

**TANZANIA-CHINA TRADE & TOURISM
DEVELOPMENT LIMITED**

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BUSINESS PLAN FOR 2024/2029

PREPARED BY:

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1.0. EXECUTIVE SUMMARY

Tanzania-China Trade & Tourism Development Limited aims to establish itself as a leading Importer and assembling motorcycles company in the local market. With the growing perspective that exist in our country, Tanzania-China Trade & Tourism Development Limited aims to capitalize on the market opportunities and become a trusted name in the industry.

Tanzania-China Trade & Tourism Development Limited was incorporated on the 22nd August 2005 under the Companies ACT 2002 of the United Republic of Tanzania, no 53526.

Tanzania-China Trade & Tourism Development Limited aims is located in a strategic location and a strong background in the Industrial Area in Dar es Salaam, with easy access to transportation facilities. The company will operate as a limited liability company, owned and managed by experienced professionals.

Tanzania-China Trade & Tourism Development Limited will specialize in the importation of Motorcycles and assembling, with prospect to raise about **Tsh 425,000,000 of which Sales revenue will be 325,000,000 and Shareholders Fund 100,000,000 for initiating the project.**

2.0. DESCRIPTIONS OF THE COMPANY

2.1. Our Vision

- 3 Is to transform urban landscapes into vibrant, including spaces that inspire and uplifting business in Tanzania. We see a future where our developments seamlessly blend with the market needs. We aim to create environments that enrich lives and contribute positively to society.

2.2 Our Mission

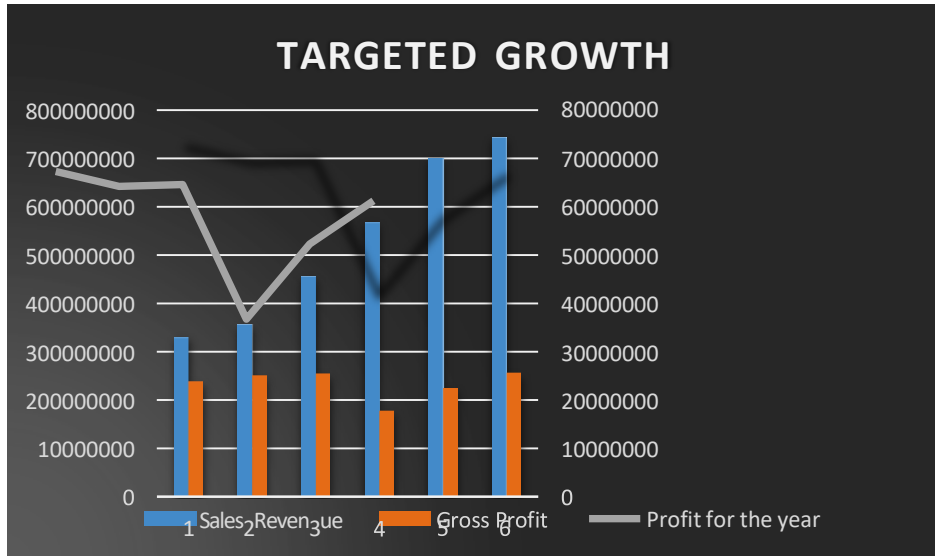
Is to inspire a positive, lasting impact. We owe everything to the efforts of each team member, our families and our clients. We exist to create harmony between property and prosperity.

2.3. Our Core Values

- I. **Trusting our Gut:** *We believe in the power of intuition and innovation. We trust our instincts to drive creativity and problem-solving, enabling us to deliver unparalleled solutions that resonate with both customers and partners.*
- II. **Giving People Chances:** *We embrace diversity and inclusivity. We believe in empowering individuals with opportunities that foster growth and progress, both within our company and in the communities we serve.*
- III. **Peace and Happiness:** *We are committed to creating an atmosphere of tranquility and contentment for our customers and team members alike. Our aim is to simplify and enhance their experiences, promoting happiness through hassle-free solutions.*
- IV. **Innovation and Personal Development:** *We thrive on innovation, continuously challenging the status quo. We view personal development as an ongoing journey, equipping our team members with the tools they need to thrive in a rapidly evolving technological landscape.*

2.4 Business target

Our main target is to create gross revenue of **TZS 325,000,000 by December 2024**. And ensure the revenues grow by 86% for the second year and eventually 116% .



