

ELEMO COMPANY LIMITED

BUSINESS PLAN

Plot No **197** Block Number **A** Kibaha Pwani Region

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A. Executive Summary

1. Business & Project concept

ELEMO COMPANY LIMITED is a business registered company under the laws of the United Republic of Tanzania under the Companies Act No.12 of 2012, which was registered on 24/04/2024 and bears a Certificate of Incorporation **174225168**. The above introduced Company wants to operate its business and currently intends to implement a project under the Tanzania Investment Centre (TIC) which is Manufacture of Lithium batteries and Assembling of electrical tricycles and E bike, Import and Sale of spare parts and accessories in Tanzania for the purpose of **ELEMO COMPANY LIMITED** demands and services in and outside Tanzania.

ELEMO COMPANY LIMITED will be located at Mikocheni Dar es Salaam Tanzania. The outreach Project is located at Plot **197**, Block Number **A**, Kibaha Pwani Region, Tanzania

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical business, building relationships with customers, suppliers and investors. **ELEMO COMPANY LIMITED** aims to become one of the leading manufacturers of lithium batteries, assembling of electrical tricycles and motorcycles ensuring availability of the products in the market at an affordable prices within the United Republic of Tanzania.

2. Business Goals and Objectives:

In Summary **ELEMO COMPANY LIMITED** aims to: -

- Provide the best manufacturing products for lithium batteries, electrical tricycles within the United Republic of Tanzania and other parts of Africa.
- To prepare and implement human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involvement.
- Build relationships with investors in the manufacturing field for production of lithium batteries and assembling of tricycles Sector.
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to the partners and other investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review business policy, allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contacts.
- To provide a one- stop solution covering the entire spectrum for the Project Sector.
- To provide timely and cost-effective transportation services through transportation service application.

3. Purpose of Business Plan

This document is prepared to serve the purpose as a business plan report for **ELEMO COMPANY LIMITED** for investment in manufacturing of lithium batteries, assembling of electrical tricycles of the project within the United Republic of Tanzania.

4. The project promoter

The project will be managed and operated by **ELEMO COMPANY LIMITED** which is owned by private individuals/partners with the following names as listed below;

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES TAKEN
LI ,NING	Chinese	700
LI, MANGMANG	Chinese	300

5. Intended investment Amount:

Considering that the nature of **ELEMO COMPANY LIMITED** being local company, the intended investment amount for running the same is intended to be a total of 500,000USD.that shall keep increasing due to reinvestment plan of the Directors/shareholders

6. Business Legality

The legal certificates, and documents such as Certificate of Incorporation and the Tax Identification Number, justify that **ELEMO COMPANY LIMITED** is operating within the ambit of the law of the Land.

7. Project Organization Structure

The management of **ELEMO COMPANY LIMITED** is constituted by the following organization set up, the Directors/Shareholders who are responsible on the supervision on the entire operations of the entire business.

8. Investment Structure

The project is estimated to cost a total approximation of 500,000USD which will increase from time to time. The money will cover working Capital, and all other businesses running expenses. However, a financial policy of the business states that the profits generated will be re-invested.

B. Statement of Purpose

This Profile is drawn for the purpose of expansion and rehabilitation of an existing business and application for the certificate of incentives from the Tanzania Investment Centre (TIC) and a temporary Industrial License.

C. Purpose of Investment

This document is prepared to serve the purpose as a feasibility study for **ELEMO COMPANY LIMITED** on the expansion of quality product Services under the manufacturing of lithium batteries and assembling of electrical tricycles and motorcycles within the United Republic of Tanzania.

D. Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Provide best and quality products and services from the company within the United Republic of Tanzania, East Africa and the whole of Africa.
- Increase direct employment opportunities for the Tanzanians
- Direct Domestic investment of more than 500,000USD within 2024 -2028.
- Increase tax contribution to the government
- Generate foreign currency.

E. Mission and Vision

The business's vision is to be one of the leading businesses in manufacturing and sale of electrical tricycles and motorcycles sector within the United Republic of Tanzania for local markets and export purposes.

F. Operations

The project will be managed and operated by **ELEMO COMPANY LIMITED**. The business is finalizing acquisition of operation permits to proceed with an expansion implementation on manufacturing of lithium batteries, assembling of tricycles and motorcycles project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

G. Project Location

The project shall be located Plot No 197, Block Number A, Kibaha , Pwani Region, Tanzania. While it's head office shall be at Mikocheni Dar es salaam.

