

BUSINESS PLAN TO TANZANIA INVESTMENT CENTRE (TIC)

IN FAVOUR OF PRISTINE BERTH LIMITED

AS

A PROPOSAL FOR REGISTER FOR CERTIFICATE OF INCENTIVE

FEBRUARY, 2024.

PREPARED BY;
ABDULMANAN MOHAMED HASSAN ALI
2024

1. INTRODUCTION

NAME, NATURE AND OWNERSHIP OF THE BUSINESS

Name: The name of the company is PRISTINE BERTH LIMITED

Registration no.: 172187420

Registration date: 13rd February, 2024.

1. BASIC INFORMATION

Pristine Berth Limited

P.O.BOX 14300,

Plot no, 35, House no. 23

Livingstone/Pemba Kariakoo

Project location:

Site/Block No.: Plot 66 Block A

Street: Ndaaya

District: Chongoleani

Region: Tanga

Contact person: Mr.Abdulmanan Mohamed Hassan Ali

Telephone: + 255 672988007

Email:boultalha1997@gmail.com

NATURE OF BUSINESS:

Pristine Berth Limited was established on the 13rd February, 2024.

The primary objective;

To construct dry port.

OWNERSHIP

The business is owned by Pristine Berth Limited of Directors under two Directors,

Name

Mr. Mudiurasul Adhan Hassan

Mr. Hassan Yahya Kitemo

BUSINESS VISION AND MISSION.

VISION:

Build together a more resilient, smarter and sustainable marine corridor..

MISSION:

Develop and manage highly efficient dry port infrastructures and logistics services

VALUES:

Excellence

We strive for the highest standards in everything we do. From operational performance to asset management, from the experience we provide to our clients and the quality of our services to the scope of our future projects.

Commitment

We are passionate and committed to our core mission of serving the future of the planet, the well-being of communities, the economic vitality of the country and the fluidity of the supply chain.

Openness

We build our relationships on trust, transparency and collaboration. By fostering the inclusion of diverse talent, we respond to the needs of the communities around us and the clients who benefit from our services.

Innovation

We lead the way to reinvent present-day models and build our future with boldness and ingenuity.

2. INDUSTRY BACKGROUND

The United Republic of Tanzania lies in the Great Lakes region of East Africa. It is bordered by the Indian Ocean on its eastern coastline which is dotted with the three major seaports of the country namely Dar Es Salaam, Tanga and the port of Mtwara which handle all the international maritime trade of the country. The biggest trade partners of Tanzania include India, UAE, Saudi Arabia, China and Switzerland.

Tanzania also has many inland ports and waterways managed by the country's port authority. Lake Victoria is the biggest lake in Africa, covering the territories of Tanzania, Uganda and Kenya. Around 20 ports are located along the shore of the great lake including Tanzanian ports of Mwanza, Kemono, and Bukobo. Situated in the Kigoma region is the world's second-oldest freshwater lake called Tanganyika, which houses 15 small port facilities including Kigoma port and Kasanga. The main ports on Lake Nyasa are the Mbamba harbour and Itungi port which is a cargo terminal.

TANGA PORT

The Tanga port is located on the northern coast of Tanzania near the border of Kenya. Known as the longest-serving facility of the East African region, Tanga is the second biggest port in the country having two shallow berths. A lighterage port, it also has a multipurpose jetty and 12 anchorage berths for sea-going vessels and is linked to Dar es Salaam port through a 350-kilometre highway.

The port is strategically positioned to serve the northern part of the country including the region of Kilimanjaro, Manyara, the lake zone and neighbouring nations of Burundi, Rwanda and Northern Uganda.

It exports a variety of goods such as coffee, cement, tea, beans, timber, animal hides, sisal and fertilisers. Major import commodities are phosphates, chemicals, construction equipment, automobiles, ammonia, oil, sulphur, grains and cereals. The port handled approximately 700,000 tonnes in 2013-14. However, it surpassed this capacity by handling 845,000 tonnes in 2016. After port expansion, its present annual cargo capacity is 1,200,000 tonnes.

