

TAJUI GROUP OF COMPANIES LIMITED

BUSINESS PLAN

For

Establishing Processing and Mining Services in Simanjiro
District in the United Republic of Tanzania.

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SECTION ONE

BUSINESS DESCRIPTION

1.0 Executive Summary

TAJUJ GROUP OF COMPANIES LIMITED is poised to establish itself as a premier graphite mining and processing company in Tanzania. Our operational site will be in Simanjiro District in the Manyara Region, with our headquarters in Dar es Salaam.

We aim to become a leading supplier of high-quality graphite products to the global market, focusing on industries such as battery manufacturers, electronics producers, and lubricant companies. We are committed to sustainable mining practices and will prioritise environmental responsibility throughout our operations.

We have obtained all necessary permits and licenses from local and national authorities in Tanzania, demonstrating our compliance with regulatory requirements. TAJUJ GROUP OF COMPANIES LIMITED is dedicated to setting new standards in the graphite mining industry through continuous innovation and excellence in service delivery.

Our management team, led by Mr Mazin Mohamed, who brings together decades of experience in the mining sector and a deep understanding of the graphite market. We are confident in our ability to build and grow a successful business that contributes positively to Tanzania's economy.

1.1. The Industry

Players in the Graphite Mining industry primarily extract graphite, a critical component used in various industrial applications including batteries, lubricants, and electronics manufacturing. Graphite mining involves the development of mine sites and the processing of graphite ore into various grades suitable for different end-uses. Companies

in this industry typically retain ownership of the processed graphite products and may further refine them based on market demand.

Graphite prices and industry revenue are closely tied to production volumes and global commodity prices. Over recent years, there has been a steady demand for graphite due to its essential role in lithium-ion batteries and other advanced technologies. The global graphite market was valued at USD 25.20 billion in 2023 and is anticipated to grow at a CAGR of 6.2% from 2024 to 2033.

If you're contemplating starting a graphite mining venture, whether at a small or large scale, it's crucial to secure all required permits from the relevant authorities. Strategic positioning is key to success in this industry, given its profitability and potential for growth. Graphite mining presents a lucrative opportunity for aspiring entrepreneurs to establish a business. Whether opting for a smaller initial operation or aiming for larger-scale production, establishing robust distribution networks across Tanzania and other global markets is essential for long-term success. With proper planning and adherence to regulatory requirements, the graphite mining sector offers significant potential for sustainable business growth and contribution to the economy.

1.2. Our Mission and Vision Statement

Vision

Our vision is to become a globally recognized leader in graphite mining and processing, known for our commitment to quality, sustainability, and innovation.

Mission

Our mission is to establish and operate a world-class graphite mining company that competes effectively in the international market. We aim to leverage our expertise and

strategic partnerships to maximize value for our stakeholders while adhering to the highest standards of corporate responsibility.

1.3. Location

The graphite mine is situated in Simanjiro District, within the Manyara region of Tanzania, an area rich in targeted resources for our operations. The company plans to construct an office building on the site, which is part of a joint venture agreement securing 90% ownership, facilitated by David Kamanyola, who is the registered holder of and has the unencumbered rights to prospect the "Graphite Mines", under Primary Mining Licenses (PMLs) PML01016SMN, PML01017SMN, PML01018SMN, PML01015SMN, PML00912SMN, PML00927SMN, PML00926SMN, PML00925SMN, PML00924SMN, PML00923SMN, PML00913SMN, PML00912SMN, PML009115SMN, PML00909SMN, PML00908SMN, PML00907SMN, PML00910SMN, PML00900SMN, PML00899SMN, PML00903SMN, PML00904SMN, PML00905SMN, PML00906SMN, PML00922SMN and PML00928SMN granted on 19th May 2023 and 20th JUNE 2024, valid for 7 years according to the Mining Act, Cap. 123.

Looking ahead, the company anticipates growth and expansion, with plans to establish additional production plants in other mining sites such as Tanga, Lindi, and Morogoro in the near future.

SECTION TWO

SALES AND MARKETING STRATEGY

2.1 Marketing Overview

Tanzania, positioned along the Indian Ocean coast and a member of the East Africa Community, boasts Dar es Salaam as its principal port of entry, serving as a vital gateway to landlocked neighboring nations. The country attracts substantial foreign investment, with the United Kingdom leading, followed by India, China, Kenya, USA, Netherlands, South Africa, Canada, Germany, and Oman.

