

BUSINESS PLAN FOR PLASTIC CONTAINERS AND DETERGENT PRODUCTION FACTORY.

1.0 EXECUTIVE SUMMARY.

1.1 An overview of the Industry.

The detergent and plastic container making industry focus on the making of:-

- Laundry soap.
- Soap powder and the synthetic products which include House hold and Industrial detergents used for cloth and dish washing.
- Plastic Containers of different shapes and sizes.

Research; physical and online research shows that the East African Market, Tanzania included, have for the past five years experienced an average competitiveness. Also, the Market is flooded with imported products whose quality is questionable.

On soap and detergent, the market, of late is flooded with locally made products with low production cost, hence varsely affecting the market dynamics.

The soap, washing powder, detergent industry has a reliable market both within and outside Tanzania and a good part of the said market still remains untapped.

Most players in the Market are large Multiproduct Companies that do not specialize only on detergent production but also engage in the production of other food products like Flour, Cooking oils etc.

1.2 Company Profile.

ISRAA Company Limited; is a foreign Company Limited by shares; incorporated locally in the United Republic of Tanzania and given Certificate of Incorporation number 158277786

The Company is also duly registered with the Revenue Management Authorities, the T.R.A and is issued with Tax Payers Identification Number 158 – 277 - 786.

The Address of the Company is at:-

ISRAA COMPANY LIMITED

P.O. BOX

DAR ES SALAAM.

And its bankers Details are:-

THAT the Company does not yet have a Bank Account in Tanzania but intends to open one soonest.

And the name, Qualification of contact person is:-

Name: - AMIN ABDULLAH MOHAMMED ALI SOROUJI.

Telephone: - +255 (0) 742 335 600

Designation: - DIRECTOR.

1.3 The Product.

ISRAA Limited intends to run a standard Plastic, Soap and Detergent production and distribution Company. We intend to sell this product in all the 30 Regions of the United Republic of Tanzania and export outside the country.

The intended name for our product is BOSHRA.

Our mission and vision is to produce and sell a world class detergent brand with the ability to compete first within the United Republic and later on the world.

2.0 THE BUSINESS.

2.1 Structure.

Israa Company intends to hire only qualified hardworking and Customer Centric personnel to help in building a prosperous business.

These personnel are:-

- Chief Executive Officer.
- Plant Manager.

- Human Resource / Administrator Manager.
- Sales and Marketing Manager.
- Accounts and Finance.
- Logistics and Transport.

2.2 Size of factory

At start the Company intends to construct two main medium structures; namely a Factory and a Warehouse. But with projection of building more structures including Administration structures and other facilities.

2.3 Access to Raw Materials.

The raw materials for the processing the product shall mainly be imported from the United Arab Emirates and Turkey.

3.0 MARKET ANALYSIS.

3.1 Market Trend.

The current market trend is not certain and predictable. It is swarmed with products from both established business and domestic small entrepreneurs.

Whereas the large businesses rely on strategies like packaging and advertisement; the domestic, small scale businesses rely on networking and door to door sales.

Israa Company intends to adopt an eco-friendly approach towards both Production, Packaging and Marketing of its product.

Business will focus on environmental consciousness and excellent quality which will attract on its focused clientele.

Israa Company intends to focus on a special kind of clientele engaging in wholesale distribution.

3.2 Target Market.

Israa Company is focused selling its product in large quantities to

- Commercial Cleaning Companies.

- House Holds.
- Hospitals.
- Laundry Marts.

3.3 Competitive advantage.

Israa Company is already up and running operating in Sudan and Egypt.

That; the sister production Companies are doing well in the other countries hence, we intend to use the same expertise and skills in establishing and running the new business in Tanzania.

4.0 INVESTMENT COST AND FINANCING – BUDGET.

That the project has to meet the following costs:-

- Land Acquisition and Paper work Costs.
These include the acquisition and purchasing of a piece of land to lay out the Factory. The said land has to be located in a factory zone within Dar es Salaam Region or the regions nearby.

Ear marked locations for the said land are Kisemvule area of Mkuranga District and Kigamboni Area.

The Company has to engage in legal process of land acquisition, it being a foreign Company has to go through the authorities like the Tanzania Investment Centre (TIC).

These costs also go hand in hand with Company registration, State authority levies and fees like business registration and tax assessment.

- Building Factory, Warehouse and Office Buildings.
Also the cost of erecting the factory buildings and management buildings. These would involve architectural lay outs and construction Companies.
- Importation and Affixation of Machines.
The Factory requires both heavy and light machineries. Some could be acquired locally but others have to be imported from abroad.

Importation of machinery from outside the United Republic of Tanzania would attract suffrage and Custom and transport charges.

- o Antecedent Costs

The establishment of the factory goes hand in hand with costs to employees and other payments to personnel and state fees.

4.1 Production and Revenue Projections.

Israa Company through its Soap detergent - BOSHRA, in the first Two Years projects a LOSS but thereafter PROFIT.

The Company intends to produce Soap Detergent worth Tanzanian Shillings ONE HUNDRED MILLIONS or slightly less than that and the volume of production is projected to grow symmetrically with the Market growth.