3.0 COMPANY SUMMARY

3.1. *The Company Location*

Tanzania-China Trade & Tourism Development Limited aims is located in a strategic location and a strongbackground in the Industrial in Dar es Salaam.

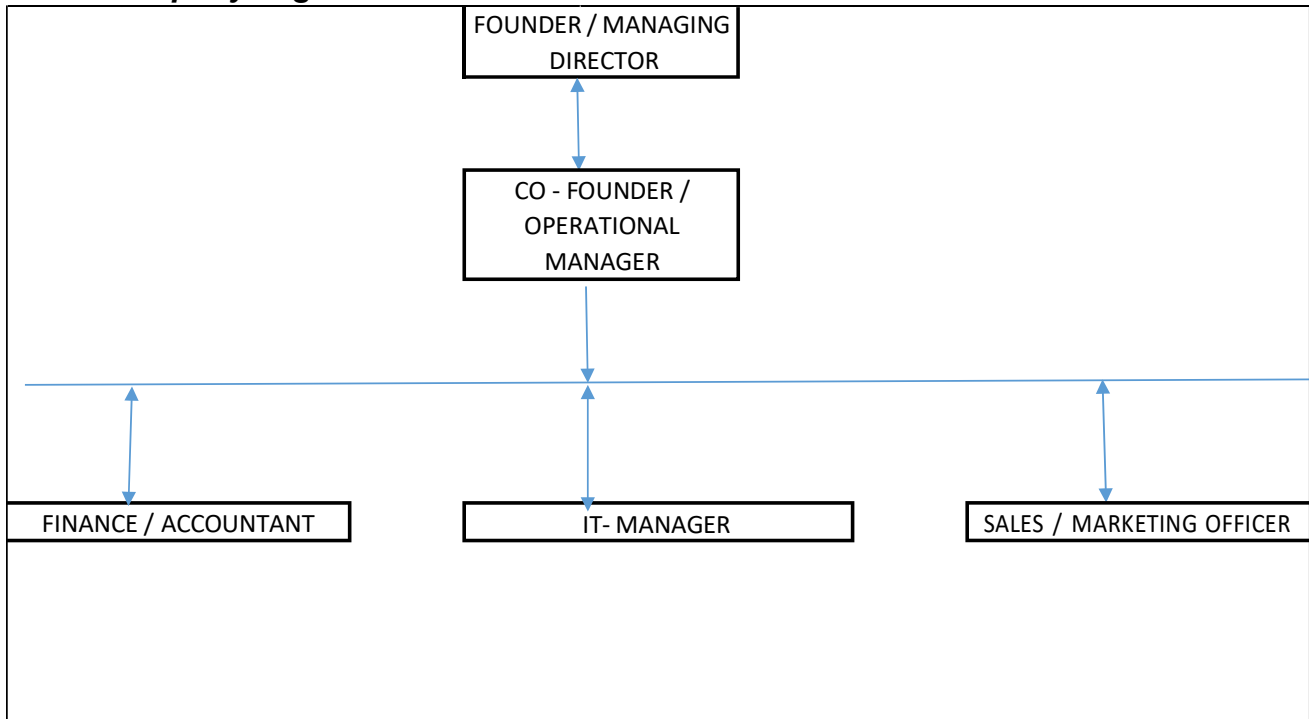
3.2 *Product / Services*

The Company will specialized in importing and assembling of motorcycles

Company Management

The daily management operations of the Company are vested under the Managing Director / Founder. who is assisted by a team of professionals including Finance manager, operational manager, IT manager and Sales and Marketing Executive

3.5 *Company Organizational Structure*



3.7. Past Performance

Our Company managed to be registered by Brela and Acquired tax identification number 103-905-303 from Tanzania Revenue Authority our initiative of Importation and assembling of Motorcycles with aim to become the cornerstone of modern and Quality Providers of those motor industry..

