

**MIDEA IMPORT EXPORT ELECTRONIC COMPANY
LIMITED**

FAN MANUFACTURING BUSINESS PLAN

**KARIBU TEXTILE INDUSTRIAL AREA
2021**

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EXECUTIVE SUMMARY

TWENTY TWENTY PRODUCT USA (TZ) LIMITED is a locally registered company, incorporated in Tanzania under the Companies ACT. The company has dealt with food stuffs for decades when shareholders used to trade as partners before establishing a company back in 2009. The major trading food stuffs include Rice, Maize, Maize flour, spices, beans, cooking oil and sugar.

Our objectives include but limited to Process, grading and packaging, empower small holder framers to produce at the **twenty-twenty product standards** and remain a potential food stuff dealer in Africa serving domestic and export markets. We envision to be accredited for timely delivery of highest and top quality stuffs with a mission to maintain strong and unflinching partnership in all fair off-taker agreements.

The company has successfully won twelve unprecedented tenders of supplying food stuffs to the most prominent local consumers and export markets in Uganda. More we have successfully supported two hundred small holder farmers who benefited from agronomy consultancy and successful of taker agreements.

The product is sourced from Mbeya and Songea, because of existence of major and small farmers who farm in two seasons of the year. The growing market has necessitated the construction of a new warehouse, husking machines and packaging machines. The company has successfully retained Tanzania 150,000,000/- and purchased required machines and an industrial area in Mbeya. The company looking for Tanzania shillings 500,000,000/- for warehouse and park house construction in Mbeya.

The company gave dividends worthy 100,000,000 in 2020 financial year and growing faster to maintain shareholders investments and growing company assets. The expansion shall lead to 50% growth in revenues and profit margins. The company

has sound management and organization structures equipped to match with growing business opportunities and changes.

SECTION ONE

THE COMPANY

1.1 COMPANY OVERVIEW

NAME AND PRINCIPAL OFFICE: MIDEA is a locally registered company, incorporated in Tanzania under the Companies ACT. The company was incorporated in 2024. The company's headquarter is located at Plot No. 125-127, Mission, Mbagala, TEMEKE DAR ES SALAAM Dar Es Salaam.

SHAREHOLDERS: The company shareholders are Chinese people with majority share holdings in the company, moreover the same people and one Tanzania are Directors.

BUSINESS HISTORY: THE COMPANY is newly established in Tanzania established in manufacturing and assembly sector focusing on plastic wares and electric appliances. The company starts with assembly of an electric domestic floor fan and manufacturing of plastic wares and plastic parts. Its shareholders are based in China and have a long history of electric equipment and appliance dealership in China. They are introducing a plastic manufacturing factory and an electric fan assembly plant.

1.2 THE COMPANY'S OBJECTIVES, VISION AND MISSION

1.2.1 Objectives

The company through its Business operation has identified several objectives as highlighted;

- a) Generation of employment opportunities
- b) Reducing importation of fans and thus reducing forex outflows
- c) Exporting Fans and Plastics to neighboring countries that increasing forex
- d) Grow to introducing many varieties of fans and AC at a relatively low price.

1.2.2 *Vision*

To be the leading brand for cooling solutions in East Africa.

1.2.3 *Mission*

Maintain strong and unfailing innovation in good looking, affordable cooling solutions.

1.3.2 COMMUNITY OUTREACH PROGRAMS

The company intends to empower young and upcoming technicians to understand innovation and manufacturing fan and AC accessories. For Example young electricians shall be linked to china to learn making of motors, thermostats, and assembly of fan and AC parts.

