

UZIMA PURE DRINKING WATER PACKAGING and WATER PURIFICATION EQUIPMENT BUSINESS PLAN NKONZE DODOMA

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Executive Plan

Our bottled water and water purification equipments business will operate in the city of **Dodoma** and will provide bottled water and purification equipment's all over the country. We will provide quality bottled water known UZIMA PURE DRINKING WATER as well as variety of water purification equipments. We intend on providing a quality product that will meet our clients' needs and expectations. Clean, purified water is a necessity for everyone.

In the country, the food services industry is currently seeing a major growth sprout, and this could be attributed slightly to an increase in the tourism and hospitality sector. When it comes to beverages water is not a luxury but a necessity especially purified bottled water. Bottled water is a commodity that is consumed in all parts of the country.

We have created financial projections based on our experience and knowledge of the area. With a start-up expenditure of \$379,000 we can expect generation 1 8 0 0 0 0 \$ in sales by the end of the first year and produce good profits.

Mission, Objectives and Keys to success

Mission

VIANA AFRICA LIMITED understand that purified water is essential in the country. Thus, we know the importance of clean bottled water in our community as well as portable customized affordable water purification equipment's. Our mission is to help people in the community country live a healthier life by inspiring the creation of good habits through affordable access of clean, pure and safe water. One of those habits is incorporating natural mineral water into their daily routines by making sure our products are highly available in a very friendly affordable price as well as through installation of affordable purifications equipment in various public areas like schools, hospitals, market places etc.

We will maintain integrity in everything we do, continue to grow, and expand to meet the demands of our customers by being competitive, surpassing expectations, and developing long-lasting relationships with all our stakeholders.

We strive to satisfy our clients by providing purified water and impeccable customer service delivered with a sense of warmth, friendliness, individual pride, passion, and company spirit. The profitability of our business will be improved by offering a versatile and flexible products and services with consistency in order to leave a lasting Impression.

Vision

To be a self-sufficient, innovative, and sustainable bottled water company that will build an outstanding reputation and exceed our customers' expectations with our products (*Purified water, soft natural drinks like sugar cane juice, water melon juice, orange juice, mango juice, cucumber juice, ginger juice , rosella juice, pineapple etc*) as well as providing affordable water purification equipments.

Objectives

Fresh clean water at competitive pricing

Fairly priced **UZIMA PURE** drinking water that will be made available to everyone from all walks of life.

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Affordable Water purification Equipment's

Providing wide range of water purification equipment's for the community at affordable price, including leasing, loan, and return to community criteria, in all senses in order to make sure everybody in the community is accessing clean fresh pure healthier and cool water

Excellent customer service

Providing excellent customer services that enhance the rapport with our customers through responsiveness to their various needs and requests.

Grow our business

Grow our business and generate more leads through increasing partnerships with a lot of organisations as well as obtaining positive reviews.

Build Customer Loyalty

VIANA AFRICA LIMITED teams are committed to understand and meet the needs of our clients. Thus, we will maintain a customer focused culture so that we can deliver quality water as well as good services in order to build long-lasting relationships with all our customers and stakeholders.

Core Values

- Building a culture of non-judgement
- Celebrating progress and success
- Building a supportive and inclusive environment
- Fair pricing and quality products
- Working with the local community in order to improve our offerings and accessibility for all of our stakeholders

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Community Consciousness

In addition to the above stated values we plan on staying engaged by supporting the local community with events and causes that reflect our mission and lead to positive changes in our communities.

Respect for Employees

VIANA AFRICA LIMITED value diversity, equality, and the ethical treatment of employees is of utmost importance to us. Team spirit, teamwork and team building are important, and each members' contribution will be appreciated and recognized.

Commitment and Accountability

VIANA AFRICA LIMITED are passionate about everything we do and are accountable to all our stake holders.

Quality Bottled Water

VIANA AFRICA LIMITED are committed to high standards of quality, safety, and hygiene in order to provide quality bottled water.

Quality Services

Our clients will get the best of our dedicated and efficient services.

Professionalism

VIANA AFRICA LIMITED strive for the best in whatever we do; that includes maintaining professional ethics and business acumen.

Honesty and Integrity

All our dealings will be conducted within the framework of a strict and consistent moral and ethical code no matter the circumstances or personal costs involved.

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Team spirit

Our approach to serving our clients will be focused on a cooperative effort. We will create an atmosphere where each member can work as a team player, with clear goals and high standards that benefit everyone.

Keys to Success

Our keys to success are listed below:

- Standing out; we aim to stand out by offering quality bottled water,
- Quality services
- Creating and maintaining an existing loyal client base
- Creating a positive relationship with our community
- Costs control at all times, in all areas and implementing a conservative approach to our growth.
- Provide 100% satisfaction and maintain the quality of our products and services
- Promoting good values of our company culture and business philosophy
- Employing the best staff
- A commitment to maintaining hygiene as our number one priority plus ensuring quality in our products and services.

VIANA AFRICA LIMITED are committed to creating a productive, cooperative, and rewarding environment for our staff and maintaining the highest levels of quality products and services and consistency for our customers. Our team believes in these values:

- Honesty and integrity and always strive to be fair and ethical

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- Go the extra mile and exceed expectations
- Providing a professional, reputable products and services.
- A happy and family friendly cultured team that supports and encourages each other, and can give the level of personal service we stand by
- Continuously listening, learning, educating, and improving our team, our processes, and our company
- Confidence and initiative.
- Warm, friendly, and gracious services

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Company Summary

Business Description

VIANA AFRICA LIMITED bottled water company will basically purify and bottle water into plastic bottles **UZIMA DRINKING WATER** and **UZIMA ICE Products** for consumption. UZIMA bottled water and ICE blocks will be properly packed and labelled accordingly before being sold to the general public. We will also have an assortment of water offerings, such as public low cost refillable water vending stations, fresh fruit well packed juices of various tastes, sparkling water, and flavoured water in a range of sizes and prices.

The company also will deal with supplying, installing, servicing and maintaining of the water purification equipment and vending stations of various type domestically and commercially equipments as well as their spare parts including

- **Dolphin plus**
- **Lotus**
- **Uzima neel**
- **Uzima xtra**
- **Uzima pure**
- **Reverse Osmosis Systems and parts**
- **Water dispensers of various kind**

Products and Services

Carbonated Bottled Fresh Juice

Carbonated/Sparkling juice is fresh juice of various tastes including Water Melon, Lemon, Orange, Sugar cane, Rosella , Ukwaju and containing dissolved carbon dioxide gas, either artificially injected under pressure or occurring due to natural geological processes. Carbonation causes small bubbles to form, giving the water an effervescent quality.

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Flavoured Bottled Water

Flavoured water is water that has natural and/or artificial flavours added in order to enhance the taste of the water. Flavoured water means any water with flavour, essences or other ingredients for flavour and which is marketed to the consumer as a flavoured water product. It makes consumption of water easy among consumers, owing to its enhanced test, which improves the health of consumers.

Functional Bottled Water

Functional water, which belongs to the non-alcoholic beverage category, is water which offers additional health and other functional benefits. It is enhanced by supplemental ingredients, which are also known as aquaceuticals, such as vitamins, minerals, acids, herbs, raw fruits or vegetables.

Purified Bottled Water

Purified water is water that has been filtered or processed to remove impurities like chemicals and other contaminants. Purified water is water that has been produced by distillation, deionization, reverse osmosis, or other suitable processes

Still Bottled Water

Still water is water without the added carbonation. It's called "still" because it isn't carbonated, and so doesn't have any bubbles rising to the surface.

Mineral Water

Mineral water, is water that contains a large quantity of dissolved minerals or gases. Mineral water from natural springs commonly has a high content of calcium carbonate, magnesium sulfate, potassium, and sodium sulfate. It may also be impregnated with such gases as carbon dioxide or hydrogen sulfide.

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Dolphin plus

Having carried stringent and impeccable test over the quality of products, we have been engaged in offering with a premium and standardized assortment of **Dolphin Water Purifier**.

Lotus

Quality Water for Quality Life. Purification by USA technology, Wall mounted Water Purifier, Superior quality filter, Water level indicator

Uzima Neel

Real taste of Purity. 12 stages water purifier, UV Mineralisation, 80 GPD 15 lit/hr, ABS Food grade.

Uzima Xtra

Enjoy the ultra-fresh, clean, great, tasting water. Easy change cartridges, Advanced Design, Superior Value, RO / NF Membrane.

Uzima Pure

Health Delicacy Beauty The premium and classy range of water purifiers equipped with Universal, RO and UV technology. The purifiers give you optimum health benefits.

Reverse Osmosis Systems and parts

Industrial water filter system is best suited for small and largely industrial. We offer best quality industrial Reverse Osmosis plant to meet our customer requirement.

Water dispensers of various kind

We do have Water dispensers that has a cooling and a heating capacity so that you have access to both cold and hot water. These capacities are indicated in litres per hour.

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Water Vending Machines

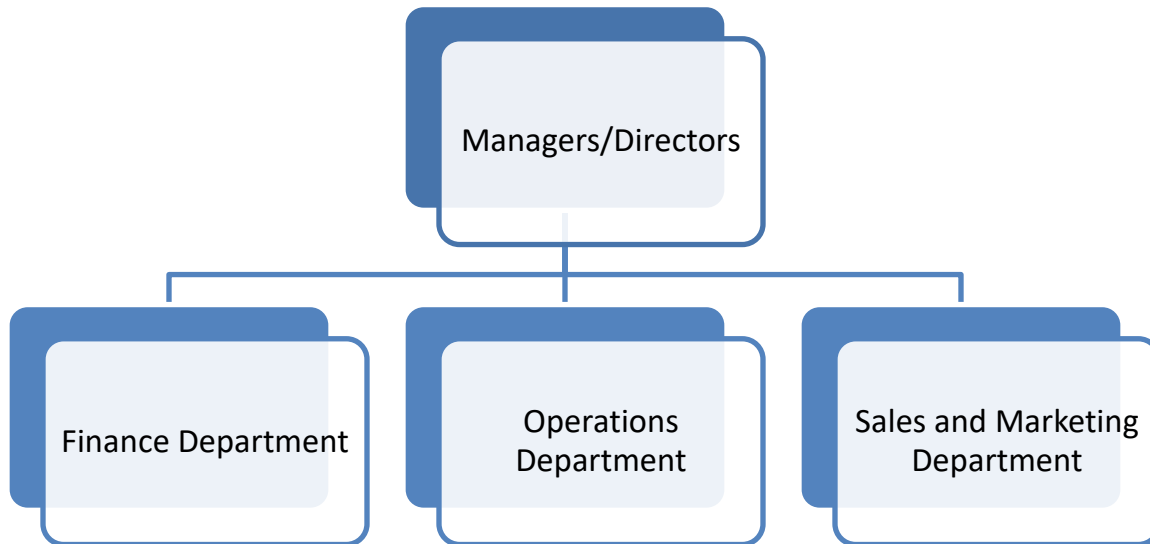
At various areas in the country we intend to provide public water vending stations to enable everybody in the area to have access to clean purified water as per healthy advices rules and regulations

Ownership

The company is now registered and own by VIANA AFRICA LIMITED and Our company is open for Patnership structure, where we invite various patners national and international to work together not only on production but also in serving the community, the structure will be changing accordingly whenever we get the business partner.

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Company Structure



Our bottled water company will have a lean organisational structure with the directors/managers on top of the company's hierarchy and the finance, operations, and marketing department at the same level. Each department leader/supervisor will report to the directors who are also the owners of the bottled water company. The number of employees will depend on the scale of our business. Our organizational objectives have determined our business' overall structure and we understand that setting clear objectives early allows us to set up and implement our organizational structure effectively.

