

1. Clear statement of investment objective

To support the expansion and growth of the school by strategically investing in infrastructure and resources. The primary objective is to enhance the learning environment and accommodate the increasing student population, while ensuring a high standard of educational quality. The investment strategy will focus on acquiring or constructing additional classrooms, laboratories, and facilities, as well as upgrading technology infrastructure. The goal is to create a modern and inclusive educational space that fosters academic excellence, innovation, and student engagement.

2. Investment costs and sources of funds

Source of the investment cost is a bank loan that was acquired from Imaan Finance Ltd that amounted to TZS 200,000,000 to facilitate and expedite the operations.

3. Investment fund expenditure breakdown

Infrastructure Development (60%): TZS 120,000,000 (Land & Building)

Construction of additional classrooms: TZS 50,000,000

Expansion of laboratories and specialized facilities: TZS 30,000,000

Upgrading technology infrastructure: TZS 20,000,000

Renovation and maintenance of existing buildings: TZS 20,000,000

Equipment and Furnishings (20%): TZS 40,000,000

Purchase of desks, chairs, and educational furniture: TZS 15,000,000

Acquisition of educational technology and audio-visual equipment: TZS 15,000,000

Provision of laboratory equipment and supplies: TZS 10,000,000

Library and Learning Resources (10%): TZS 20,000,000

Expansion of library resources: TZS 10,000,000

Purchase of educational materials, books, and reference materials: TZS 10,000,000

Sports and Recreational Facilities (5%): TZS 10,000,000

Development or improvement of sports fields, playgrounds, and courts: TZS 7,000,000

Acquisition of sports equipment and recreational materials: TZS 3,000,000

Miscellaneous Expenses and Contingency (5%): TZS 10,000,000

Unforeseen expenses and contingency fund: TZS 10,000,000

4. Sources of supply of input

Infrastructure Development:

Construction materials (e.g., cement, bricks, steel) can be sourced from local building supply stores or construction companies.

Specialized facilities and technology infrastructure may require collaboration with specialized vendors or contractors who provide such services.

Equipment and Furnishings:

Desks, chairs, and educational furniture can be procured from local furniture manufacturers or suppliers.

Educational technology and audio-visual equipment can be sourced from technology providers or educational suppliers.

Laboratory equipment and supplies can be obtained from scientific equipment suppliers or educational suppliers.

Library and Learning Resources:

Library resources, including books and reference materials, can be sourced from educational publishers, bookstores, or online platforms.

Educational materials can be procured from educational suppliers or publishers specializing in learning resources.

Sports and Recreational Facilities:

Sports fields, playgrounds, and courts may require collaboration with construction companies specializing in sports facility development.

Sports equipment and recreational materials can be obtained from sports equipment suppliers or educational suppliers.

Miscellaneous Expenses and Contingency:

Unforeseen expenses and contingency funds can be kept in reserve or allocated based on specific needs that arise during the project implementation phase.

5. Financial projection for the next 5 years.

	2023/2024	2024/2025	2025/2026	2026/2027	2027/2028
Revenue					
School Fees	1,398,000,000	1,467,900,000	1,541,295,000	1,618,359,750	1,699,277,738
School Shop	10,000,000	10,500,000	11,025,000	11,576,250	12,155,063
	1,408,000,000	1,478,400,000	1,552,320,000	1,629,936,000	1,711,432,800
Direct Costs					
Staff Payroll	730,000,000	766,500,000	804,825,000	845,066,250	887,319,563
Production Costs	5,000,000	5,250,000	5,512,500	5,788,125	6,077,531