H. Postal Address

ELEMO COMPANY LIMITED,
P.O. Box 31902,
Dar es Salaam

I. BACKGROUND OF THE PROJECT

a. Investment plan in Tanzania

Tanzania currently has a population of 63.3million, with highest population growth rate among African countries,Tanzania is one of the fastest growing economies in Africa In the past decade, Tanzania's economy has maintained strong high speed growth, with an average annual GDP growth rate of about 6.5percentage,Tanzania's demand for electric tricycles or motorcycles has gradually increased in the recent years.This is mainly due to rapid development economy.

ELEMO COMPANY LIMITED vision in Tanzania, is reducing the import and use of oil and gas pollution,lowering usage costs,improving transportation efficiency and meeting Tanzania's growing transportation particularly in the development of the infrastructure and technology are the Government's top priority.

b. Project Justification

The proposed project is under management of **ELEMO COMPANY LIMITED** and is in line with Tanzania Government efforts in attempt to revamp the new technology of electrical tricycles and usage of lithium batteries specifically in transportation business for the purpose of attracting more local and foreign businesses. This also has been complemented by the fact that the government is making a critical effort in improving the technology reducing the usage of oil and production, by implementing criteria under transportation business projects with ultimate aim of improving business environment manufacture of Lithium Batteries and assembling of electrical tricycles and motorcycles project and other all businesses operating transportation within the United Republic of Tanzania.

Regarding the initiative undertaken by **ELEMO COMPANY LIMITED**, is justified by the following facts:

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- The Business have a special invested interest in the manufacturing of lithium batteries and assembling of tricycles or motorcycles/industry therefore, the establishment of a project within the United Republic of Tanzania.
- The involvement of the business in transportation business on use of electrical tricycles and lithium batteries will boost and at the same time strengthen the transportation sector within the United Republic of Tanzania. The business's marketing strategy and intention is to have a wide customer base both locally and internationally which focuses on solving business's development issues, revenues, foreign investments etc.

c. Social and Economic Impact of the Project

The proposed project will result into the following social and economic impacts:

- Improve and increase transportation business within and outside the United Republic of Tanzania.
- Increased competitiveness among local manufacturers and providing markets and export markets in Tanzania.
- The project will provide employment for people in Tanzania and training the employees to further their knowledge on the industry.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this business.