Our company's staff will vary based on the size of our operations. Some of the employees include plant staff, maintenance workers, office staff, accounting and human resources staff, and transportation staff to name a few. An organizational chart helps our bottled water company organise all the tasks and activities each department will be responsible for.

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Managers/Directors

The Managers are responsible for leading the development and execution of the business long-term strategy. Their leadership role also entails being ultimately responsible for all day-to-day management decisions and for implementing the Company's long and short-term plan. All the major corporate decisions, management of the overall operations and resources of the company will be overseen by the managers/directors.

Duties include:

- Staff management, supervising and coordinating activities of all the workers and assigning workers to duties
- Maintenance and repair of facilities and equipment
- Training new workers
- Day-to-day operational decisions
- Business planning and operations, strategic planning, business management
- Recruiting, training, and supervising staff
- Preparing and managing budgets
- Enhancing profitability by organising and delivering an appropriate range of activities,
- Keeping statistical and financial records
- Maintaining the property and equipment
- Ensuring compliance with health, safety legislation as well as food and beverage regulations
- Dealing with complaints and emergencies.

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Finance Department

The finance department will be responsible for all day to day transactions and accounting for the bottled business. This includes the tracking of all transactions and the management of any government reporting.. An outside accounting firm may be outsourced for the annual financial statements and returns. The finance department is also responsible for management of the organization's cash flow, payroll administration and ensuring there are enough funds available to meet the day to day payments and incurring expenditures. This department includes administrators, accountants, and supervisors.

Other duties include:

- Paying salaries
- Preparing, examining, and analysing accounting records, financial statements, and other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards.
- Assessing business operations, trends, costs, revenues, financial commitments, and obligations, to project future revenues and expenses or to provide advice.
- Developing, maintaining, and assessing budgets,
- Preparing periodic reports that compare budgeted costs to actual costs.
- Computing tax returns, ensuring compliance with payments, reporting and other tax requirements.

Operations Department

The operations department will be responsible for handling the overall operations of the bottling business. The team comprises of plant workers such as the production workers, logistics personnel plant administrative assistants as well supervisors and an operations manager. This department is also responsible for the welfare of the staff and clients, addressing disputes, as well

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as the hiring of new employees. The department also plays a role in promoting the highest standards of the business within the administrative function of our bottling business. The operations department is mainly responsible for the processing and distribution of bottled water.

Some of the day-to-day operations of running the bottled water plant include;

- Bringing in water from an outside source and bottling it,
- Sanitising containers,
- Preparing bottles, Preparing and filtering the water,
- Setting up packaging protocols to ensure that the water is ready to be distributed,
- Hiring, training, supervising, and motivating permanent and temporary staff
- Organising staff rotas
- Ensuring that health and safety regulations are strictly observed, recorded and archived
- monitoring the quality of the bottled water,
- Keeping to budgets and maintaining financial and administrative records.
- Day to Day Management of the Bottled water plant

The operations managers or supervisors carry out a number of administrative duties and technical team will be under here as well. To ensure they have the right number of staff, the operations department will prepare employee schedules, processes, and timetables for their staff members. The team will also work hand in hand with the finance department in managing payroll, payment of expenses and employees' training and certification records. To ensure financial control, operational managers will assist the finance department in assessing income and expenses, and other costs to find out where the business needs to improve to ensure profitability and efficiency.

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Some of the duties and responsibilities of the plant or production workers are described as follows

Production workers

- Sanitizing of the plant and containers to be used to bring in water and for bottling,
- Packing of different sized bottled water,
- Follow safe storage, and handling,
- Able to handle problems and challenges related to shortages and supplies and ensure that the supplies stay within the budget,
- Purifying and bottling water,
- Labeling bottled water products,

Merchandize Staff

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of bottled water
- Responsible for the purchase of raw materials and packaging materials (bottles, and plastics)
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to customers,
- Ensures that the organization operates within stipulated budget.

Logistics Team

- Assist in loading and unloading bottled water,

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- Maintaining a logbook of all driving activities to ensure compliance with federal regulations governing the rest and work periods for operators,
- Keeps a record of vehicle inspections and make sure the truck is equipped with safety equipment
- Assists the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect payments,
- Transport finished goods and raw materials over land to and from manufacturing plants or retail and distribution centers
- Inspects vehicles for mechanical items and safety issues and perform preventative maintenance
- Complies with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures,
- Collect and verify delivery instructions,

Cleaners

- Cleaning the plant facility at all times
- Ensuring that toiletries and supplies don't run out of stock
- Handling any other duties as assigned by the operations manager and supervisor
- Following procedures and checking that rules and policies are being adhered to

Security

- Securing the premises and staff
- Patrolling the property
- Monitoring surveillance equipment

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- Inspecting buildings, equipment, and access points
- Permitting entry into the premises
- General monitoring and supervising customers and staff members

Administrative/Assistants

- Maintain office and plant supplies.
- Ensure safe operation of equipment,
- Updating schedules
- Carrying out staff induction for new team members
- May assist management in training and assessing staff
- Monitoring the CCTV cameras

Sales and Marketing department

The sales and marketing department will be responsible for promoting the business. The staff members include Sales and Marketing Officers and some of their responsibilities include;

- Meeting with suppliers and customers
- Discussing contract requirements with customers
- Interact with potential customers and solicit new business
- Obtain new customers through traditional and non-traditional sales techniques
- Planning promotions and advertisements,
- Advertising our products
- Managing external research and coordinating all the internal sources of information to retain the organizations' best clients and attract new ones
- Modelling demographic information
- Identify, prioritize, and reach out to new clients, and other business opportunities
- Identifying development opportunities
- Develop, execute, and evaluate new plans for expanding and increasing the client base
- Document all the clients contacts and information
- Help increase income and growth for the bottled water company

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- Interact with customers on the phone, social media, the company website, and use every opportunity to build client's interest in the company's services
- Consistently staying abreast about any new information on the organizations' services and promotional campaigns in order to ensure that accurate and helpful information is supplied to clients.

Technical Department

The technical department will be responsible for installation of water purification equipments, vending stations the business. The staff members include Technical Officers and some of their responsibilities include

- Installation of water purification machines
- Maintenance and repair of every equipment of the company
- Maintenance and repair of vehicles
- Maintenance and repair of security systems
- Dealing with every technical emergence arises at any time

Operational Requirements

Location & Premises

Our company is located in MKONZE ward in Dodoma Urban District in Dodoma Region.

There are a lot of factors that we consider when setting up our water plant. Aside from the cost of the plant, The considered location is favourable for setting up our business premises. Knowing the need of our target market in an area draws a clearer path to making the next steps for preparing setting up our plant. Other factors we consider when setting up this location are;

Highway Access – We are located aside **Dodoma – Iringa Road** highway ,Location with respect to highways is important to consider. For a water bottling company a location where there is access to the highway or within an industrial area can be good for our business. Access to an interstate highway is desirable to handle heavy truck traffic.

Utilities - The cost of providing electricity and telephone to the site was highly considered too. Where bottling water operations are to be installed, the type and availability of power is critical to operate your equipment.

Labour supply – as the plant is near by Dodoma City and Mkonze village Additional labour, full or part time, may be needed as the business grows. Thus this location influences the size of the labour pool, and the type of skills local employees may possess. Thus it is importantly to considered labour supply when selecting up our bottled water company.

Identification and assessment of new sites

Our company reviewed and assessed potential new sites using a range of factors such as demographics, population and population growth, actual and expected time frames for receiving government planning approvals and actual and expected commercial activity. This potential locations have parking space for our customers. An evaluation will be performed to compare the potential site to established benchmarks for profitability and return on capital employed and to ensure that any cannibalisation of existing profitability is identified and minimised.

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The rent

The company initially rent the area for first 5 years and within these years we will be paying by instalment on the purchasing purposes

Machinery & Equipment For Bottled Water Production and block ICE making

The equipment we need for our bottled water company various will largely be dependent on the type of products you will provide as well as the size of your company. Some of the equipment you will needs includes.

Water Source Equipment

The required equipment are needed as we mostly depends on deep wells

Borehole / Well

We have Water boreholes (also known as water wells) are deep, narrow wells that tap into naturally occurring underground water. To use this water, a high efficiency pump has been installed to extract the water from the permeable rock below. Boreholes are used to extract water, usually from depths between 20m and 200m. Typically they are 100mm to 1000mm in diameter and water is pumped to the surface through a main 25mm to 300mm in diameter. The pump is usually submerged, but at older boreholes the motor might be at the surface. We have plan to have more three new deep wells.

Submersible Water Pumping Machine

A submersible pump is a mechanical equipment that works by pushing the water toward the surface instead of pulling it. A submersible pump, also called an electric submersible pump, is a pump that can be fully submerged in water. The motor is hermetically sealed and close-coupled to the body of the pump. A submersible pump pushes water to the surface by converting rotary energy into kinetic energy into pressure energy. This is done by the water being pulled into the pump: first in the intake, where the rotation of the impeller pushes the water through the diffuser.

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From there, it goes to the surface. The major advantage to a submersible pump is that it never has to be primed, because it is already submerged in the fluid. Submersible pumps are also very efficient because they don't really have to spend a lot of energy moving water into the pump. Water pressure pushes the water into a submersible pump, thus "saving" a lot of the pump's energy.

Surface pumping machine

Surface pumps are designed to pump water from surface sources like springs, ponds, tanks, or shallow wells. A surface pump sucks up water at point A and pumps it out at point B. Point A may be a well, river, pool or garden pond and Point B a garden, hose, wastewater network, ditch, etc. For this pumping to take place, the surface pump creates suction via one or more turbines or impellers rotating at high speed. A surface pump, as the name suggests, remains on the surface of the water (unlike a submersible pump). Surface pumps can also be used as part of a hydrophore group - alongside a booster. Surface pumps are designed for water sources less than 8m deep, beyond which the submersible pump takes over. The key characteristics of a surface pump are flow rate, pressure, discharge height and materials - principally of the pump body.

PVC pipes and plumbing fittings

The pipelines used for water mains almost entirely consist of PVC pipes. Polyvinyl chloride (PVC) pipe is made from a plastic and vinyl combination material. The pipes are durable, hard to damage, and long lasting. They do not rust, rot, or wear over time. For that reason, PVC piping is most commonly used in water systems for water to flow through.

Water Storage Tanks

Water storage tanks are required for storing water. A water storage tank holds clean water from your reverse osmosis (RO) system or other filter systems until you're ready to use it. Pressurized storage tanks force water out on demand, while atmospheric tanks require a booster pump to supply pressure. Water storage tanks exist in a vast array of sizes, designs, and specifications. Water is pumped into the tank from the water source, like a well or a reverse osmosis system.

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The tank accumulates water until it is full. When you need access to water, the storage tank provides you with instantaneous access to water. Water storage tanks are generally either pressure tanks or atmospheric tanks. Point-of-use applications, like reverse osmosis storage tanks, usually implement pressure tanks.

Pressure Tanks

Pressure tanks use compressed air to create water pressure within the tank. A pressure tank is constructed with an air chamber or bladder and comes with a pressure pre-charge. As the tank fills up with water, the weight of the water will begin to compress the air. As the air continues to compress, the pressure within the tank builds. When the tank reaches a certain internal pressure, it signals to the feed source to cease delivery. When you open a tap, the air pressure bears down on the water as it is released from the tank, propelling pressurized water through your pipes and out of the tap. When water exits the tank, the air will start to expand again, reducing the tank pressure, and signalling to the water source to recommence delivery. If the pressure tank is being used to store well water, this means the tank will signal the well pump to turn back on. If the storage tank is collecting RO water, lowering pressure will signal the reverse osmosis system to restart production. These tanks are known as hydro pneumatic tanks because they use the combined power of water and air to generate pressure within a tank. Pressure tanks allow for pressurization without the aid of pumps. Since air will compress and water will not, the air within the tank will organically increase the pressure of the water as the tank fills up.