Learning Resources	20,000,000	21,000,000	22,050,000	23,152,500	24,310,125
	755,000,000	792,750,000	832,387,500	874,006,875	917,707,219
Gross Income	653,000,000	685,650,000	719,932,500	755,929,125	793,725,581
Operating Expenses					
Advertising	5,000,000	5,250,000	5,512,500	5,788,125	6,077,531
Bank Charges	2,500,000	2,625,000	2,756,250	2,894,063	3,038,766
City Service Levy	1,800,000	1,890,000	1,984,500	2,083,725	2,187,911
Cleaning Expenses	3,328,600	3,495,030	3,669,782	3,853,271	4,045,934
Dues and subscriptions	14,000,000	14,700,000	15,435,000	16,206,750	17,017,088
Interest Expense	22,941,544	24,088,621	25,293,052	26,557,705	27,885,590
Income tax expense	3,200,000	3,360,000	3,528,000	3,704,400	3,889,620
Legal & Professional Fees	15,000,000	15,750,000	16,537,500	17,364,375	18,232,594
Office Expenses	14,307,300	15,022,665	15,773,798	16,562,488	17,390,613
Payroll Taxes	234,000,000	245,700,000	257,985,000	270,884,250	284,428,463
Staff Benefit	40,000,000	42,000,000	44,100,000	46,305,000	48,620,250
Printing & Stationery	4,515,744	4,741,531	4,978,608	5,227,538	5,488,915
Pro-Development	7,470,600	7,844,130	8,236,337	8,648,153	9,080,561
Rent	172,800,000	181,440,000	190,512,000	200,037,600	210,039,480
Repairs and Maintenance	12,000,000	12,600,000	13,230,000	13,891,500	14,586,075
Renovations	8,000,000	8,400,000	8,820,000	9,261,000	9,724,050

Transport	1,500,000	1,575,000	1,653,750	1,736,438	1,823,259
Utilities:					
Electricity	21,866,000	22,959,300	24,107,265	25,312,628	26,578,260
Internet Expense	17,396,000	18,265,800	19,179,090	20,138,045	21,144,947
Security expenses	17,252,000	18,114,600	19,020,330	19,971,347	20,969,914
Water Bill	2,500,000	2,625,000	2,756,250	2,894,063	3,038,766
Withholding tax Services	2,000,000	2,100,000	2,205,000	2,315,250	2,431,013
Total	623,377,788	654,546,678	687,274,011	721,637,712	757,719,598
Profit / (Loss)	29,622,212	31,103,322	32,658,489	34,291,413	36,005,984

MARKETING AND IMPLEMENTATION PLAN

Through a consultation process, staff agreed on the need to develop the following:	
1	Establish Structures & Policy
2	Build Brand Awareness
3	Increase enrollment and analyze marketing data

Strategic Development members:		
Staff Member	Position	Code
Tim Sheperd	Principal	TS
Zainab Dhalla	Human Resources	ZD
Shirin Poptani	Finances	SP
Sakina Shariff	Marketing	SS
Zohrein Kanji	Admission/Community	ZK

Brandin g	Identify brand	Finalize any changes to logo	Approval of directors	ZD	M	June	O	O	O	O
	Brand disseminatio n	Identify areas to present the brand	school awareness raised	ZD	M	June	O	O	O	O
	Creating Branded Merchandise	Identify merchandise that appeals and reflects the nature of the school	Online shop (school web page)	TS	L	June	N	O	O	O
	Promote and collaborate	Promote the school through collaboratio n with other internation al school communiti es.	Successfull y joining TISA (Tanzanian Internation al Schools Associatio n)	ZD	M	June	N	N	O	O
							PROGRESS			
		Action Needed	Indicator	Respon sible Staff	Budget Implica tions N, S, M, L	Timefr ame	T 1	T 2	T 3	Ye ar
Strategi c focus	Increase enrollment and analyze marketing data									
Enrollm ent	Increase enrollment through marketing	Increase the study body	Increased enrollemen t	ZD	M	June	N	O	O	O

	Identify where our clients are finding out about our school from.	Add a question to the enrollment form enquiring how the applicant found out about the school	creation of data on community awareness of the school	ZD	L	December	C	C	C	C
	Analyze marketing data and feedback.	Collect data and organized analysis	Updated marketing plan based on data analysis	ZD	M	June	N	O	O	O

Totals 1 1 1
0 0 0

Key Code

c	o	n	%	2	2	2
			Completed	0	0	0
			%	%	%	%
complete	ongoing	not yet started	%	3	6	8
			Ongoing	0	0	0
			%	%	%	%
c	o	n	% Not yet started	5	2	0
			%	0	0	%
			%	%	%	%