Endowed with abundant natural resources, a favourable climate, political stability, and a strategic geographical location, Tanzania enjoys accessibility to potential export markets in the region, Gulf States, and South Asia. The mining sector is pivotal to Tanzania's economy, with mineral exports experiencing significant growth each year. In the year 2020/2021 the mineral sector's contribution to GDP rose to 7.2% from 6.7% in 2019/2020

Tanzania's mineral wealth includes gold, diamonds, gemstones (such as tanzanite, rubies, and sapphires), iron, base metals (nickel, cobalt), platinum group metals (platinum, palladium, rhodium), industrial minerals (soda ash, kaolin, salt, gypsum), coal resources and rare earth elements.

The government has adopted several strategies to achieve its target of contributing 10 per cent of GDP through the mining sector. These initiatives include promoting small-scale mining activities, attracting increased investments, enhancing regulatory frameworks for transparency, and organizing forums to foster collaboration among local and international mining stakeholders. These efforts aim to unlock opportunities and drive development within the sector.

Additionally, the government emphasizes the importance of value addition by encouraging companies to establish mineral processing plants within Tanzania. The country possesses substantial deposits of lithium, cobalt, nickel, and rare earth elements, all of which are in high demand as the global economy shifts towards sustainability.

This strategic positioning by the government aligns perfectly with global trends and offers direct benefits to Tanzania, enhancing its competitiveness in the industry. The collaboration is expected to generate employment, boost revenue, and decrease the export of raw minerals, thereby promoting sustainable economic growth.

2.2. Our Target Market

Our target market for supplying products from our graphite mining operations is strategically identified and broad-reaching. Through extensive market research, we have gained valuable insights into the expectations of our target audience. Our business is geared towards supplying raw graphite to the following sectors:

- Manufacturers of lithium-ion batteries
- Electronics manufacturing companies
- Lubricant producers
- Industrial applications requiring graphite as a crucial component

We are committed to engaging in mineral processing activities that enhance the value of graphite, catering to the specific needs of each sector. This strategic approach ensures that we meet market demands effectively while contributing to the growth and development of industries both locally and globally.

Our product offerings shall include:

- i. **Raw Graphite Ore Mining:** We shall engage in the mining of raw graphite ore from our operational sites in Simanjiro District, Manyara region, Tanzania. Our mining operations will adhere to stringent environmental standards to ensure sustainable practices.
- ii. **Graphite Ore Beneficiation:** We shall process raw graphite ore through beneficiation processes to enhance its purity and quality. This will include techniques such as flotation, gravity separation, and magnetic separation to produce refined graphite concentrates.

- iii. **Graphite Product Manufacturing:** We shall produce and supply various grades of graphite products tailored to meet the specific requirements of our diverse customer base. Our product range includes:
 - o **Natural Flake Graphite:** High-purity graphite flakes suitable for battery applications and lubricants.
 - o **Synthetic Graphite:** Engineered graphite products used in electronics and industrial applications.
 - o **Expandable Graphite:** Specialty graphite products used in flame retardants and thermal management.

- iv. **Graphite Powder and Graphene Production:** We shall also engage in the production of graphite powder and graphene, advanced materials with applications in aerospace, automotive, and renewable energy sectors.

2.3. Source of Income

Our Company is expecting to generate income primarily through the supply of the following minerals:

- Graphite

Our revenue streams will be bolstered by our commitment to providing high-quality graphite products to various industries, including manufacturers of lithium-ion batteries, electronics, lubricants, and industrial applications.

2.4. Sales Forecast

In the graphite mining industry, success hinges on strategic positioning and strong relationships within key sectors such as battery manufacturing, electronics, and industrial

applications. By capitalizing on our strategic location and establishing robust partnerships, we anticipate a steady increase in sales and revenue generation.

We are well-positioned to capture a significant market share within Tanzania and beyond. With a proactive approach to market penetration, we are confident in achieving our profit targets within the first year of operation, while also expanding our customer base and strengthening our business growth trajectory.

After conducting a thorough analysis of the graphite mining sector, we have developed the following sales forecast for our company. These projections are informed by field research and specific considerations relevant to startups in Tanzania's graphite mining industry:

- **First Fiscal Year:** NIL
- **Second Fiscal Year:** NIL
- **Third Fiscal Year:** TZS 18,000,000,000
- **Fourth Fiscal Year:** TZS 18,000,000,000
- **Fifth Fiscal Year:** TZ 18,000,000,000

These figures reflect our strategic location and anticipated market demand for graphite products. Our projections assume stable economic conditions and a competitive landscape that supports our growth trajectory without significant disruptions. While these estimates provide a solid foundation, actual outcomes may vary based on market dynamics and operational performance.