Atmospheric Tanks

Atmospheric tanks do not contain air bladders or diaphragms to pressurize the water within their reservoirs. Instead, atmospheric tanks hold water at ambient pressure. Ambient pressure is simply the pre-existing pressure corresponding with wherever the tank is located (usually about 0.5psi). There is no pressure exerted on the water within the tank.

To draw water out of an atmospheric storage tank, you will need a water booster pump to move the water out of the tank and throughout the house. Since the water in these tanks does not have any pressure exerted upon it, you will need the assistance of a pump or gravity to move water out of the tank and through your pipes. Atmospheric tanks tend to be much larger than pressure

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tanks, holding thousands of gallons at a time. The ambient pressure and UV inhibitors of atmospheric tanks also lend them more weather resistance even under harsh conditions.

Water Treatment Equipment

The required equipment depends on the treatment process being used.

Reverse Osmosis System Components

Storage Tank: The storage tank holds the finished product water produced by the reverse osmosis system. The water remains pressurized when tank is full. The tank is lined with a non-corrosive liner and are made from metal or all plastic.

Automatic Shut-off Valve (SOV): It aids, automatic closing of the valve when the tank is filled with water. It means, SOV alters water flow to the membrane, and also stops water from flowing to the drain. The SOV will open when the pressure of the tank lowers.

Check Valve: This one way check valve is designed to prevent backflow from the storage tank, which may otherwise impair the membrane. The check valve located the outlet end of the membrane cartridge.

Cold Water Line Valve: As the name suggests, this valve is designed for using on the source of water supply. It comprises a tube, which is fixed to the pre-filter of the RO system. The tube is found on the inlet of the pre-filter. It serves as the water source for the reverse osmosis system.

Drain Line: This line is used to discard impure water laden with contaminants, which has been discarded by the membrane. The drain line is routed to plumbing under a sink and is connected using a saddle clamp connection.

Flow Restrictor: It is the reverse osmosis equipment part that helps regulate the flow of water through the reverse osmosis membrane. The flow helps maintain the necessary flow rate required to acquire quality filtration. The performance of this entirely depends on the filtration capacity of the reverse osmosis membrane. This reverse osmosis part also helps in maintaining pressure on the membrane's entry side. Without this component, excess water will flow into the drain.

Pre-filter: The water is first filtered by a pre-filter, which helps removes dirt and sediments.

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Carbon Filter: The carbon block filter will remove chlorine that can damage the RO membrane and also helps to remove organic contaminants that cause taste and odor issues.

Post-filter: The post filter will help to polish the product water and continue to neutralize the taste and odor elements in water. A carbon filter is used for the purpose of filtration.

RO Faucet: Post-filtered water enters into the faucet. Most RO systems are equipped with non-gap faucets. This faucet is lined with a plastic material to prevent corrosion due to the aggressive nature of RO water.

RO Membrane: This is the main part of an RO system. It is designed to remove pollutants that may affect the quality of water. The water that comes out of the membrane is directed to the storage tank. Many types of semipermeable membranes are available; however, the one with thin-film composite polyamide is most commonly used in RO filters. In recent years, large-diameter membranes, improved low-pressure membranes, and non-fouling membranes have gained popularity. Utilizing these membranes help improve the quality of water filtration and reduce costs of chemical additives.

Water Distillation Unit

A water distiller is a machine that purifies water by removing more than 99.9% of contaminants, including chemicals, heavy metals, microorganisms and sediment. While design may vary, a typical water distiller consists of a boiling chamber, a cooling system and a separate storage tank.

Bottle Blowing Machine

If you decide to produce the water bottles on your own, then you require this machine. Bottle blowing machines are used to produce water bottles. There are various kinds of water bottles that can be produced by bottle blowing machines, these include transparent or opaque, and across PET, recycled PET, and refillable PET. PET bottle blowing machine is the most cost-effective solution for mass production of jars and bottles for small, medium and large scale factories. The PET bottle making machine is also designed for the production of big jars and containers. With microcomputer controlling system, it controls various technical parameter needed more accurately and more steadily.

Bottle Filling Machine

Machines used for filling of water into bottles are called bottle filling machines. The manual methods of bottle filling cannot be applied in modern industries with bulk filling requirements as the process can consume considerable time and may causing spilling or wastage of the water. Consistency in filling of the bottles can also be yet another issue rising out of the manual bottle filling processes. Therefore the special devices called bottle filling machines are employed in industrial packaging processes.

The bottle filling machine is available in different formats and specifications and therefore can be selected to suit diverse requirements of packaging and filling. There are filling machines suitable for round bottle filling, machines for filling square type bottles and machines available for filling bottles of different shapes and sizes. You can always find a semi or fully automatic bottle filling machine suitable to your requirements like speed, features and specifications desired and type of bottles to be filled. All you require to do is find a reliable machinery supplier to get the most reliable at affordable price.

Reasons for Using an Automatic Bottle Filling Machine

There are various reasons for why automatic bottle filling machines are preferred for industrial bottle water packaging processes.

- An automatic filling machine for bottle filling enables faster processes and therefore helps in saving lot of time for the users.
- An automatic filling machine is equipped with automatic functionalities and therefore reduces the labour and production costs in the manufacturing and packaging units.
- Modern filling machines are equipped with latest technology like PLC control which allow efficient and easy filling processes.
- These are preferred for features like no bottle no filling system and energy saving which help in saving the energy consumed while reducing product wastage during the process.
- These machines are designed for accurate and consistent filling operations.

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Bottle Labelling Machine

This is used to label the water bottles. After filling bottles with the required water, up next is labelling the bottles. You can use a self-adhesive labeller, a sleeve shrink labeller or hot melt glue OPP labeller. This labels the bottle using pre-glued pressure sensitive labels. The machine applies pressure on the pre-glued label, and it is very accurate and reliable. The sleeve shrink labeller uses heat for branding. The machine shoots shrinkable plastic sleeves over the bottle as they pass by with the aid of a conveyor. You will drop the heat-shrinkable plastic sleeve around the bottle and pass the bottle through the heat funnel. This process will shrink the labelling material to fit on the bottle. The hot melt pop/opp labeller is economically applied to the container as a speck through a high pressure nozzle and the container removes the label directly from the box. The final bonding is performed by means of a continuous vertical glue strip. Using this economical, clean gluing method means that we not only save money on replacement parts and components, but also reduce the need for routine cleaning.

Benefits of Using Bottle Labelling Machine

Labeling in bulk: sticker Labelling machine can do labelling of product present in bulk quantity without any kind of error.

Less time consumption: If someone depends on the manpower for the labelling of bottles then it would take more time in comparison to the labelling done by labelling machine.

Saves money: Well, hiring an employee for the labelling of bottles would be costly. The sticker bottle labelling machine saves money and time both.

Bottle Shrink Wrap Machine

The final step in a bottled water plant is the packaging stage. The process involves putting the bottles in packs for easy movement. You should use a shrink wrap machine to pack the bottles. You arrange the bottles in groups (usually in groups of 12) and set inside the shrink film. Afterwards, you move the bottles into the shrink wrap machine. The shrink wrap machine sealer closes the open ends of the shrink film. It then applies heat to shrink the shrink film to shrink it down to the product. Shrink wrap is a polymer plastic film that is used to cover products. Shrink

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wrap is applied to tightly fit a product using a heat source that shrinks the wrap to the particular dimensions of the product it's covering. The source of heat is either generated from a hand held heat gun or through a shrink tunnel.

Cleaning and Sanitation Equipment

This includes:

- Bottle washer brush
- Long-handle hard brush
- Food grade liquid detergents
- Cleaning Mop.
- Dust brush
- Cobweb brush
- Disposable wipes
- Waste bin
- Pallets

Delivery Vehicles

It is also important to purchase delivery vans/vehicles for transporting water from its source to the plant and to our customers.

Bottled Water Production Techniques

Reverse Osmosis

Reverse osmosis (RO) is a water purification process that uses a partially permeable membrane to separate ions, unwanted molecules and larger particles from drinking water. In reverse osmosis, an applied pressure is used to overcome osmotic pressure, a colligative property that is driven by chemical potential differences of the solvent, a thermodynamic parameter. Reverse osmosis can remove many types of dissolved and suspended chemical species as well as biological ones (principally bacteria) from water, and is used in both industrial processes and the production of potable water. The result is that the solute is retained on the pressurized side of the membrane and the pure solvent is allowed to pass to the other side. To be "selective", this membrane should not allow large molecules or ions through the pores (holes), but should allow smaller components of the solution (such as solvent molecules, e.g., water, H₂O) to pass freely.

In the normal osmosis process, the solvent naturally moves from an area of low solute concentration (high water potential), through a membrane, to an area of high solute concentration (low water potential). The driving force for the movement of the solvent is the reduction in the Gibbs free energy of the system when the difference in solvent concentration on either side of a membrane is reduced, generating osmotic pressure due to the solvent moving into the more concentrated solution. Applying an external pressure to reverse the natural flow of pure solvent, thus, is reverse osmosis. The process is similar to other membrane technology applications. Reverse osmosis differs from filtration in that the mechanism of fluid flow is by osmosis across a membrane. The predominant removal mechanism in membrane filtration is straining, or size exclusion, where the pores are 0.01 micrometers or larger, so the process can theoretically achieve perfect efficiency regardless of parameters such as the solution's pressure and concentration. Reverse osmosis instead involves solvent diffusion across a membrane that is either nonporous or uses nanofiltration with pores 0.001 micrometers in size. The predominant removal mechanism is from differences in solubility or diffusivity, and the process is dependent on pressure, solute concentration, and other conditions.

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HOW DOES REVERSE OSMOSIS WORK?

Reverse Osmosis works by filtering unwanted pollutants such as bacteria, viruses and other microbiological organisms from water by pressuring the treated water which forces water substances through a semipermeable membrane. Throughout the process, the pollutants are separated from the water and flushed out, which produces ultra pure water.

The reverse osmosis process works by utilizing high pressure pumps to elevate the pressure on the concentrated side of the RO system and push the water through membrane(s). It is a highly effective water treatment process that needs a higher degree of pressure depending on the total amount of contaminants existing in the feed water.

The purified water that is removed of its dissolved solids is now referred to as permeate or product water. The concentrated stream of contaminants left behind in the brine is referred to as reject water and is ultimately discharged.

The reverse osmosis membranes sole responsibility is to ensure efficient filtration of all unwanted salts and minerals from the feed water as it passes through the system. Membranes from top-branded manufacturers are capable of eliminating up to 99% of dissolved solids from the water source. The rejected stream is not always thrown away, it can be recycled through the reverse osmosis system for water conservation.

The reverse osmosis process is more similar to a cross-flow filtration method than a conventional one. Cross-flow filtration is more effective since it consists of two outlets for the solution to go in order to handle higher concentrations of pollutants. The flow of the permeate and concentrated water in opposite directions allows the membrane surface to remain clean and greatly minimizes buildup. This filtration method ensures a longer-life span of the system and components and reduced the need for membrane cleaning.

Now that we know how reverse osmosis works, let's take that and apply it to a real, working TWRO or BWRO system. If it only needed the membranes and a pump, it certainly wouldn't be so big, right?

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Here is the complete reverse osmosis process, including the pretreatment and post-treatment that is generally required for highly contaminated water:

A) Pre-Chlorination Dosing System

If the feed water contains traces of heavy metals or contaminated, it is highly recommended to dose some chlorine to change the dissolved heavy metals to physical form, the media filter will be able to filter most of it.

B) Raw Water Storage Tank

Although some RO Systems can draw water right out of a well or pipe feed, most reverse osmosis systems start with a large tank that stores the contaminated water. Not having enough feed water can damage a pump, so having a large storage tank for your intake water is an easy way to make sure your pump lasts for as long as possible.