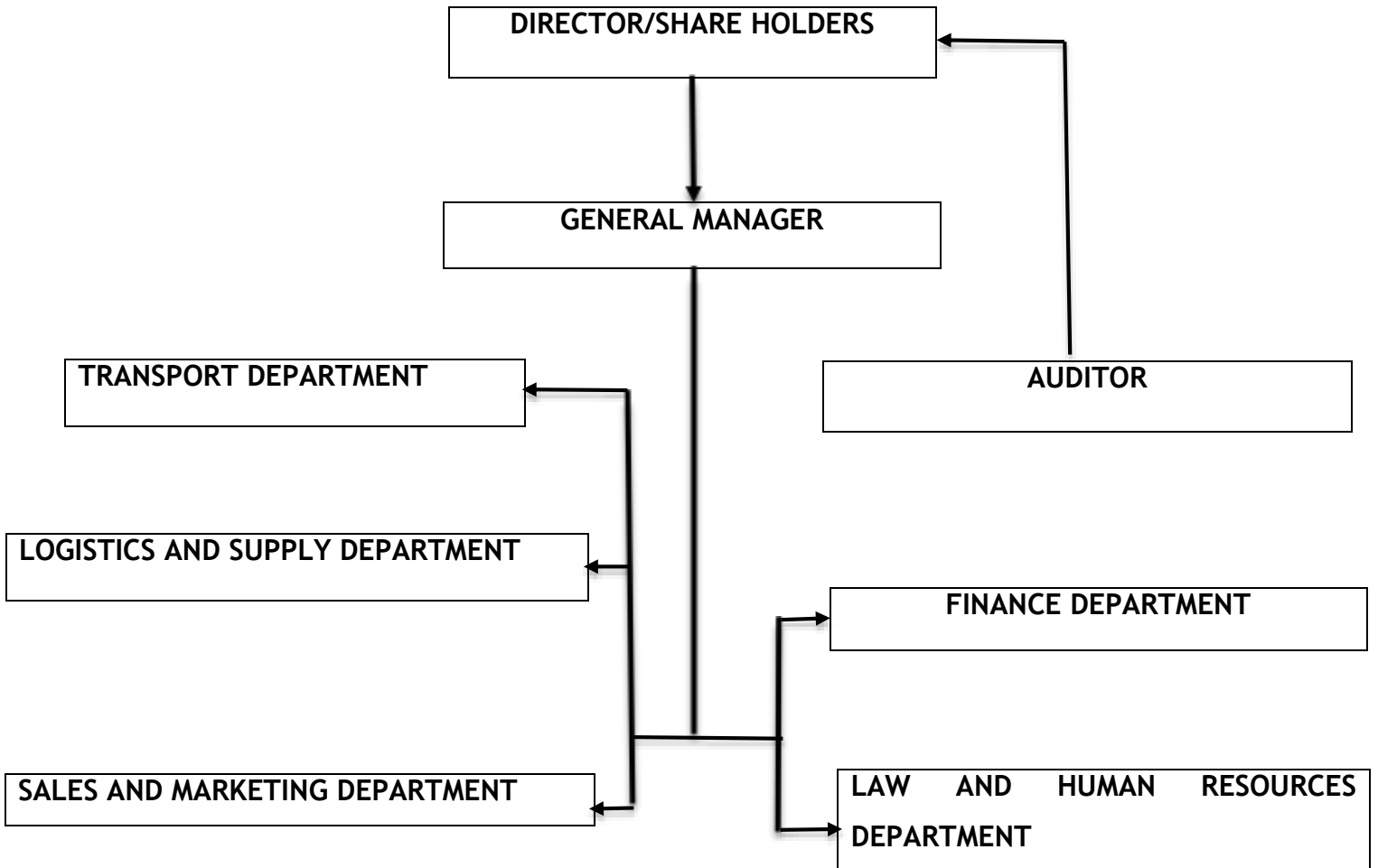
WHY DRY PORT IN TANGA

Responding to rising cargo volume and congestion at Tanga Port due to major improvement of Tanga port.

TARGET MARKET

MAJOR improvements made at the Port aTanga have enabled it to accommodate large ships and increase cargo flow, making it ready to effectively serve north eastern part of the country and neighboring Kenya and Uganda via Lake Victoria. Dry port will respond to rising cargo volume and congestion at Tanga port.

2. MANAGEMENT
ORGANIZATION STRUCTURE



i. BOARD OF DIRECTORS/SHARE HOLDERS

Pristine Berth Limited has a board of directors are: Mr. Abdulmanan Mohamed Hassan Ali and Mr. Mudiursasul Adhan Hassan

Mr. Mudiurasal Adhan Hassan

He had a responsible for planning, directing, managing, coordinating and supervising the programs for acquisition, assignment, utilization, maintenance, repair and replacement of stores and depot.

Mr. Hassan Yahya Kitemo

Stand in Company as policy maker, company policy deals with developing a set of constructs and propositions that are established to achieve specific objectives relating to social, economic, and environmental conditions, and the functioning and performance of the company.