3.8 Investment Cost and Financing

Investment Cost

The Company management has planned to import initial motorcycles and incur some other cost for Building Construction of which will be specific for storage of those motorcycles and those official activities and other cost are targeted for administration activity as well as Purchases cost (Covering Importation and Clearing cost). As per analysis below.

NOTE 2: COST OF GOODS SOLD

	2024	2025	2026	2027	2028	2029
Opening Stock of Motorcycles	0	148,500,000	245,000,000	255,000,000	280,000,000	185,000,000
Add: Purchases of Motorcycles	195,000,000	250,000,000	311,000,000	220,000,000	250,000,000	200,000,000
Cost of Goods Available for sales	195,000,000	398,500,000	556,000,000	475,000,000	530,000,000	385,000,000
Less: Closing Stock of Motorcycles	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000	78,000,000
	146,500,000	253,500,000	301,000,000	295,000,000	408,000,000	307,000,000

NOTE 3: INVESTMENT COST

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Construction cost:						
- Engineering Cost	40,000,000	40,000,000	0	0	0	0
- Labor Charges	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
- Payroll charges (Direct Taxes)	24,000,000	24,000,000	24,000,000	30,000,000	35,000,000	45,000,000
Acquisition of Motorcycle accessories and Assembling area	95,000,000	53,000,000	0	0	0	0
- Transport of Building Material	3,200,000	4,800,000	2,000,000	2,000,000	0	0
- Dismantling Cost	10,000,000	0	0	0	0	0
- Repair and Maintanance						

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cost	0	0	30,000,000	23,000,000	19,800,000	15,400,000
Total Direct Cost	184,200,000	133,800,000	68,000,000	67,000,000	66,800,000	72,400,000



TANZANIA-CHINA TRADE & TOURISM DEVELOPMENT LIMITED

NOTE 4: OPERATING EXPENSES

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Bill Payments(Water & Electricity)	5,000,000	5,100,000	6,000,000	7,800,000	8,900,000	10,300,000
Insurance cover	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Interest payment	0	10,080,000	10,080,000	10,080,000	10,080,000	10,080,000
Consultation and Compliance Cost	2,400,000	2,400,000	3,200,000	3,400,000	4,000,000	5,020,000
Bank transfers and charges	600,000	780,000	858,000	943,800	1,038,180	1,141,998
Local transport for Management team	2,400,000	2,400,000	2,100,000	2,000,000	1,800,000	1,400,000
Dues and subscription (eg. Municipal levies	240,000	360,000	340,000	240,000	260,000	300,000
Telephone	360,000	360,000	460,000	320,000	380,000	360,000
Miscellaneous	240,000	240,000	300,000	320,000	340,000	320,000
Total Operating Expenses	14,240,000	24,720,000	26,338,000	28,103,800	29,798,180	31,921,998

FINANCING & REVENUE GENERATION

From the projected financial plan we have analyzed three sources of finance of which for the first year will be having Sales revenue, Loan from Financial Institution and fund injected by Directors as per table below;

NOTE 1: SOURCES OF REVENUE

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Sales revenue	325,000,000	378,000,000	410,000,000	450,000,000	525,000,000	580,000,000
Loan from Financial Institution	0	0	0	0	0	0
Shareholders Fund	100,000,000	100,000,000	0	0	0	0
	425,000,000	478,000,000	410,000,000	450,000,000	525,000,000	580,000,000