C) Feed Water Pump

A **commercial or industrial pump** provides the initial pressure for the Treatment System. This motor usually provides enough water pressure to get through any pretreatment as well as the RO membranes, but if it doesn't a booster pump may be necessary farther down the line.

D) Multi-Layer or Media Filter

As much as we hate to admit it, there are some things that membranes can't purify. Nitrates, a common contaminant found in fertilizers and animal waste, are a good example of particles that dissolve too well in water for reverse osmosis to catch them. Things like foul odor and taste usually aren't prevented by reverse osmosis, either. A Multi-Layer filter can be filled with media that specifically targets the things your RO system can't catch. If you need to eliminate these contaminants, a multi-layer filter is a must. An example of MMF or multi media filters is our water media filters MF-1000 Series.

E) Activated Carbon Filter

Activated carbon filters are a good solution to reduce organic, bad taste, smell and chlorine from the water.

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F) Automatic Water Softener

Automatic water softeners are designed to remove water hardness, calcium and magnesium ions, for small RO systems, we usually recommend water softeners instead of the antiscalant chemical dosing.

G) Anticipant Chemical Dosing System

For larger RO systems, we use antiscalant dosing systems to dose the antiscalant RO chemical, which helps in preventing membrane fouling.

H) Reverse Osmosis System

We finally have our reverse osmosis system. If a booster pump is necessary, it will typically be just before this step. The reverse osmosis system can produce up to one million gallons of product water a day from a steady intake, as well as a sizable amount of waste. Usually the wastewater can be dumped down the drain, but check with your local water authorities in case it needs to be handled with care.

I) Product Water Storage Tank

The permeate from the reverse osmosis system will usually go to a large tank, where it is held for use. If it didn't, the system would need to be running in order to have access to fresh water, which can be inconvenient. Sometimes, a RO system pumps water directly into a **well or aquifer** for recharging instead of being used in many of the normal industries or applications it is used in.

J) Post-Chlorination Dosing System

If the permeate water is intended to be stored for more than one day, it is highly recommended to dose some chlorine to maintain clean and non-contaminated water.

K) Product Water Pump (Re-pressurization)

This pump repressurizes the permeate water to the point of use ends. This is selected based on the overall travelling distance and required head. This pump must be selected in stainless steel to prevent any contamination to the permeate water.

L) Product Water UV Sterilizer

The UV sterilizer is placed after the storage tank, and as a final disinfection device. Most of the time, we either use post chlorination as a disinfectant agent, or ultraviolet sterilization.

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GENERAL REQUIREMENTS FOR BOTTLED WATERS

The Maximum Levels for Elements That may be Present in Bottled Water

Substance	Maximum Level (ml/mg)	Acceptable Range (ml/mg)
Antimony	0,005	0,005-0,01
Arsenic	0,01 (as total arsenic)	0,01 – 0,05
Barium	0,7	-
Borate	5,0 (as total boron)	-
Cadmium	0,003	0,003- 0,005
Chromium	0,05 (as total chromium)	0,05 – 0,1
Copper	0,5	0,5 – 0,1
Cyanide	0,07	0,07 – 0,2
Lead	0,01	0,01 – 0,05
Manganese	0,5	0,05 – 0,1
Mercury	0,001	0,001 - 0,002
Nickel	0,02	0,02 – 0,15
Nitrate	50 (calculated as nitrate)	
Organophosphate pesticides	Below the limit of quantification	
Organochlorine pesticides and polychlorinated biphenyls	Below the limit of quantification	
Selenium	0,01	0,01 – 0,02
Surface active agents	Below the limit of quantification	

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At all the stages of production, from the source through to marketing, bottled water shall conform to the microbiological requirements for bottled water as set out in the Regulations Governing Microbiological Standards for Foodstuffs and Related Matters promulgated under the Act. Prior to use, bottled water be packed in hermetically sealed, sanitised containers suitable for preventing any adulteration or contamination.

Chemical characteristics should be declared (in on the label in the order provided below;

- Calcium as Ca
- Magnesium as Mg
- Sodium as Na
- Potassium as K
- Chloride as Cl
- Sulphate as SO₄
- Alkalinity as CaCO₃
- Nitrate as N
- Flouride as F

In addition, the amount of total dissolved solids and the should be declared. For prepared waters;

- Iron as Fe,
- Aluminium as Al, should also be declared.
-

Operational Strategy

For a bottled water business to be a successful, it needs more than great equipment, talented staff members, and good facilities, although all those factors are important. In addition to managing our bottled water finances and marketing our business, we will implement the following in our operations to ensure the success of the business.

Strategic pricing

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We will make projections for our bottled water business revenue to set realistic prices. We plan on minimising discounts when we launch our bottled water business because some customers may not be willing to pay a higher price after we raise our fees to a normal level.

Incentives for our top staff members

We understand that our team will play a crucial role in attracting and retaining clients. In order to keep them motivated we will create referral programs, incentives, and awards to appreciate them and to keep them motivated. When leveraged correctly, bonuses can also be a win-win for both our business and staff members.

Quality bottled water management software

In addition to having the best bottled water company, top-notch equipment, and the best staff we will invest in a quality bottled water management software. We will build processes around managing our business' finances, marketing, and daily operations with practical and easy to use processes and management software. We understand that car management software is one of the most important tools we can invest in.

Source of Water

Our water will be coming from a borehole/well and spring.

Types of Bottled Water

We will produce various kinds of bottled water including still water, carbonated/sparkling water, spring water, mineral water and flavoured water.

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Tips for Running a Bottled Water Business

We do not compromise on quality

People will always appreciate and favour products of good quality. Even if excellent quality is the only selling point we can boast of, but we promise to be consistent with that, and we will always win the trust of customers. We will never fall for the temptation to offer lower quality products for cheaper prices in order to attract the competition. Because this strategy will most likely to backfire.

We do not stop marketing

Even after we have got more customers than we think we want, we will never not stop marketing our business. Though there are certain known strategies for encouraging repeat business from customers, there's no guarantee that a customer will be a long-term customer. Running a non-stop marketing campaign will help us prevent running out of customers and sales when we are least expecting that.

We encourage repeat business

Even if we are always marketing our water bottling and ice block business aggressively to bring in new customers, we will should try as much as possible to retain every single customer that patronizes our business. We can do this by offering discounts or gifts for repeat purchases.

We promise to Interact well with our customers

How well and quickly we respond to customer complaints and enquiries speaks volumes about the reputation of our water bottling and ice block company. We will have a dedicated customer support staff that responds courteously and in a friendly manner to customers' calls. Also, we will encourage customers to leave feedback about our products and services. And ask them for suggestions on how you can serve them better.

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Treat our staff well

We cannot run our water bottling company all alone. We need employees to help us steer the business to success. Hiring the most talented, skilled, and experienced employees is very important. But treating them well is even more important.

Pay their salaries promptly. Be lenient with them when they make mistakes. Be a friendly boss. And reward them whenever they achieve outstanding results. All these will motivate them to contribute even more to the growth and success of our business.

Keep abreast of market and industry trends

We need to be updated as regards changes in our market. Is technology coming up with water bottling machines or other equipment that are more effective? Are market indicators predicting a likely fall in market prices of our products? Keeping abreast of latest trends in our market and industry will help us take necessary actions and precautions. And it helps us move with the market, so we won't be left behind.

EFFECTIVE SYSTEMS, ANALYTICS, AND EFFECTIVE HUMAN RESOURCE MANAGEMENT

For our bottled water company to be a successful business it needs more than great a great environment, and talented staff members although all those factors are important. In addition to managing our finances and marketing our business, we will implement the three most important strategies in our operations to ensure the success of our business. These three strategies are effective systems, Analytics, and effective Human Resource management.

Effective Systems

Organizing a perfect and trouble-free operational system is paramount in ensuring the success of our bottled water company. Using a manual system is not advisable since a professional approach in taking and executing orders is important. We understand that being organised may not assure success but will help us prevent failures. With a proper system for organising all of our activities, we can save not only energy but also a considerable amount of money and time.

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An organised system enhances our business bottom line. By making the entire business operation smoother we will have more time to focus on the core areas of our bottled water services.

Data Driven Decision Making

It is imperative for any business to capture and make use of data. With data and analytics, we will be driven to make critical decisions. Ultimately, right decisions taken at the right time will produce not only the expected results but also make our business flourish in a continuous manner. We plan on being consistent in growing our business. Thus, we will analyse our financial, marketing, and general operational data at all times in order to make the best decisions for our business. For example, analytics will help us make reasonable projections for our sales revenue and as such enable us to set realistic rates. In addition, using data will help us create realistic financial plans, marketing strategies and effective operational plans.

We will consider what our goals are as we map out our overall game plan. We understand that neglecting important deadlines or milestones can cause problems that a strong business plan would help avoid. Regularly circling back to our data and staying on course will keep our bottled water business get on the path to long-term success.

Effective Human Resource Management

The food and beverages industry especially the beverages industry has grown phenomenally in recent times as the demand for all sorts of beverages including has been on the rise. We understand that we should not only focus on a lot of strategies but also pay better attention to the area of human resource for the success of our company. Human resources are generally highly active in the food and beverage industry.

Employing Qualified and Passionate Staff

Our staff will be an extension of our passion for our products and services. We will ensure that they share a desire to achieve the same goals that we set out to achieve. We will maintain staff members that we trust to represent our values and that will make everything else easier plus that will help us ensure our long-term success. We understand that the operations, finance, marketing

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and sales team will become the backbone of our business. Therefore, all staff members will be well trained.

Health and Safety will be our first Priority

We will ensure that all our equipment, and relevant facilities are clean and well maintained. All of the equipment will be checked and serviced regularly.

We will Be as Flexible as Possible

We will not trap ourselves in a routine that might not add any value to us or our customers. To produce the best results, we will review and make any necessary changes to our facilities, and overall strategies whenever necessary. Every customer is unique and catering to their needs the best way we can will help us reach our goals and ensure our long-term success.

Efficient Management software

In addition to being the best at what we do, we will invest in a quality management software. We will build processes around managing our finances, marketing, and daily operations with practical and easy to use processes through the management software.

Marketing Strategies

We realize that the success of our business will be achieved by doing more than serving quality products and services. We will make use of a marketing plan to attract. For the success of our business we will take a proactive approach in our marketing efforts.

Our Marketing Mix

Product/Service

Our bottled water company will offer mineral water, sparkling water, ice blocks ,ice products and flavoured water. Our aim is to help people in the country live a healthier life by inspiring the creation of good habits. One of those habits is incorporating natural mineral water into their daily routines.

Place

We will operate in the city and from there spread our network to several parts of the country. Our Plant will be located close to our water source and we will locate our business where our potential clients can easily access our products and services.

Price

Our prices will be affordable in order to attract people from all walks of life. As much as our pricing will be affordable and competitive we will make sure that it matches the high-quality products and services we intend to offer. Our revenue structure has to support our cost structure including the salaries and other costs. This way we can balance our quality products with the revenue we incur. We will charge a competitive price for our bottled water, however we will not subscribe to the "low price leader" concept. The quality of our products will be supported by the prices we charge.

Promotion

We will make use of client referrals, community exposure and direct email campaigns to reach out to new clients. Also, different promotional strategies will be implemented to raise the awareness of our products. Some of these strategies include brochures, online marketing, and

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advertising. We will distribute brochures that contain our attractive bottled water. In addition, we will set up a company website where more information about our services and offerings can be found. Various social media networks, such as LinkedIn, Facebook, Twitter, Instagram will be used to advertise our services to our target market. Community involvement is another important way of promoting our business especially when it comes to healthy food and beverage consumption.