d. Industry Analysis

a. Sales Literature, Sourcing and Technology

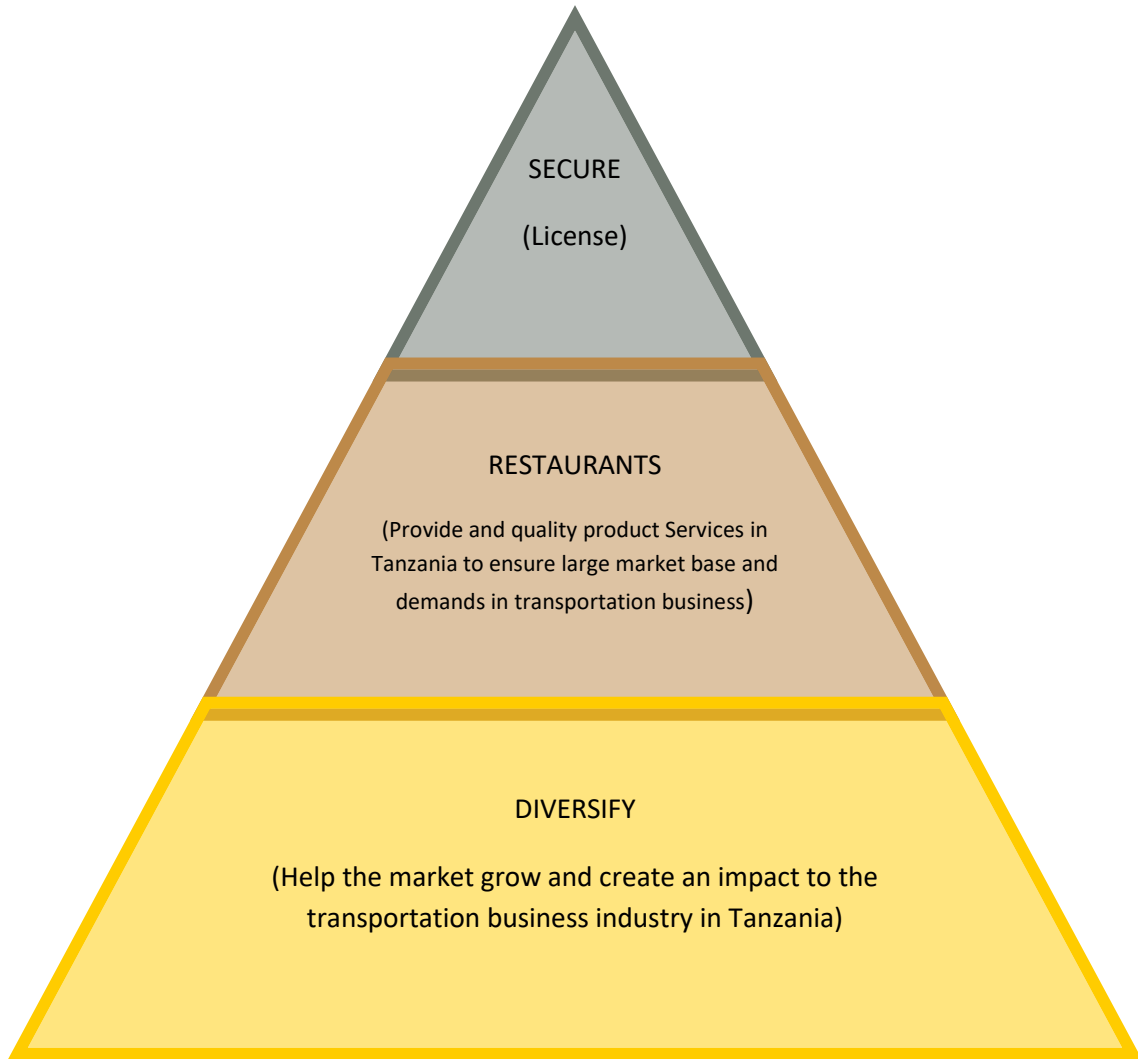
i. Sales Literature

The Company directors shall use different materials and training to advertise their services to customers including but not limited to specification sheets, brochures, catalogs, and other materials.

ii. Future Services

The Company directors aim at broadening the business by engaging in other businesses in the future such as exportation and sale of electrical tricycles to increase more profit. The services will be provided in Tanzania and shall target to provide the same port to customers in the neighboring countries including Kenya, Uganda and whole of Africa.

Strategy Pyramid



b. Competitive Edge

The Company will have a rather bigger advantage from their competition due to the following reasons:

-

- The expansion and modernization of the new technology transportation services within the United Republic of Tanzania, will be advanced and with higher capacity compared to the competitors.
- Most transportation business who sale motorcycles provide services at a very high price and whereas the company agreed and shall provide services at a much affordable price to accommodate both local and international customers for the benefit of the country
- The opening of Tanzania for international investment will create a huge demand for tourist attraction which will create a huge market for the business and ensure the return of investment in a short period of time.

d. Opportunity Drivers

a. Increased demand for transportation activities

Tanzania now is witnessing the increase in demand of the new technology projects, due to increased demands and better facilities.

b. Uniqueness location of the project

ELEMO COMPANY LIMITED's project will be one of the services providers, located in Kibaha, Pwani Region Tanzania. The location of this project provides an opportunity to **ELEMO COMPANY LIMITED** to capture easily the market around Dar es Salaam, Pwani Region and other parts of Tanzania.

c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote the new technology investment in manufacturing of lithium batteries industry locally and across borders.

d. Government Incentives package

The Government has enacted laws that offer reasonable incentives example removal of taxes on some importations and deferment.

e. Analysis of Strengths, Weaknesses, Opportunity and Threats

Table below present the analysis of the business's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p>Strengths</p> <ul style="list-style-type: none"> • Product advantages • Advantages of localized production • Professional Engineers Team 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Familiarizing oneself with the Tanzanian market takes time
<p>Opportunities</p> <ul style="list-style-type: none"> • Winning in the market through our own advantages • The Tanzanian government supports the development of lithium battery • The competition in the Tanzanian market is not saturated currently 	<p>Threats</p> <ul style="list-style-type: none"> • End users' acceptance on lithium batteries • Challenges from existing competitors in the market

