000,000	18,000,000	15,750,000	13,500,000	11,250,000	9,000,000	6,750,000
Supplier's Credit (Loan)	4,000,000	4,000,000	3,500,000	3,000,000	2,500,000	2,000,000	1,500,000
Short-term facilities (O/D, etc.)	-	-	-	-	-	-	-
Total External Financing	16,000,000	22,000,000	19,250,000	16,500,000	13,750,000	11,000,000	8,250,000
Total Financing	29,917,592	40,257,696	40,447,988	42,114,305	45,231,841	49,801,816	55,822,424

Annex 4
Soft Drinks Manufacturing Plants
Projected Internal Rate of Return, Net Present Value & Payback Period

		Amount in TZS '000'									
		2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Cash InFlows:											
Net Profit		-	-	5,175,127	7,184,260	9,158,399	11,134,742	13,108,984	14,406,311	15,008,023	15,576,860
Depreciation		-	-	5,043,300	4,484,733	4,013,514	3,593,333	3,229,378	2,237,704	1,961,333	1,721,260
Salvage Value											14,147,004
Total InFlow		-	-	10,218,427	11,668,993	13,171,913	14,728,075	16,338,362	16,644,015	16,969,356	31,445,124
Cash OutFlows:											
Capital Costs		29,917,592	10,340,104	-	57,955	-	-	57,955	-	-	57,955
Net change in Working Capital		-	-	4,735,540	526,186	548,489	571,567	595,448	272,847	173,642	177,871
Total OutFlow		29,917,592	10,340,104	4,735,540	584,141	548,489	571,567	653,402	272,847	173,642	235,826
Net InFlow/(OutFlow)		(29,917,592)	(10,340,104)	5,482,887	11,084,852	12,623,425	14,156,508	15,684,960	16,371,168	16,795,714	31,209,298
Cost of Loan Funds	6.0%										
Net Present Value (NPV)	43,441,050										
Internal Rate of Return (IRR)	21.9%										
Payback Period											
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Capital Investments		(29,917,592)	(10,340,104)	0	(57,955)	0	0	(57,955)	0	0	(57,955)
Undiscounted Net Flow		(29,917,592)	(10,340,104)	5,175,127	7,126,305	9,158,399	11,134,742	13,051,029	14,406,311	15,008,023	15,518,905
Cumulative Undiscounted Net Flow		(29,917,592)	(40,257,696)	(35,082,569)	(27,956,264)	(18,797,865)	(7,663,123)	5,387,907	19,794,217	34,802,240	50,321,146
Normal Payback Period	5 Years										
Return on Investment											
Capital Investment		29,917,592	40,257,696	40,257,696	40,315,651	40,315,651	40,315,651	40,373,605	40,373,605	40,373,605	40,431,560
Net Profit		-	-	2,940,291	4,416,318	5,867,536	7,319,975	8,770,608	9,751,916	10,247,684	10,720,380
		-	-	7%	11%	15%	18%	22%	24%	25%	27%
Average Returns on Investment	14.9%										

Financing Requirements

21.1 Proposed Financing Structure

- AONE Products seeks for external financing to the tune of TZS 22.0 million in the form of long-term loan to part-finance the proposed capital investment for the soft drinks producing project.
- The proposed funds will be disbursed in two-years.

21.2 Sources and Uses of Funds

- The external funds will come from lending institutions in the form of long-term loan.
- The loan facility may include Supplier's Credit.
- External loans will be used to finance plant and machinery costs.

21.3 Proposed Terms and Conditions

- The following are the proposed Terms and Conditions for proposed term-loan:

Loan currency	<ul style="list-style-type: none">• Tanzania Shillings (TZS)
Loan Amount	<ul style="list-style-type: none">• TZS 22,000,000, 000
Type of facility	<ul style="list-style-type: none">• Long-Term Loans
Mode of disbursement	<ul style="list-style-type: none">• Direct disbursement to the machinery suppliers
Loan tenure	<ul style="list-style-type: none">• 10-years
Grace Period	<ul style="list-style-type: none">• 2-years
Interest rate	<ul style="list-style-type: none">• Floating rate of 4% p.a.

21.4 Security of the loan

A First ranking fixed mortgage over all immovable assets of A-ONE Products and a corporate guarantee of the company.

Conclusion And Recommendation

Tanzania is a country with a population of about 60 million people belonging to different income levels and use different soft-drinks brands, which fall under different segments, but all income levels use soft drinks.

Beverages are for many people. Whether it might be alcoholic or non-alcoholic, fresh or artificial products are a part of people daily lives. Tanzania's economy is growing rapidly while investments into a number of fast-moving consumer good sectors continue to pick-up as spending at the middle class level rises.

Rural consumers in Tanzania constitute 80% of the population. Rural demand is growing, with more and more soft drinks brands being launched in the discount segment targeting the lower socio-economic strata of consumers. A-ONE Products originally targeted its products to the lowest income strata in urban as well as rural areas, positioning its brands as a way to remove dirt and clean the body.

The study shows that the project is financially and economically viable with long-term returns on investments. The project is projected to register positive Net Present Value and an Internal Rate of Return which is above the cost of funds.