Other ways of promoting our Bottled Water

Word of Mouth

We believe that the best form of advertising is still "word-of-mouth." By providing healthy and quality bottled water at affordable rates, we will be the talk of the town.

Fliers

We will use colorful, informative fliers to increase awareness of our business. These fliers will be distributed to random people within the area.

Sales Strategy

An Up to date Website and Social Media accounts

Many people make use of the internet when looking up businesses, and various other services. Therefore, in order for us to stand out we will continuously update our social media accounts and our company website. Our website and social accounts are the first direct interaction between our services and offerings and our potential clients. Our content will be clear, concise, and unique. In addition, we will;

- Use videos as they increase conversion rates.
- Request for customers' contact information, such as their email and phone number.
- Keep written content concise; get straight to it, and present easy navigation so users can click to specific pages for more information.
- Try not to transfer inbound traffic straight to transactional pages.

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From there, our customers can move onto other parts of our sites and pages that focus on any other relevant information.

Email Marketing

Research has shown that in every 100 emails you send out, two people are clicking over to our website, interested in what we have to offer. Thus, email marketing will be an effective tool in attracting people to our business.

Partnerships

Partnering with event planners, DJ's, catering companies, supermarkets, hotels, schools and various other organisations will help us become competitive. This way we can be guaranteed a constant stream of long-term customers that may buy our bottled water and benefit from their referrals as well.

Other ways of Attracting Customers,

- We will position our banners and billboards in strategic positions in our area,
- Advertise on TV and Radio by Sponsoring programs,
- Ensure that all of our staff members and management wear our branded items at regular intervals,
- Advertise our business on our website; develop strategies that will pull traffic our way.
- Encourage the use of word of mouth among our loyal consumers.
- **Digital marketing**
- **AI Marketing**

Market Analysis

Bottled water is convenient as the process of boiling water at home is time-consuming and not energy-efficient. Moreover, bottled mineral water is purified and contains dissolved minerals that have several health benefits. A large number of organisations have started offering different bottled water brands in small-sized packages at low cost to in order to increase distribution among consumers with low disposable income. The increasing need to provide safe drinking water to the growing population in the country has increased the demand for bottled water in the country in recent years.

Demand

Still unflavoured water is the dominant bottled water in the country. Still unflavoured water has no sugar content and it is ideal for on-the-go consumption. Growing health consciousness among people has been one of the reasons why there is a higher demand for this category of bottled water, which in turn, has contributed to the bottled water market growth over the years.

Demand for bottled water is expected to remain fairly stable over the coming years. Volume growth is expected to be restricted by the fact that consumers will always have an option to consume tap water if the overall price of water goes beyond their reach. On the other had the demand for bottled water increases during the summer periods as higher temperatures often push up demand for water.

Market segmentation

Various organisations and people in general have different preferences when it comes to the type of food and beverages they like. Thus, it is important for us to focus on a specific group of people when offering our products and services.

Religious organisations

Religious organisations often host large events, weddings and conferences that require our food and beverages including bottled water. We expect a lot of business from these religious organisations all over the country. We will sell our various types of bottled water to both large and small churches, mosques, temples and so forth, within the country.

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Companies

We will offer our products to both large and small companies that need beverages including bottled water for their staff. A lot of companies run canteens and sell or offer all kinds of meals and beverages. We will partner with these various companies in different industries in order to assist them in providing food and beverages to their employees.

Schools and Colleges

We plan on providing our bottled water and ice blocks to various schools, colleges, and universities. We will assist educational institutions help students create healthy eating habits and good health by providing them clean bottled water. Our products and services will be targeted at well-established schools and colleges as well as local community schools and colleges.

Hotels, Guest Houses and Lodges

Partnering with hotels, guest houses and lodges in providing bottled water for their customers is also one of our goals. We plan on selling bottled water to country clubs, golf clubs, casinos, and resorts, plus conference and entertainment centres in addition to hotels and lodges.

Individuals

We will also sell bottled water and ice products to individuals.

Wedding, Event Planners and Festival Organisers

Partnering with wedding planners will help us secure clients easily since we can become part of the wedding planner's package. Event planners understand in detail the type of event planned, its purpose, and its guest list. Thus, working with them will help make our work manageable when it comes to selling bottled water to weddings or any other similar event.

Supermarkets

We will partner with large chain supermarkets, convenience stores, and street vendors as well. We will ensure that our bottled water is made available to everyone in the country.

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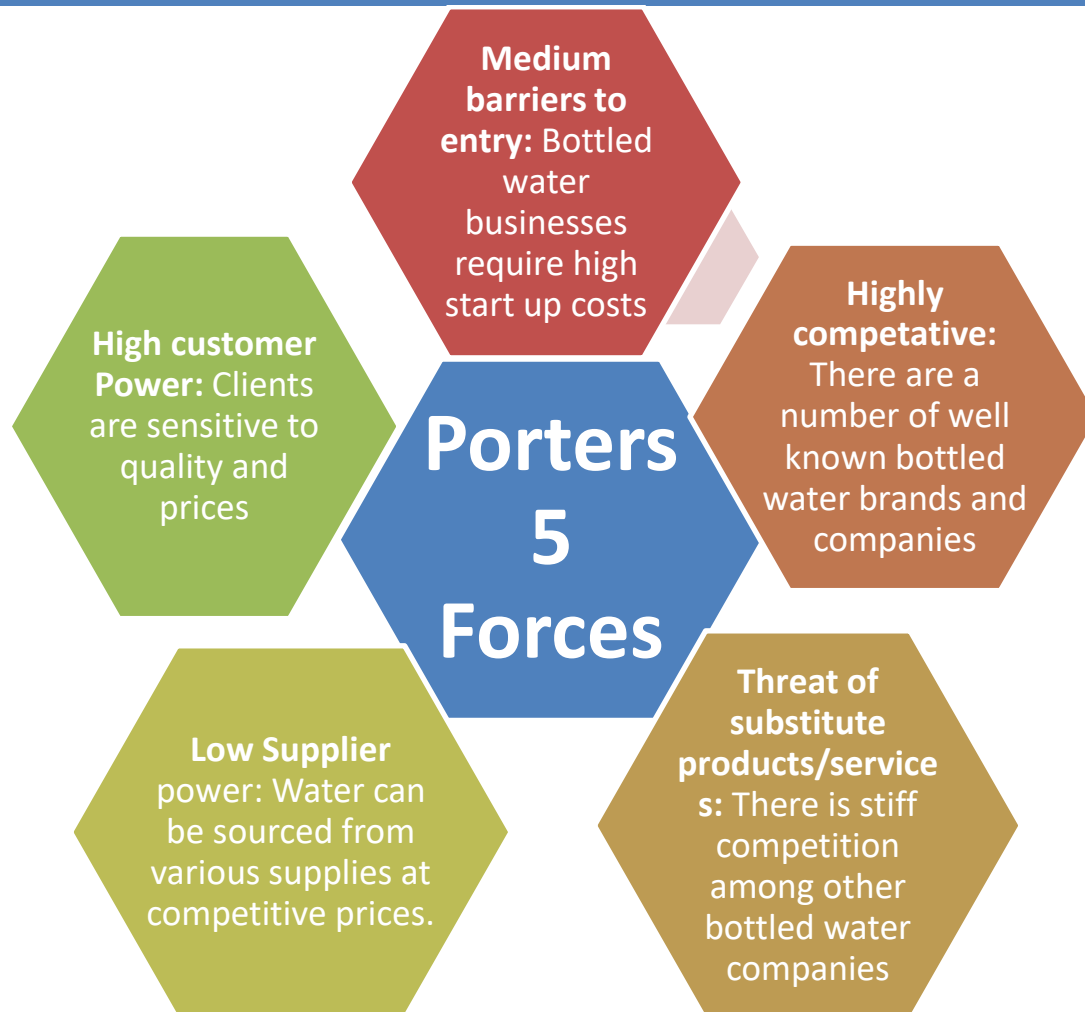
Competitor Analysis

The bottled water market is highly dynamic in nature as it is subject to rapidly changing consumer demands and preferences. This market is experiencing intense competition among existing bottled water companies in the country and new entrants. Companies providing mineral water in the country compete on the basis of factors such as price, quality, innovation, reputation, and distribution to gain a competitive edge over their rivals.

Porters 5 Forces

Porters 5 Forces describe the competitiveness and or intensity of a given industry. The more the entities that operate within it the more competitive or intense the industry is and the less the potential to obtain higher returns. Some industries with very high intensity generate low returns and this impacts the value that can be placed on the business. The food and beverages industry is highly competitive. There are a number of both large and small players including well known and small bottled water companies. Porters 5 forces include, barriers to entry, competition, substitute products, supplier power and customer power. As much as the food and beverages sector is very competitive, the possibility of obtaining high profits is high. We aim on providing excellent products and services to all our customers. Our superior bottled water and customer service will help us retain a large customer share and remain competitive within the food and beverages industry.

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Industry Analysis

The market for bottled water is increasing annually. There could be a number of motives for bottled water's continuing success: 1) The clear health benefits of drinking water over sugary soft drinks or caffeinated hot beverages might prompt health-conscious consumers to order bottled water at restaurants or the movies, or other social events; 2) The growing popularity of flavoured and functional waters, and the increasing variety, choice and convenience to be found within this sector; 3) The increasingly widespread suspicion surrounding the chemical and bacterial content of tap water; 4) Continued weather fluctuations and droughts; and 5) Some consumers simply prefer the taste of bottled water!

As with any industry, however, the Bottled Water market continues to face challenges that could constrain growth. Bottled water is more expensive than tap water – given the difficult economic conditions and limited disposable income of the majority of the population, only a small segment can afford to purchase bottled water on a regular basis. Bottled water manufacturers will thus have to continue to face these challenges in an ever-changing, economically and environmentally volatile country in order to provide the best possible product for their customers while still remaining profitable.

There are three main types of bottled water – natural water, water defined by origin and prepared water.

1. Natural Water:

This is water of certain composition, obtained directly from a natural or drilled underground source, bottled near the source under hygienic conditions. Permitted treatment includes separation from unstable constituents (such as iron manganese, sulphur or arsenic) by means of filtration or decantation, without modifying the original mineral content of the water.

2. Water defined by origin (including spring and mineral water):

This is water from a specific environmental source such as a spring without passing a community water system. Treatment may not alter the essential physio-chemical characteristics or compromise the safety of the packaged water. Mineral water is bottled water obtained direct

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from subterranean water-bearing strata, which contains mineral salts in various proportions, characterised by its mineral content of constant composition and temperature, taking into account natural cycles and fluctuations. It may be classified as a “natural water or as “water defined by origin”. Spring water is bottled water sourced from an underground formation from which water flows naturally to the surface of the earth, and which is collected from the spring or from a borehole tapping the underground formation, and which may be classified as a ‘natural water’ or as ‘water defined by origin’.

3. Prepared Water:

This is water that has undergone antimicrobial treatment as well as treatment that alters the original physical or chemical properties of the water. Water bottled from a municipal source would be categorised as prepared water. It is safe water that is used for drinking – thus it does not disappear during production and unavailable for consumer thirst. It is very important to understand that prepared water bottled by the water bottling industry is not the same as the water packaged by retailers in their stores or restaurateurs in their restaurants. These systems use the municipal supply as their water source.