The business has prepared for the action plans by doing the following:

- The business will employ qualified people to conduct the marketing of the product.

f. Marketing Information

a. Marketing Strategy

i. Overview

The success of **ELEMO COMPANY LIMITED** will be achieved by providing high quality products services, providing friendly service, and employing an aggressive marketing plan to build customer traffic. Today's market requires more techniques in advertising to make **ELEMO COMPANY LIMITED** successful. **ELEMO COMPANY LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts. Management will endeavor to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales and distribution.

ii. Customer Database

ELEMO COMPANY LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as discounts; etc. The database will be gathered and maintained in the system. **ELEMO COMPANY LIMITED** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' sign up book with promotional signage; promotion; etc.

iii. Advertising

ELEMO COMPANY LIMITED will adopt an aggressive advertising strategy. **ELEMO COMPANY LIMITED** will process outdoor and changeable copy advertisement and elaborate design signage depends on restrictions; designed within allowable limits to achieve maximum exposure. **ELEMO COMPANY LIMITED** will utilize both traditional non-- traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **ELEMO COMPANY LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards, or television.

iv. Costing and Pricing

The costing and pricing are done by the management of **ELEMO COMPANY LIMITED**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e., they are business-oriented personnel and thus they are competent to ensure the project is implemented with maintainable costs and attractive profits.

v. Customers

ELEMO COMPANY LIMITED is targeting to all regions in Tanzania and whole of East Africa specifically targeting varieties of businesses and individual customers.

As it has been explained in preamble chapters, **ELEMO COMPANY LIMITED** will set project which will be indulging in the transport business.

vi. Marketing Plan

The business has both short term and long-term marketing plan:

The short-term marketing plan includes:

- Building sustainable long-term relationship relationships with customers, suppliers, and investors.
- Training of sales staff sales, and Marketing.

Long Term Plans includes:

- Join to the network with other company network to market to exploit more business opportunities.
- Investing in Market Research and Development

g. Management & Administration

a. Management

The management team of **ELEMO COMPANY LIMITED** planned to be constituted by the following management team: -

i. Board of Directors

ELEMO COMPANY LIMITED will be managed by the above-mentioned Directors/shareholders which are the apex body for strategic decision making of the project in line with the resolutions from the partners themselves.

ii. Accountant

An internal accountant will be employed to work with the existing external accountant who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **ELEMO COMPANY LIMITED** but also keeping books of accounts properly.

iii. Management Agreements

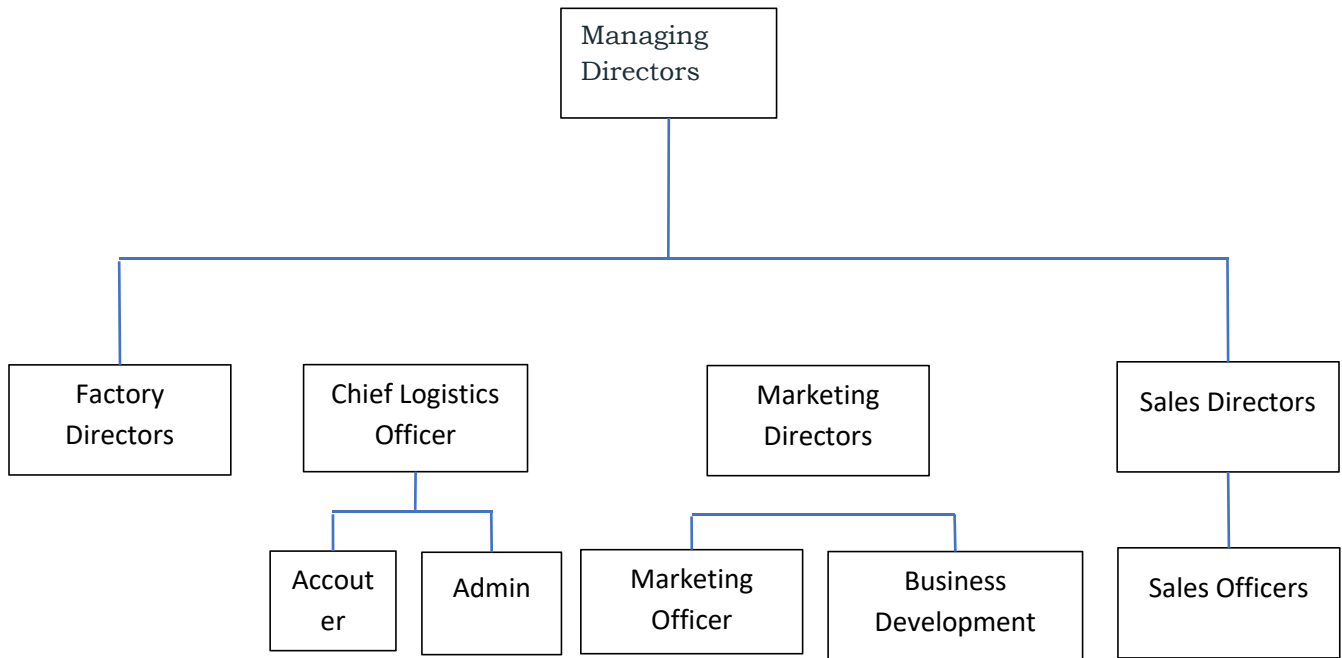
Management Agreements will be executed between **ELEMO COMPANY LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