General the board is statutory organ, responsible for the formulation and implementation of the company policy. The Board of Amuz Oli Terminal Limited has three primary legal duties which are duty of care by ensuring perfect use of all company assets including people and goodwill, Duty of loyalty, by ensuring that the company activities and transactions are first and foremost, advancing its mission, recognize and disclose conflicts of interest and make decision that are in the best interest of the company, and the last duty is duty of obedience, ensuring that the company obeys applicable laws and regulation.

ii. Hassan Yahya Kitemo:

Stand in a company as General Manager,

He will provide leadership to the company to achieve the key objectives of the company in the Sultanate of Pristine Berth Limited market and build a strong brand in the industry. He will be responsible for the overall performance of the company in terms of both operational & financial areas. He will be responsible to develop & execute the business plan & the achievement of Key Performance Indicators in the areas of customer, financial, internal business processes, people

& suppliers. He will Design, Plan & Manage all company resources to enhance value to all company stakeholders.

iii. AUDITOR

Jamaa Consultants ltd (Certified Accountants and Auditors) will be financial advisor and auditors who will report direct to Shareholders..

iv. FINANCE DEPARTMENT

Pristine Berth Limited finance department is responsible for processing of financial transactions and the application of proper accounting principles and standards, internal controls and financial file management, generation of monthly financial reports and general support to project activities.

LAW AND HUMAN RESOURCES

Lida and Co. Advocates (certified advocate notary public and commissioner for oaths) appointed by company to deal with legality and human resources matter.

v. MARKETING DEPARTMENT

Marketing department is responsible to generate sales of services, achieve profitability and also have sufficient skill to be able to satisfy customer demands or transmit these requirements to the corresponding sector. The four function of marketing department are product, price, place and promotion.

3. SWOT ANALYSIS:

A SWOT analysis carried out on the business reveals the following:

STRENGTHS

- Having base of customers both local and international

- The company owned more than 200 hectares
- Having organized and experienced management and staff.

WEAKNESSES

- Dry ports are required to meet minimum safety and security levels for the facilities and assets they manage. They are responsible for monitoring physical infrastructure and ensuring that only personnel with proper authorization and clearance gain entrance to restricted areas. To maintain security is need massive investment.

OPPORTUNITIES

- Tanzania has 22 ports, three of which are major (Dar es Salaam, Mtwara, and Tanga) and 19 small ports (a total of 1,424 kms of coastline). Tanzania's ports serve as a vital gateway for international trade in East and Central Africa.
- Expansion of Tanga Port
- Tanzania being surrounded by land locked countries

THREATS

- Proposal for construction of Usagara port
- Port of Mombasa

4. RISKS ASSOCIATED WITH THE BUSINESS

- Fire hazards
- Natural hazards
- Theft

5. MITIGATION

- Work with reliable security companies with new technology.
- Engage recognized and reliable insurance companies.

6. ECONOMIC AND FISCAL BENEFITS

a. ECONOMIC ANALYSIS.

The company will increase employment around the area, will pay taxes and other related duties to contribute to the economy of the country.

b. FISCAL BENEFIT

- i. The Government will receive revenue in the form of licenses, taxes etc.
- ii. The Lender Bank will benefit in the form of interest charged on the Loan plus other charges and pay tax accordingly on those revenues generated

7. INVESTMENT FINANCING PLAN

The investment financing plan for Pristine Berth Limited is as follows:

Particulars	Amount (TZS)
Local Equity:	1,500,000,000
Foreign Loan:	-
Local Loan:	-
Total	<u>1,500,000,000</u>
Investment breakdown	
Land and building:	300,000,000
Machines and equipment	1,000,000,000
Furniture & Fittings:	20,000,000
Pre-expenses	20,000,000
Others	10,000,000
Working capital	<u>150,000,000</u>
Total	<u>1,500,000,000</u>

8. CASH FLOW PROJECTIONS

Year	YEAR 1	YEAR 2	YEAR3	YEAR 4	YEAR 5	TOTAL
Inflows:						
	TZS	TZS	TZS	TZS	TZS	
Sales	7,251,600,000	9,427,080,000	11,602,560,000	12,255,204,000	13,923,072,000	54,459,516,000
Total Inflows	7,251,600,000	9,427,080,000	11,602,560,000	12,255,204,000	13,923,072,000	54,459,516,000
Out Flows:						
Direct costs	4,713,540,000	6,127,602,000	7,541,664,000	7,965,882,600	9,049,996,800	35,398,685,400
Administration Costs	1,450,320,000	1,885,416,000	2,320,512,000	2,451,040,800	2,784,614,400	10,891,903,200
Total Outflows	6,163,860,000	8,013,018,000	9,862,176,000	10,416,923,400	11,834,611,200	46,290,588,600
Net flow	1,087,740,000	1,414,062,000	1,740,384,000	1,838,280,600	2,088,460,800	8,168,927,400

9. CONCLUSION

The analysis in this business plan revealed that the project is financially, economically sound and socially feasible. The business will stimulate economic activities in the overall economy.