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SWOT Analysis

The following SWOT analysis captures our key strengths and weaknesses within our company, as well as the opportunities and threats that we face.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Top class bottled water facilities: We will ensure that our products and services exceed our customers expectation. • Qualified Staff: We will provide employ talented and hardworking staff. • Competitive Pricing We will charge affordable prices for all of our bottled water brands. 	<ul style="list-style-type: none"> • Building a reputation from scratch As a new bottled water company we will need to brand and market our products and services from scratch. • High Costs Setting up a quality bottled water company can be costly.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • High demand for bottled water and Ice products. There is a high demand for bottled water in the country. • Expansion; As we grow our business we can expand into other provinces and countries within the continent. 	<ul style="list-style-type: none"> • Intense Competition; There are a lot of bottled water companies and brands in the country. • Government mandates Government rules and regulations may slow us down • Economic Instability The economy is fragile. Any economic downturn may threaten the growth of our business

PEST Analysis

Pest analysis is an audit of an organization's environment that help us in decision making and strategic planning. We understand that our business is affected by Political, Economic, Social and Technological factors. Below we look at how those external factors affect our business and the assumptions we have made in making this business plan.

Political

Change in regulations which affect the retailing sector will affect us. New legislation may create risks of non-compliance with the law, or create new administrative burdens. The tax policies of the Government will affect the operations of our business. If the government increases the taxes for retail companies, it will affect the profitability of our business. Political instability like wars, protests will affect our business. Changes in employment laws, safety regulations especially those targeted to the retail industry will affect the operations of our business. Changes in import tariffs of our products or competing products will affect our business. We expect political stability to continue in the country, and we do not expect any significant changes in the regulations by the government.

Economic

Interest rates would affect the cost of capital; the rate of interest being directly proportionate to the cost of capital. Rate of inflation determines the rate of remuneration for employees and directly affects the price of our products. Again, the proportion between the inflation rate and wages/prices is direct. Economic trends act as an indicator of the sustainability and profitability of the business in our city, and help us in deciding your marketing strategy. An economic growth of our country's economy will mean more business for the industry as the economy becomes more active and more people get higher disposable income.

Social

We expect the population growth will continue in our country. This will mean more potential customers and greater demand. We expect that the current health campaigns which are being carried out by the government and Non-Government Organisations, will make people more

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health conscious, and will lead to a reduction in the cases of diseases which will imply a healthier work force. We expect that the health facilities in our country will continue to improve, meaning more people will have access to drugs.

Technological

The internet penetration rate is increasing every year. We expect this trend to continue in the future, and consumers will continue embracing more the use of the internet. This will lead to better results in online marketing strategies, and will affect the way we carry out our business as we adopt more internet marketing strategies. We expect the rate of technological change in the country to increase in line with the rest of the world, which will lead us to adopt technology services available in other countries.

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Financial Statements

Start-up Costs in USD

Item	Cost
Machines & Equipment	100,000
Truck	80,000
Office Furniture & Computers	6,000
Inputs	4000
Utilities (Water & Electricity)	1,000
Salaries	10,000
Rentals	2,000
Office Utilities	1,000
Repairs and Maintenance	1,000
Marketing and Advertising	3,000
Transport/Fuel	2,000
Other Expenses	1,000
Insurance & Licenses	5,000
Website Design	1,000
Startup Costs Total	379,000

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Financing & Bank Loan Amortisation

Existing Business Fixed Assets	Value
Land	\$10,000.00
Buildings	\$80,000.00
Equipment	\$10,000.00
Total	\$100,000.00

Sources of Capital	Amount
Bank Loan	\$50,000.00
Owner's Equity Cash Injection	\$50,000.00
Total Startup Cash Capital	\$108,500.00
Existing Business Fixed Assets	\$8000.00
Total Startup Capital	\$108,500.00

The table above shows that the total cash capital required to do this project is **\$108,500**. The owners of the business will contribute \$50,000 of their own funds into the business. We thus require a loan of \$50,000.

Bank Loan Amortization	
Loan Amount	50,000.00
Repayment Term in Months	36
Interest Rate (percentage)	12%
Monthly Payment	1,660.72

The table above shows that we will be making a monthly repayment of \$1,660.72 for 36 months to repay the loan.

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Pro Forma Income Statement

	Year 1	Year 2	Year 3
Sales	180,000.00	216,000.00	259,200.00
Cost of services	27,000.00	32,400.00	38,880.00
Gross Profit	153,000.00	183,600.00	220,320.00
Operating Expenses			
Salaries	55,200.00	58,200.00	73,800.00
Rentals	14,400.00	14,400.00	14,400.00
Office Utilities	3,600.00	4,320.00	5,184.00
Repairs and Maintenance	3,600.00	4,320.00	5,184.00
Marketing and Advertising	4,800.00	5,760.00	6,912.00
Transport/Fuel	12,000.00	14,400.00	17,280.00
Other Expenses	5,400.00	6,480.00	7,776.00
Insurance & Licenses	2,500.00	3,000.00	3,600.00
Website Design	500.00	-	-
Total Operating Expenses	102,000.00	110,880.00	134,136.00
Depreciation	8,285.71	8,285.71	8,285.71
Interest Payment	5,207.81	3,340.85	1,237.10
Net Profit Before Tax	37,506.48	61,093.44	76,661.18
Tax	9,376.62	15,273.36	19,165.30
Net Profit After Tax	28,129.86	45,820.08	57,495.89

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Assumptions

	Year 1	Year 2	Year 3
Annual Increase In Sales	0%	20%	20%

Revenue & Costs Forecasts	Year 1	Year 2	Year 3
Expected average monthly revenue	\$15,000.00	\$18,000.00	\$21,600.00
Cost of Inputs (% of Revenue)	12%	12%	12%
Cost of Utilities - Water & Electricity (% of Revenue)	3%	3%	3%
Total Cost of Inputs & Utilities (% of Revenue)	15%	15%	15%

SALARIES	Year 1			Year 2			
Position	Number of Employees	Monthly Salary	Total Salary	Position	Number of Employees	Monthly Salary	Total Salary
Production Workers	6	\$250.00	\$1,500.00	Production Workers	7	\$250.00	\$1,750.00
Sales And Marketing	2	\$500.00	\$1,000.00	Sales And Marketing	2	\$500.00	\$1,000.00
Logistics Staff	2	\$550.00	\$1,100.00	Logistics Staff	2	\$550.00	\$1,100.00
Manager & Accountant	1	\$1,000.00	\$1,000.00	Manager & Accountant	1	\$1,000.00	\$1,000.00
Total Monthly Salaries			\$4,600.00	Total Monthly Salaries			\$4,850.00
Year 3							
Position	Number of	Monthly Salary	Total Salary				

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	Employees							
Production Workers	8	\$250.00	\$2,000.00					
Sales And Marketing	3	\$500.00	\$1,500.00					
Logistics Staff	3	\$550.00	\$1,650.00					
Manager & Accountant	1	\$1,000.00	\$1,000.00					
Total Monthly Salaries			\$6,150.00					

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Revenue And Expenses

	Year 1	Year 2	Year 3
Revenue	180,000.00	216,000.00	259,200.00
Average Monthly Revenue	15,000.00	18,000.00	21,600.00
Average Monthly Expenses	11,183.98	12,218.40	14,521.09

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Monthly Cash flow Statement

Year 1													
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
CASH INFLOWS													
Equity Capital	21,500	-	-	-	-	-	-	-	-	-	-	-	21,500
Loan Capital	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000
Revenue	12,000	12,600	13,200	13,800	14,400	15,000	16,500	16,500	16,500	16,500	16,500	16,500	180,000
Total Receipts	83,500	12,600	13,200	13,800	14,400	15,000	16,500	16,500	16,500	16,500	16,500	16,500	251,500
CASH OUTFLOWS													
Variable Costs													
Inputs	1,440	1,512	1,584	1,656	1,728	1,800	1,980	1,980	1,980	1,980	1,980	1,980	21,600
Utilities (Water & Electricity)	360	378	396	414	432	450	495	495	495	495	495	495	5,400
Other Outflows													
Salaries	4,600	4,600	4,600	4,600	4,600	4,600	4,600	4,600	4,600	4,600	4,600	4,600	55,200
Rentals	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Office Utilities	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Repairs and Maintenance	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Marketing and Advertising	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Transport/Fuel	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Other Expenses	450	450	450	450	450	450	450	450	450	450	450	450	5,400
Insurance & Licenses	2,500	-	-	-	-	-	-	-	-	-	-	-	2,500
Website Design	500	-	-	-	-	-	-	-	-	-	-	-	500

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Machines & Equipment	35,000	-	-	-	-	-	-	-	-	-	-	-	-	35,000
Truck	20,000	-	-	-	-	-	-	-	-	-	-	-	-	20,000
Office Furniture & Computers	3,000	-	-	-	-	-	-	-	-	-	-	-	-	3,000
Dividend	-	-	-	-	-	-	-	-	-	-	-	-	2,000	2,000
Loan Repayment	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	19,929
Tax	-	-	-	-	-	-	-	-	-	-	-	-	9,377	9,377
Total Payments	72,711	11,801	11,891	11,981	12,071	12,161	12,386	12,386	12,386	12,386	12,386	12,386	23,762	218,305
SURPLUS / (DEFICIT)	10,789	799	1,309	1,819	2,329	2,839	4,114	4,114	4,114	4,114	4,114	4,114	(7,262)	33,195
OPENING BANK BALANCE		10,789	11,589	12,898	14,717	17,046	19,886	24,000	28,114	32,229	36,343	40,457		
CLOSING BALANCE	10,789	11,589	12,898	14,717	17,046	19,886	24,000	28,114	32,229	36,343	40,457	33,195	33,195	

Year 2

	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	TOTAL
CASH INFLOWS													
Revenue	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	216,000
Total Receipts	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	216,000
CASH OUTFLOWS													
Variable Costs													
Inputs	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	25,920
Utilities (Water & Electricity)	540	540	540	540	540	540	540	540	540	540	540	540	6,480

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Other Outflows													
Salaries	4,850	4,850	4,850	4,850	4,850	4,850	4,850	4,850	4,850	4,850	4,850	4,850	58,200
Rentals	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Office Utilities	360	360	360	360	360	360	360	360	360	360	360	360	4,320
Repairs and Maintenance	360	360	360	360	360	360	360	360	360	360	360	360	4,320
Marketing and Advertising	480	480	480	480	480	480	480	480	480	480	480	480	5,760
Transport/Fuel	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Other Expenses	540	540	540	540	540	540	540	540	540	540	540	540	6,480
Insurance & Licenses	3,000	-	-	-	-	-	-	-	-	-	-	-	3,000
Dividend	-	-	-	-	-	-	-	-	-	-	-	3,000	3,000
Loan Repayment	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	19,929
Tax	-	-	-	-	-	-	-	-	-	-	-	15,273	15,273
Total Payments	16,351	13,351	13,351	13,351	13,351	13,351	13,351	13,351	13,351	13,351	13,351	31,624	181,482
SURPLUS / (DEFICIT)	1,649	4,649	4,649	4,649	4,649	4,649	4,649	4,649	4,649	4,649	4,649	(13,624)	34,518
OPENING BANK BALANCE	33,195	34,844	39,493	44,143	48,792	53,441	58,091	62,740	67,389	72,038	76,688	81,337	
CLOSING BALANCE	34,844	39,493	44,143	48,792	53,441	58,091	62,740	67,389	72,038	76,688	81,337	67,713	67,713

Year 3

	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36	TOTAL
CASH INFLOWS													
Revenue	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	259,200