SECTION TWO

BUSINESS DESCRIPTION

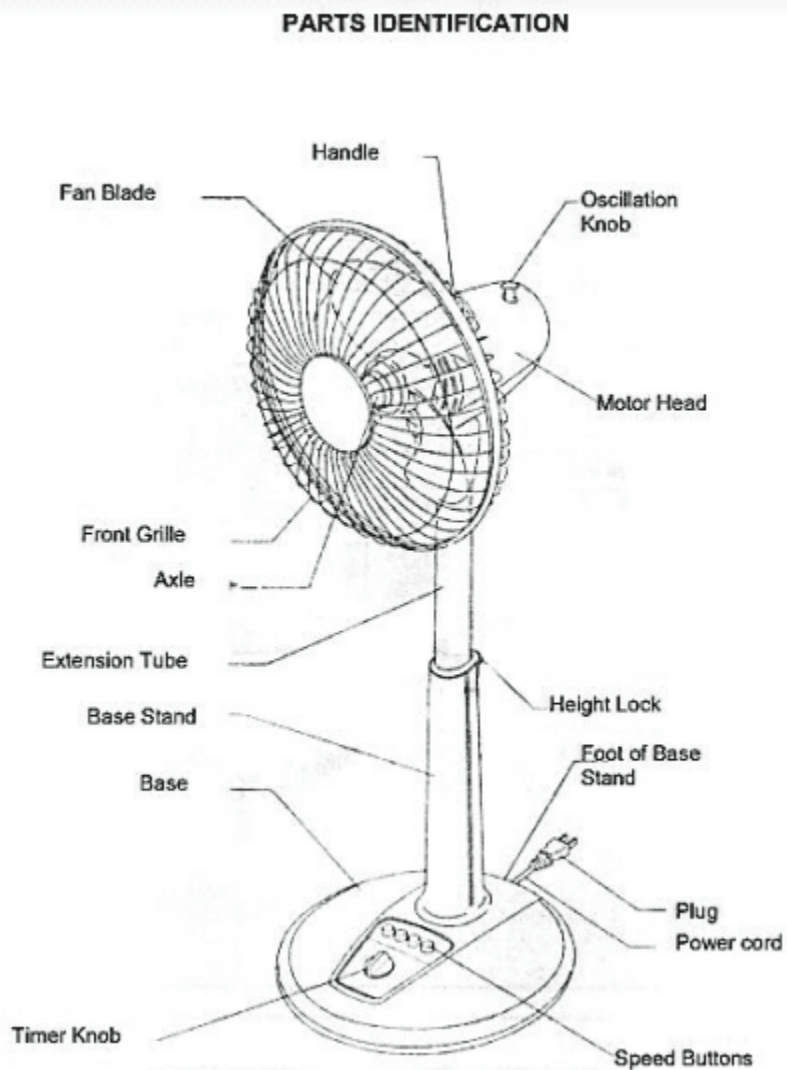
2.0 Products, Services and Operations

This section explains all products that shall be produced and sold and the operations plan as underlined;

2.1. PRODUCTS AND SERVICES

2.1.1 DOMESTIC FLOOR FAN

(a) **Source and components:** The company intends to assemble a domestic floor fan with following components:



- (i) Plastic Components: All Plastic components shall be produced in Tanzania at our factory, the plastic Components include:
- (ii) No Plastic Components: These shall be either imported or purchased in Tanzania, if available at a cost that shall ensure a produced fan competes imported fans. The imported accessories are the following’;

2.1.2 PLASTIC WARES AND PLASTIC PARTS

Bellow are three wares and parts shall be the first to be produced, in the long run, the company shall produce other plastic equipment, wares and parts for industrial and domestic usage. The first plastic products shall be;

- (a) Fan Blade
- (b) Fan Grille
- (c) Fan Base
- (d) Motor Head

2.1.3 SOLE TAPE

The company shall size sole tape from major rollers to alternative sizes for domestic and industrial usages.

SECTION THREE

PRODUCTION AND FACTORY OPERATION

MARKET ASSESSMENT AN

3.1 AREA: The factory is established at Plot No. 125-127, Mission, Mbagala, TEMEKE DAR ES SALAAM

3.2 TECHNOLOGY AND PATENTS

(a) **Plastic manufacturing,** the sellers of manufacturing machines have patents for same machines are supplying Human resources to train company staff on daily management for a period of twelve months and as long as their service is needed.

(b) **Assembling:** Assemblers plants and machines are tested and manufactured and licensed for the same activity, moreover the sellers of manufacturing machines have patents for same machines are supplying Human resources to train company staff on daily management for a period of twelve months and as long as their service is needed.

(c) **PATENTS:** The Patents for a current floor fan is already for public usage since the owner is past twenty years since innovations. All components are internationally certified for internal stands for usage as fan components.

(d) **COPYRIGHT:** The look of all plastic components is designed to be unique and the copy right is owned by its shareholders since molders for the parts are protected.

3.3 RAW MATERILAS AND ACCESSORIES

3.3.1 Raw materials: The company sources raw materials, that is, PP for manufacturing of plastics from China. The suppliers are registered and licensed. *Sole tapes* rollers are equally from china but nationally available shall be sourced in Tanzania keeping price competitive.

3.3.2 Packaging materials: These shall be sourced in Tanzania, different suppliers shall bid and a competitive one shall win the tender.

3.3.3 Spare parts: In order to match with consumer demand, deal with seasons and maintain reliability and availability of our products and services, the company also buys

spares namely nuts, bolts, cables and the like. The first priority shall be Tanzania sources.

3.4 STORAGE AND DISTRIBUTION

The factory sight has sufficient storage facilities, moreover, the company call whole sellers from all over Tanzania to become agents on conditions of having sufficient working capital including storage space. All whole sellers have already been shortlisted already.

Distribution mechanism are based on locally available vehicles owned by local Tanzania's, the business value chain and shall be owned b y Tanzanian business people.

3.5 Machine brands are Appended

Table 3.5 Machine descriptions

Model		
Power		
Capacity		
emmissiona		

SECTION FOUR

MARKET ASSESSMENT AND MARKETING STRATEGY

3.1 Market Background

Tanzania national population is growing and urbanization is expanding. Urbanization raises with increased heating and need for cooling facilities including Fans and ACs. Depending on fan importations from china to Tanzania, the business the shareholders used to operate, statistics show that there is an ample market for fans in urban growing and emerging townships.