iv. Confidentiality Agreements

ELEMO COMPANY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and director/shareholders will protect our company, operating systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the business's trade secrets and show our employees that we take our business seriously.

v. Organization Structure

The management of **ELEMO COMPANY LIMITED** is planning to have the following organization structure.



vi. Job creation

The following table illustrates the forecasted job creation throughout the coming five years

Job Title /Year	2024	2025	2026	2027	2028	Total
Factory Directors	1	2	2	3	3	11
Chief Logistics Officer	1	2	2	3	3	11
Admin	2	4	4	6	6	22
Marketing Directors	1	2	2	3	3	11
Accouter	1	2	2	3	3	11
Marketing Officer	2	4	6	10	15	37
Business Development	1	2	3	3	4	13
Sales Directors	1	2	2	3	3	11
Sales officer	10	15	20	30	50	125
Grand Total	20	35	43	64	90	202

Appendix I

**ELEMO COMPANY LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT
(US\$)**

	1	2	3	4	5
Revenue	800,000.00	10,000,000.00	20,000,000.00	30,000,000.00	30,000,000.00
Operating Expenses:	160,000.00	2,000,000.00	3,000,000.00	4,500,000.00	3,000,000.00
Profit before Depreciation &Interest	200,000.00	2,500,000.00	4,000,000.00	6,000,000.00	6,000,000.00
Interest	16,000.00	300,000.00	600,000.00	900,000.00	900,000.00
Depreciation	80,000.00	1,000,000.00	3,000,000.00	4,500,000.00	4,500,000.00
Net Profit	40,000.00	500,000.00	1,400,000.00	2,400,000.00	2,400,000.00
Tax (30%)	12,000.00	150,000.00	420,000.00	720,000.00	720,000.00
Profit After Tax	28,000.00	350,000.00	980,000.00	1,680,000.00	1,680,000.00
Accumulated Profit	28,000.00	378,000.00	1,358,000.00	3,038,000.00	4,718,000.00

ELEMO COMPANY LIMITED PROJECTED CASH FLOW US\$

	0	1	2	3	4	5
SOURCES:						
Profit before interest and depreciation		200,000.00	2,500,000.00	4,000,000.00	6,000,000.00	6,000,000.00
Equity		1000,000.00	3,000,000.00	7,000,000.00	10,000,000.00	12,000,000.00
Loan	0	228,571.00	4,285,714.00	8,571,428.00	12,857,142.00	12,857,142.00
Total Sources		1,428,571.00	9,785,714.00	19,571,428.00	28,857,142.00	30,857,142.00
Applications:						
Capital expenditure		16,000.00	300,000.00	600,000.00	900,000.00	900,000.00
working Capital &Others		320,000.00	4,000,000.00	8,000,000.00	12,000,000.00	12,000,000.00
Cash		40,000.00	500,000.00	1,000,000.00	1,500,000.00	1,500,000.00
Tax		12,000.00	150,000.00	420,000.00	720,000.00	720,000.00
Sub total		388,000.00	4,950,000.00	10,020,000.00	15,120,000.00	15,120,000.00
Total applications		388,000.00	4,950,000.00	10,020,000.00	15,120,000.00	15,120,000.00
Accumulated cash		1,056,571.00	5,733,712.00	11,519,424.00	16,805,136.00	18,805,134.00