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Total Receipts	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	259,200
CASH OUTFLOWS													
Variable Costs													
Inputs	2,592	2,592	2,592	2,592	2,592	2,592	2,592	2,592	2,592	2,592	2,592	2,592	31,104
Utilities (Water & Electricity)	648	648	648	648	648	648	648	648	648	648	648	648	7,776
Other Outflows													
Salaries	6,150	6,150	6,150	6,150	6,150	6,150	6,150	6,150	6,150	6,150	6,150	6,150	73,800
Rentals	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Office Utilities	432	432	432	432	432	432	432	432	432	432	432	432	5,184
Repairs and Maintenance	432	432	432	432	432	432	432	432	432	432	432	432	5,184
Marketing and Advertising	576	576	576	576	576	576	576	576	576	576	576	576	6,912
Transport/Fuel	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	17,280
Other Expenses	648	648	648	648	648	648	648	648	648	648	648	648	7,776
Insurance & Licenses	3,600	-	-	-	-	-	-	-	-	-	-	-	3,600
Dividend	-	-	-	-	-	-	-	-	-	-	-	4,000	4,000
Loan Repayment	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	1,661	19,929
Tax	-	-	-	-	-	-	-	-	-	-	-	19,165	19,165
Total Payments	19,379	15,779	15,779	15,779	15,779	15,779	15,779	15,779	15,779	15,779	15,779	38,944	216,110
SURPLUS / (DEFICIT)	2,221	5,821	5,821	5,821	5,821	5,821	5,821	5,821	5,821	5,821	5,821	(17,344)	43,090
OPENING BANK BALANCE	67,713	69,934	75,755	81,577	87,398	93,219	99,041	104,862	110,683	116,504	122,326	128,147	
CLOSING BALANCE	69,934	75,755	81,577	87,398	93,219	99,041	104,862	110,683	116,504	122,326	128,147	110,803	110,803

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Pro Forma Annual Cash Flow

	Year 1	Year 2	Year 3
Opening Balance	-	33,194.79	67,712.85
Sales	180,000.00	216,000.00	259,200.00
Subtotal Cash from Operations	180,000.00	216,000.00	259,200.00
Additional Cash Received			
Start-up Capital: Equity	21,500.00	-	-
Bank Loan	50,000.00	-	-
Subtotal Cash Received	71,500.00	-	-
Cash Expenditures			
Inputs	27,000.00	32,400.00	38,880.00
Operating Expenses	102,000.00	110,880.00	134,136.00
Subtotal Spent on Operations	129,000.00	143,280.00	173,016.00
Additional Cash Spent			
Taxes	9,376.62	15,273.36	19,165.30
Buildings	-	-	-
Land	-	-	-
Equipment	58,000.00	-	-
Loan Repayment	19,928.59	19,928.59	19,928.59
Dividends	2,000.00	3,000.00	4,000.00
Subtotal Additional Cash Spent	89,305.21	38,201.95	43,093.88
Net Cash Flow	33,194.79	34,518.05	43,090.12
Cash Balance	33,194.79	67,712.85	110,802.97

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Pro Forma Balance Sheet

	Year 1	Year 2	Year 3
Long Term Assets			
Land	-	-	-
Buildings	-	-	-
Equipment	58,000.00	58,000.00	58,000.00
Accumulated Depreciation	8,285.71	16,571.43	24,857.14
Total Long Term Assets	49,714.29	41,428.57	33,142.86
Current Assets			
Cash	33,194.79	67,712.85	110,802.97
Inventory	-	-	-
Other Current Assets	-	-	-
Total Current Assets	33,194.79	67,712.85	110,802.97
TOTAL ASSETS	82,909.08	109,141.42	143,945.82
EQUITY AND LIABILITIES			
Equity			
Equity	47,629.86	90,449.94	143,945.82
Total Equity	47,629.86	90,449.94	143,945.82
Liabilities			
Bank Loan	35,279.22	18,691.48	0.00
Other Liabilities	-	-	-
Total Liabilities	35,279.22	18,691.48	0.00
TOTAL EQUITY AND LIABILITIES	82,909.08	109,141.42	143,945.82

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Break Even Analysis

Breakeven Analysis	Value
Selling Price/\$ Sales	1.00
Variable Cost/\$ Sales	0.15
Annual Fixed Costs	107,207.81
Monthly Breakeven point	10,511

Break Even point is the monthly sales we need to make for us to cover all our costs (fixed and variable costs) i.e to break even. The breakeven point is reached when revenue equals all business costs.

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Payback Period Analysis

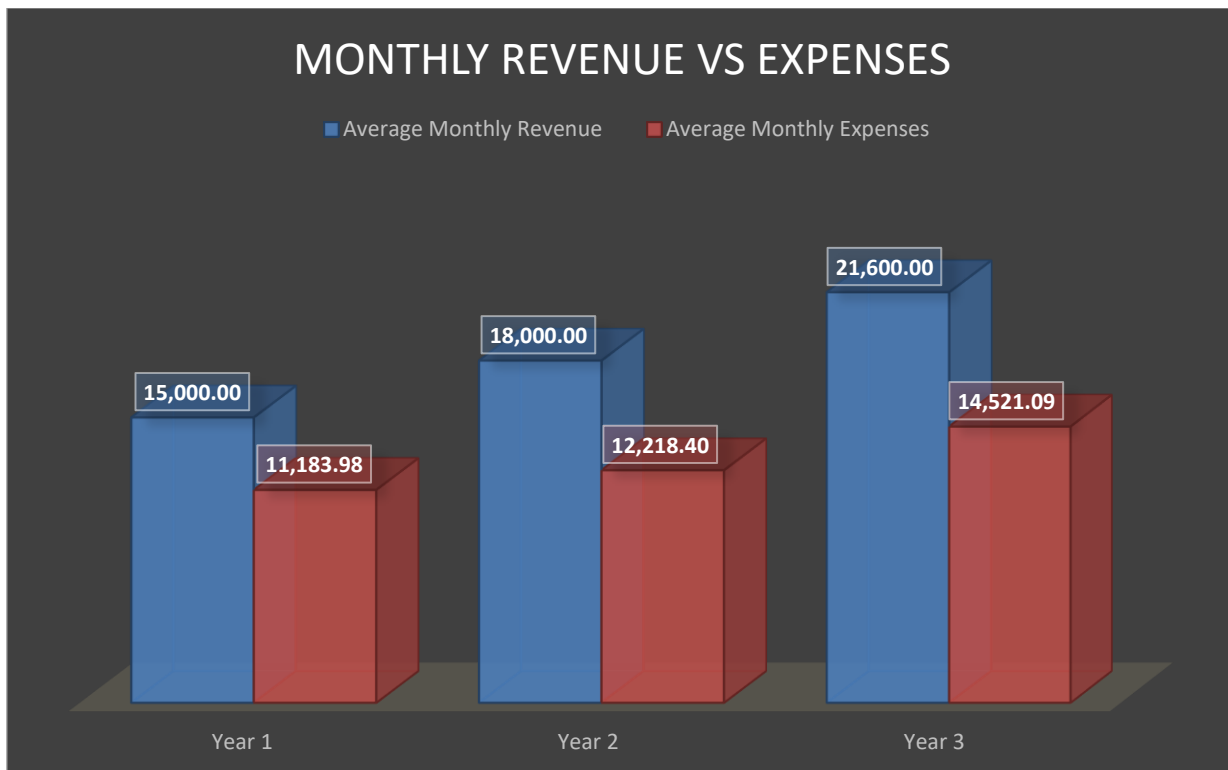
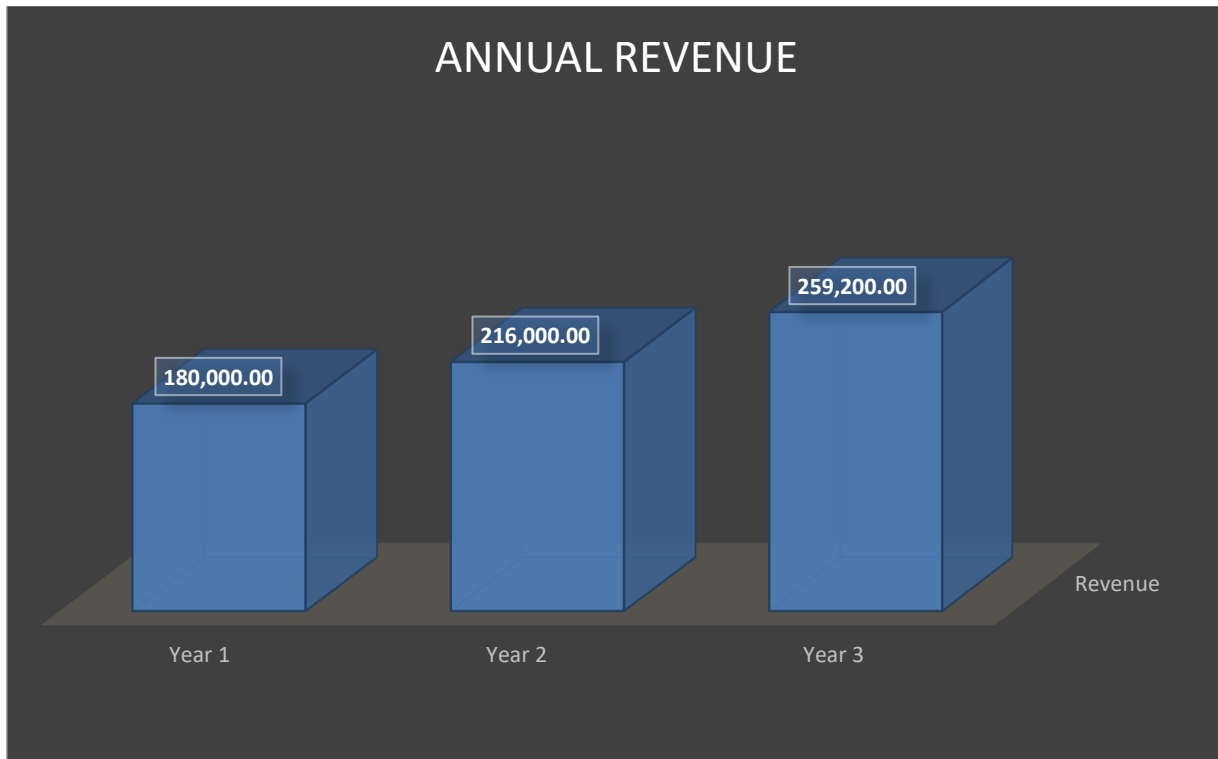
	Initial Investment	Year 1	Year 2	Year 3
Net Cash Flow (excluding loan capital repayment & dividends)	(71,500.00)	49,915.57	54,105.79	65,781.60
Cumulative Net Cashflow		(21,584.43)	32,521.37	98,302.97
Positive Cashflow?		FALSE	TRUE	TRUE
Payback Period (First year positive)	2			
Payback Period (Actual Number of Years)	1.40			

The payback period is the length of time required to recover the cost of an investment. The payback period of a project is an important determinant of whether to undertake the project, as longer payback periods are typically not desirable for investment positions.

Thus, it will take us almost 2 years to recover our initial investment.

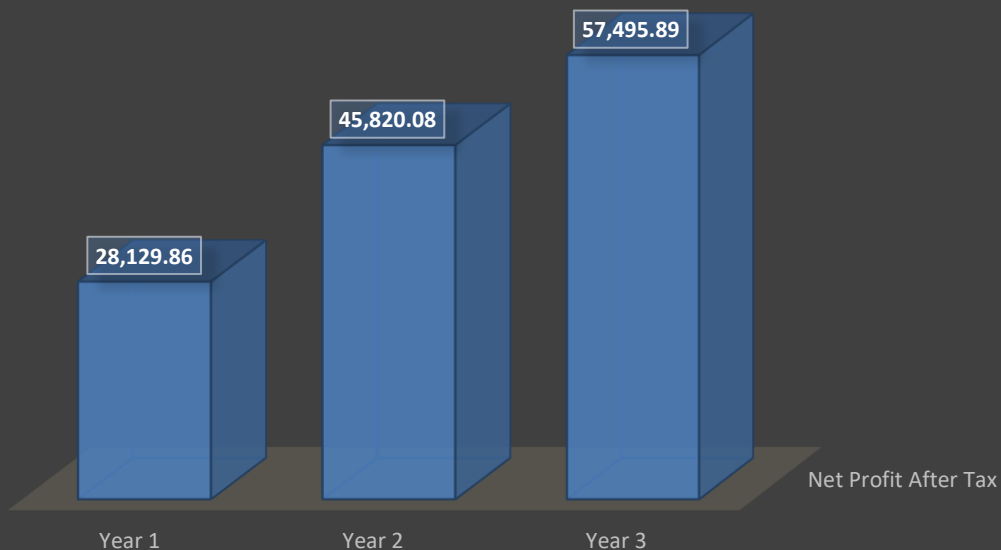
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Financials Graphs



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NET PROFIT AFTER TAX



Risk Analysis

Business Risk

Developing and running a bottled water company is a risky investment. In order to best minimise the risks involved and to maximise our profits we have outlined the risks associated with the development stage, operational stage, and maturity/exit phase of our business.