3.3.2 Market Supply

Our company shall be the first manufacture and assemblers and producer of fans in the Local market. This gives us an advantage over imported fans. We compete based on quality and pricing. Tanzania has a very potential and reliable market for fans, most suppliers are from China, India and Turkey.

3.4 SWORT ANALYSIS

PARAMETER	STRATEGY
Strength	Sufficient Capital Sufficient market Sole Produce in the Tanzania Market
Personal relationship with customer management team	Before tender procurement, the company meets decision maker on a social background and invites interaction. After a complete realization comes business agreement before procurement to finally business realization. All customer do eventually direct social bond with shareholders, directors and decision makers.
Weakness	Importation of most of the materials, we prefer to get most of the Materials in Tanzania.
Opportunities Growing population, growing urbanization	Growth goes with temperature raise thus demanding coolants
Threat	Competition is based on durability,

Competition in industrial markets:	affordability and reliability of spare parts.
PEST	<p>POLITICAL Stable political environment</p> <p>ECONOMIC Growing economy and populations</p> <p>SOCIALLY: China and Tanzania have long lasting relationships.</p> <p>TECHNICALLY: We have latest technology</p>

3.5 Marketing Strategy

The project will base on industrial market segmentation. The food stuff selling will largely depending very much on the favorability of the supply contract, contract tenure, reliability of the contract, management lobbying ability to win organizational customers as well as the reputation the company built in the past years of operations.

In lieu of the above the company has in hand the following specification on relevant Ps' of the marketing mix;

3.1 PRODUCT

The has three main products namely; Domestic Floor Fans, Plastic wares and Sole Tapes. The products meet market demand.

3.2 PLACE

The products are produced in Tanzania distributed all over Tanzania, East and Central Africa.

3.3 PRICE

All products are having an incremental margin which ranges to 30% since most of what we park are bout from farmers unlike buying from processors. This remarks our competitive advantage on quality and price control.

3.4 PROCESS

MANUFACTURING PROCESS Is Appended

3.5 PROMOTION

The company promotes and engages in PR by supplying fans on credit to petty traders.

WOMEN AND STANDARD CHANGES ORGANIZATION (WSCO)
WINDOW FOR JUSTICE AND PEACE ORGANIZATION

WOMEN AND STANDARDS CHANGE ORGANISATION
WIDOW FOR JUSTICE AND PEACE ORGANISATION

SECTION FIVE

THE MANAGEMENT SUMMARY; FINANCIAL PLAN, PERFORMANCE AND FUTURE PLAN

	NOTE	31.12.2029	31.12.2028	31.12.2027	31.12.2026	31.12.2025	31.12.2024
		T.SHS	T.SHS	T.SHS	T.SHS	T.SHS	T.SHS
ASSETS EMPLOYED							
NON-CURRENT ASSETS							
Property, Plant and Equipment	2.0	(300,000,000)	(287,500,000)	(275,000,000)	637,500,000	762,500,000	787,500,000
TOTAL NON-CURRENT ASSETS		(300,000,000)	(287,500,000)	(275,000,000)	637,500,000	762,500,000	787,500,000
CURRENT ASSETS							
Stocks and Inventories	3.0	3,729,900,000	3,055,500,000	2,475,500,000	1,891,400,000	1,337,500,000	750,000,000
corporate tax							
Director Current A/C	4.0						
Debtors and Prepayments	4.0						
Cash and Bank Balances	5.0	316,307,769	258,839,096	251,724,508	378,561,005	151,968,460	577,900,000
Total Current Assets		4,046,207,769	3,314,339,096	2,727,224,508	2,269,961,005	1,489,468,460	1,327,900,000
TOTAL ASSETS		3,746,207,769	3,026,839,096	2,452,224,508	2,907,461,005	2,251,968,460	2,115,400,000
EQUITY AND LIABILITIES							
EQUITY							
Share Capital	10.0	2,500,000,000	2,500,000,000	2,500,000,000	2,500,000,000	2,100,000,000	2,100,000,000
Advance for purchase of shares							
Retained Profit /(Loss)		2,146,207,769	1,426,839,096	852,224,508	407,461,005	151,968,460	15,400,000
Total equity		4,646,207,769	3,926,839,096	3,352,224,508	2,907,461,005	2,251,968,460	2,115,400,000
NON CURRENT LIABILITY							
Long term loans							
Short term loans							
Total non Current Liabilities		-	-	-	-	-	-
CURRENT LIABILITIES							
Creditors and Acruals	6.0						
Bank Overdraft							
Directors current Account							
Corporate Tax	7.0						
Total Current Liabilities		-	-	-	-	-	-
TOTAL EQUITY AND LIABILITIES		4,646,207,769	3,926,839,096	3,352,224,508	2,907,461,005	2,251,968,460	2,115,400,000
		900,000,000	900,000,000	900,000,000	-	-	-