4.0 SWOT Analysis

In a dynamic Motorcycles assembling market and competitive industry like this of importation of importing and assembling with extensive history of having giant companies in the industry market, it's crucial to have a comprehensive understanding of both direct and indirect competitors. Here's a detailed analysis of our competition, highlighting their strengths and weaknesses, and how Tanzania-China Trade & Tourism Development Limited distinguishes itself and see the strength and Opportunities;

Direct Competitors:

1. KINGLION INVESTMENT COMPANY LTD
2. MeTL GROUP LTD
3. KISHEN ENTERPRISES LTD
4. ASTARC MOTORS TZ LTD
5. HONDA TANZANIA

Tanzania-China Trade & Tourism Development Limited 's Distinct Differentiators:

Tanzania-China Trade & Tourism Development Limited stands out in this competitive landscape through several key differentiators:

1. End-to-End Solution
2. Provide buyers with a wide range of options that cater to their specific needs.
3. Market-Specific Expertise: Our deep understanding of these markets allows us to cater to local nuances and requirements, ensuring our solutions are not just relevant but highly effective.
4. The Extensive selection ensures that customers can find steel materials that precisely match their project requirements, whether it's for structural applications, manufacturing processes, or specialized uses

5.0 MARKET AND MARKETING STRATEGY

Our marketing and sales strategy is a multi-faceted approach designed to attract and retain customers Here's a deeper look into our strategies:

1. Pricing Strategy:

We believe in fair and transparent pricing that benefits both Company and user. Our competitive commission rate of 4% per Contractors and other outsourced person in marketing.

2. Advertising and Promotion:

3. Customer Loyalty Programs:

4. Partnerships and Collaborations

5. Building a strong brand image through targeted advertising and public relations activities.

6. Developing a network of distributors and retailers across the country to ensure wide product availability.

7. Participating in industry trade shows and exhibitions to showcase products and establish business connections.

8. Implementing digital marketing campaigns through social media, online advertising, and a company website to reach a wider audience.

6.0 FINANCIAL PROJECTIONS

6.1 Important Assumption

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected

1. Tax rate is 30%
2. Sales Revenue Growth Revenue are expected to grow by 86% from first year to second year and 116% second year to third year
3. Interest rate is 18%

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PROJECTED FINANCIAL STATEMENT'S

TANZANIA - CHINA TRADE & TOURISM DEVELOPMENT LIMITED
PROJECTED INCOME STATEMENT FOR THE YEAR ENDED DECEMBER 2024/ 2029

Details	NOTE	TZS 2024	TZS 2025	TZS 2026	TZS 2027	TZS 2028	TZS 2029
Sales Revenue	1	325,000,000	378,000,000	410,000,000	450,000,000	525,000,000	580,000,000
Growth Percentage		0	86	116	72	62	56
Interest Revenue		0.00	0.00	0.00	0.00	0.00	0.00
Total Revenue		325,000,000	378,000,000	410,000,000	450,000,000	525,000,000	580,000,000
Less: Cost Of Goods Sold	2	146,500,000	253,500,000	301,000,000	295,000,000	408,000,000	307,000,000
Gross Profit		178,500,000	124,500,000	109,000,000	155,000,000	117,000,000	273,000,000
Less : Operating Cost							
Operating Expenses	3	14,240,000	24,720,000	26,338,000	28,103,800	29,798,180	31,921,998
Operating Profit Before Tax (PBT)		164,260,000	99,780,000	82,662,000	126,896,200	87,201,820	241,078,002
Taxation (30%)		49,278,000	29,934,000	24,798,600	38,068,860	26,160,546	72,323,401
Profit for the year		114,982,000	69,846,000	57,863,400	88,827,340	61,041,274	168,754,601
Retained Profit b/d		0	114,982,000	184,828,000	242,691,400	331,518,740	392,560,014
Retained Profit c/d		114,982,000	184,828,000	242,691,400	331,518,740	392,560,014	561,314,615