Development Risk

The development risk is the economic threat that a business owner is exposed to upon building and developing a fully operational bottled water business. The more complicated the type of business, the higher the development risk. In other words, this risk is the possibility that a setback takes place during the development process that has a negative effect on the development cost or any aspect that influences the future investment returns (location, positioning, type of products, timing of completion, capital structuring and so forth). Normally there is a great difference between how a bottled water business should look and operate and how it actually does when it is built or completed. Developing a quality bottled water company is capital intensive and requires the ultimate harmony between all parties involved in order to secure an economically viable investment. Any setback during the development would severely impact the investment returns. The level of development risk increases with the type of business. Businesses with limited services or facilities have a lower development risk but fully serviced manufacturing companies have higher development risks.

Operational Risk

The operational risk is the ability of a business and its management to generate sufficient levels of cash flow in order to produce a certain level of financial returns to justify the investment. The operational risk of a water bottling company is higher during the first years of operation however, this risk decreases with time. Owners are significantly exposed to operating risks. Any fluctuation in the operating performance of the business has a significant impact over the net operating income of the business. If the net income fluctuates over a specific period of time the operating risk will be higher. If income is steady and predictable, however, operating risk tends to be lower. Various factors and business characteristics, whether controllable or uncontrollable,

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have an impact on operational risk. Similarly, with development risk, bottled water companies with limited services/facilities have lower operational risk and full serviced bottled water companies have a higher operational risk.

Exit Risk

Exit risk, also known as obsolescence risk, impacts the ability of the owner of a company to exit the investment or extend its economic life. This risk involves the potential decrease in a property's value as at the exit period or the value of the business as a whole. There are various types of obsolescence that can impact a bottled water business but only the internal and external types will be classified here.

Internal obsolescence

Internal obsolescence refers to functional obsolescence that occurs when a company no longer functions/operates the way it did when it was initially built. That is, a change in the fitness for purpose. This includes the physical deterioration of the equipment or poor staff performance. While most types of deterioration can be curable, sometimes it makes no economic sense to do so. For example, while the physical deterioration of the external appearance or the internal specifications (services, finishes, machines and so forth) can be cured, the business can become obsolete. In general, most companies' assets are equally prone to this type of obsolescence, but budget companies are more exposed to this type of risk given the initial economical approach to the development of the business.

External Obsolescence

External obsolescence is the loss in income and value resulting from external factors. Various economic, demographic, environmental, legal, and social factors may impact the economic viability of a company, which may not be curable. For example, new legislation regarding safety may render a bottled water company obsolete if it impacts the operations of the company. Unlike development and operational risk, exit/obsolescence risk is higher with limited service companies than with full serviced companies.

Ways to minimise our business risk

Since all the various types of risks will threaten the financial health and operational continuity of our business operations, we have outlined how we plan on minimising the risks associated with

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running a bottled water business. We will ensure that our approach is flexible and comprehensive enough to cover the full range of risk factors in good and bad times. In addition to the risks associated with development, operations and exit we understand that there are other types of internal and external risks that will need a comprehensive assessment. Thus, in order to minimise the risks involved in running this kind of business we will;

- Perform a detailed risk assessment to identify the risk factors most likely to affect our business, staff and customers.
- Measure the potential impact of each potential risk and rank it accordingly.
- Develop contingency plans based on:
 - Risk Prevention (i.e., proactive preventative protocols, behaviour, and training to reduce the chances specific risks and their consequences)
 - Risk Mitigation (i.e., detailed strategies for minimizing the impact and cost of risks that do occur).
 - Risk Sharing (i.e., dispersing risk exposure between our company and third-party organizations)
 - Risk Acceptance or Risk Retention (i.e., acknowledging and accepting the risk in part or whole, as well as its impact on our business and any related costs or penalties).
- Establish protocols to monitor risk levels at all times, identify new risks and changes to existing risk factors, and provide guidance in developing or modifying our action plans accordingly.

Our approach to risk management will be cyclical and ongoing. Thus, assessing a steady stream of information will enable us to react with agility than relying on periodic spot checks. This way we can ensure business continuity even in the face of natural disasters or global pandemics. As such, we plan on identifying new risks created by changing conditions so that we deploy contingency plans for them. Adding on to that we will implement the following measures to minimise business risk.

- Maintaining an adequate level of capital

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With adequate financial resources we can effectively weather internal storms, such as updating or replacing faulty machinery/equipment or systems. Also, with adequate funding we can ride out unforeseen risks, such as a recession or political problems.

- Obtaining insurance for both our properties and employees

We will ensure that in the event that something happens, our business has the proper insurance it needs to cover the events, be it property damage or a personal injury.

- Promoting a healthy workplace.

The healthier our workforce is, the less prone employees will be to getting sick or hurt on the job or spread any sickness.

- Staying up to date with regulations

Staying up to date with regulations as they relate to our business will help us take a huge step towards knowing how to reduce operational risks. This way we can ensure that all of our business practices are well within the confines of the law. Issues such as health and safety standards, employee wages, licensing and certification, taxes, and permits all have an influence on how our operations will be run.

- Segregating tasks

Effective segregation of tasks and duties will help us reduce internal theft and risks related to fraud. This way, we can prevent one individual from taking advantage of the numerous aspects of transactions and business processes or practices.

- Curtailing complexities in business processes

By reducing complexity in different business processes, we can radically mitigate operational risks. Our bottled water business can achieve that by curtailing manual activities and the number of people.

- Reinforcing organizational ethics

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Creating a strong ethical compass within the organization will be highly effective in mitigating operational risk. Organizational ethics can be reinforced by combining personal values and principles of the workforce with the ideology of our organisation.

- Employing the right people for the right job

Having the right people in the right jobs will help us reduce issues pertaining to business process execution, skills, and technology usage. This also results in appropriate workforce utilization, adherence to timelines, enhanced quality, and fewer errors and process breakdowns.

Generic Operational Risk Assessment

Some of the risks associated with running a bottled water company and ways of mitigating them are outlined as follows;

RISK	WAYS TO MITIGATE THE RISK
<ul style="list-style-type: none"> • Inconsistent processes • Water contamination • Safety and hygiene 	<ul style="list-style-type: none"> • All the equipment, bottles and glasses will be sanitised, • Training staff on how to treat and handle water from the source to the final stages • Quality control and maintenance
Accidents / Slips Trips Falls	<ul style="list-style-type: none"> • The condition of the premises should be regularly checked • Any defects should be repaired promptly. • Floors will be regularly cleaned to reduce slip accidents.
Infections /Diseases	<ul style="list-style-type: none"> • The plant and equipment will be sanitised • Bathrooms, and outdoor areas will be cleaned daily and disinfected regularly.
Equipment storage area / Injury, dust, fire	<ul style="list-style-type: none"> • Equipment will be safely stacked • The area will be regularly inspected • Area will be kept clean and tidy

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Misuse of equipment / injury	<ul style="list-style-type: none">• All packaging, branding equipment will be stored in a safe place
Lawsuits, poisoning or customer complaints	<ul style="list-style-type: none">• A risk assessment will be carried out• Employees will be trained and monitored

Other ways to Mitigate General Operational Risks

- Training employees

Our employees are the heart of our business, so protecting them from harm in the workplace will be our top priority. And since our employees handle our day-to-day operations, they can often help avert potentially disastrous situations – if they have the proper training. Employee education to consider will include:

- Work safety; We will protect our employees by conducting regular training sessions on proper lifting and carrying techniques for heavy items. Our staff will be given appropriate equipment to store all the tools and equipment,
- Safety procedures. We will walk our employees through our business's safety protocol, such as how to properly handle, store, and prepare bottled water, and what to do in case of a fire, robbery, or other catastrophe.
- Customer service. Employees who interact with customers will be taught how to resolve problems.

Top Reasons Why Bottled Water Businesses Fail

Bad Customer Service

Customer service, along with quality bottled water, is integral to staying open. Therefore, don't shy away from getting customer feedback, whether in the form of comment cards or a suggestion box. It is said for every customer complaint you get, three more are left unsaid. If your clients can rely on good quality bottled water and outstanding service, it is certainly a reason to return for more. The competition is too strong to retain them. Make sure that the quality of your products is high and more importantly keep it constant.

Not Watching Cash Flow

Cash is king. It is vital that a bottled water business (as well, as any business for that matter); keeps a close eye on their cash flow. We will Make sure we have enough cash to cover big expenses like orders and payroll, every week, along with all the other bills that come with a bottled water business. If our bank account starts running into the red, it is time to look for ways to save money at our business.

In today's business environment, business owners need to effectively manage their cash flows to improve their company's profitability. Effective monitoring & tracking of business cash flows helps the operators to expand capacity, increase inventory, extend their brands and penetrate new markets.

Low start-up capital

It is important that you have enough money to keep your business alive until you begin making profit. The company that runs out of working capital before it can start running at optimal performance and making profit is doomed to fail. When this happens, it is rarely possible to find a way out of financial problems and to pay expenses.

We should have enough cash in the reserve to make sure that you have enough capital for all the uncertainties that you are going to face in the initial period of operation. This is very important because in the first year you cannot accurately predict the course of your financial operations.

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Lack of Inventory and Staff Control

Profitability analysis and inventory control is an important task for every manager or owner of a any business. It must be carried out regularly in order to prevent theft and reduce unnecessary costs. Your employees may be stealing from you. The business manager must understand inventory inside and out. Above all, the manager must know at all times what is on hand, where it is located, and when it will be replenished.

Improper Planning

Lack of proper planning is another common reason companies fail and go out of business. All too often, entrepreneurs focused on achieving their dream of financial independence fail to take the painstaking but necessary step of creating a strategic business plan that factors in components such as workforce needs, analysis of competitors, sales and expense forecasts and marketing budgets.

Poor Management and Leadership

Effective management and leadership skills are essential to building success, and a lack of either can lead to confusion and conflict within the ranks, poor morale, and reduced productivity. You should hire competent and experienced staff for your business. Remember that no one is going to care about your business the way you do.

Underestimating the Competition

Another reason why most businesses go out of business is underestimating the competition. Even if we have a sound business model, plenty of funds to operate and the necessary management skills to be successful, we still face one daunting challenge: the competition. There is no success without good promotion. People have to be aware of your products. We have to push volumes up in order to be successful. To increase our chance of success, conduct a competition analysis as part of your overall market analysis. We Assessed our competitor's strengths and weaknesses and implement strategies to improve your competitive advantage. With the emergence of other bottled water businesses, it is becoming more difficult for new ones to establish and survive in a

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competitive environment. With low labour costs, material costs, these emerging businesses can easily undercut established ones.

Disregard to Customer Preferences

Some business owners prefer to manage products and services for customers according to their needs and expectations without considering the needs of their customers. It is the responsibility of the business owner to understand what the clients expect and to deliver the results they require. Otherwise, you can expect to lose business quickly as customers are quick to switch to other bottled water businesses.

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