TANZANIA-CHINA TRADE & TOURISM DEVELOPMENT LIMITED

TANZANIA - CHINA TRADE & TOURISM DEVELOPMENT LIMITED

PROJECTED STATEMENT OF FINANCILA POSITION AS AT 31ST DECEMBER 2024/2029

	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>
<u>ASSETS</u>	<u>TZS</u>	<u>TZS</u>	<u>TZS</u>	<u>TZS</u>	<u>TZS</u>	<u>TZS</u>
<u>Non-current assets</u>						
Property, plant and equipment	0	0	0	0	0	0
Land	380,000,000	380,000,000	380,000,000	380,000,000	380,000,000	380,000,000
Building Cost	143,600,000	629,600,000	629,600,000	629,600,000	629,600,000	629,600,000
Building Depreciation cost	-2,872,000	-14,592,000	-14,592,000	-14,592,000	-14,592,000	-14,592,000
Total Non-Current Assets	520,728,000	995,008,000	995,008,000	995,008,000	995,008,000	995,008,000
<u>Current assets</u>						
Cash and Cash equivalents	111,160,000	-11,140,000	103,922,000	273,358,200	514,840,020	660,728,022
Trade receivables and Other Receivables	0	0	0	0	0	0
Inventory	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000	78,000,000
Total Current Asset	159,660,000	133,860,000	358,922,000	453,358,200	636,840,020	738,728,022
Total assets	680,388,000	1,128,868,000	1,353,930,000	1,448,366,200	1,631,848,020	1,733,736,022
<u>EQUITY AND LIABILITIES</u>						
Equity	0	0	0	0	0	0
Share capital	0	100,000,000	200,000,000	200,000,000	200,000,000	200,000,000
Additional Capital	100,000,000	100,000,000	0	0	0	0
Retained earnings	72,982,000	142,828,000	213,067,400	255,414,740	313,320,014	380,182,615
	172,982,000	342,828,000	413,067,400	455,414,740	513,320,014	580,182,615
<u>Non-current liabilities</u>						
Bank Loan	0	0	0	0	0	0
Total Non-Current Liability	0	0	0	0	0	0
<u>Current liabilities</u>						
Trade and other payables	476,128,000	756,106,000	910,760,000	974,802,600	1,093,711,460	1,124,898,006
Taxation	31,278,000	29,934,000	30,102,600	18,148,860	24,816,546	28,655,401

Total Current Liability	127,406,000	572,120,000	803,102,600	931,351,460	1,118,528,006	1,153,553,407
Total equity and liabilities	680,388,000	1,128,868,000	1,353,930,000	1,448,366,200	1,631,848,020	1,733,736,022



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Shareholders Fund	100,000,000	100,000,000	0	0	0	0
	425,000,000	478,000,000	410,000,000	450,000,000	525,000,000	580,000,000

NOTE 2: COST OF GOODS SOLD

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NOTE 3: INVESTMENT COST

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- Engineering Cost	40,000,000	40,000,000	0	0	0	0
- Labor Charges	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
- Payroll charges (Direct Taxes)	24,000,000	24,000,000	24,000,000	30,000,000	35,000,000	45,000,000
Acquisition of Motorcycle accessories and Assembling area	95,000,000	53,000,000	0	0	0	0
- Transport of Building Material	3,200,000	4,800,000	2,000,000	2,000,000	0	0
- Dismantling Cost	10,000,000	0	0	0	0	0
- Repair and Maintenance cost	0	0	30,000,000	23,000,000	19,800,000	15,400,000
Total Direct Cost	184,200,000	133,800,000	68,000,000	67,000,000	66,800,000	72,400,000

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NOTE 4: OPERATING EXPENSES

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Interest payment	0	10,080,000	10,080,000	10,080,000	10,080,000	10,080,000
Consultation and Compliance Cost	2,400,000	2,400,000	3,200,000	3,400,000	4,000,000	5,020,000
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