2.5. Market Differentiation

In the graphite mining industry, market differentiation plays a crucial role in achieving success. Unlike other minerals, which have specific market demands based on their quality and characteristics, graphite's versatility allows for differentiation in various ways. Here's how we plan to differentiate our business at Tajuj Group of Companies Limited

Targeted Product Offerings:

Rather than focusing solely on raw graphite, we will emphasize value-added products such as high-purity graphite concentrates and speciality graphite materials. These products are tailored to meet the exacting standards of industries like lithium-ion batteries, electronics, and industrial applications, where quality and consistency are paramount.

i. Customized Solutions:

We will differentiate ourselves by offering customized solutions to meet specific customer needs. This includes collaborating closely with customers to develop graphite products that enhance performance and efficiency in their applications.

ii. Environmental and Ethical Practices:

At Tajuj, we prioritize sustainable mining practices and ethical sourcing. Our commitment to environmental stewardship and community engagement will resonate with customers seeking responsible supply chain partners.

iii. Innovation and Technology:

Investing in innovation and advanced technologies will set us apart in the market. By leveraging modern processing techniques and continuous research, we aim to produce graphite products that meet or exceed industry standards for purity, conductivity, and durability.

iv. Market Expansion and Partnerships:

We will actively pursue partnerships and market expansion initiatives beyond Tanzania. By identifying new markets and forming strategic alliances, we aim to broaden our customer base and establish ourselves as a reliable global supplier of premium graphite products.

In summary, our differentiation strategy at Tajuj revolves around offering high-quality, customized graphite solutions while maintaining a strong focus on sustainability and technological advancement. These efforts are designed to not only meet current market demands but also anticipate and fulfil future industry needs effectively.

2.5. Competitors

In the graphite mining industry, competitors can vary based on geographic location and market segment. Here are some potential competitors that TAJUJ GROUP OF COMPANIES LIMITED may encounter:

i. Global Mining Corporations:

Large multinational companies involved in graphite mining and processing, such as Syrah Resources, Triton Minerals, and Northern Graphite. These companies often have substantial resources, established infrastructure, and global market reach.

ii. Regional and Local Players:

Other mining companies within Tanzania or nearby regions that focus on graphite extraction and processing such as Lindi Jumbo, Marula Mining, Evolution Energy Mining, Mahenge Project (Black Rock Mining), Nachu Graphite Project (Magnis Resources) Epanko Graphite Project and God Mwanga Gems Limited. These players may vary in size and operational scale but compete for similar market opportunities.

iii. **Vertical Integration Players:**

Companies that are integrated across the graphite supply chain, from mining to processing to end-product manufacturing. These competitors may have advantages in cost efficiency and product diversification.

iv. **Specialized Graphite Suppliers:**

Companies specializing in producing high-purity graphite for specific applications, such as battery manufacturers, electronics, and aerospace industries. They may offer niche products tailored to unique customer requirements.

v. **New Entrants and Startups:**

Emerging companies entering the graphite mining sector with innovative technologies or strategic partnerships. These newcomers could disrupt the market dynamics with new approaches to production or product offerings.

vi. **Independent Traders and Brokers:**

Individuals or small firms engaged in trading and brokerage of graphite products. While not direct miners, they facilitate transactions and can influence market dynamics through pricing and distribution channels.

2.6. **Our Competitive Advantage**

Our competitive advantages include:

- **Resource Availability:** We have access to abundant graphite resources in our operational areas, ensuring a steady supply to meet market demands.
- **Forward Selling Capability:** We possess the flexibility to forward sell our production when beneficial, optimizing revenue streams and financial stability.

- **Environmental Compliance:** Adherence to stringent environmental laws and sustainable mining practices underscores our commitment to responsible operations.

As a licensed and reputable company, we recognize the importance of understanding local demographics and competitors' dynamics to maintain our edge. We are prepared to learn from successful strategies employed by our competitors and adapt as necessary to sustain our market position.

Moreover, our management team brings extensive experience in scaling businesses from inception to national prominence. Combined with a robust distribution network and a steadfast commitment to exceptional customer service, these factors collectively strengthen our position in the graphite mining sector.

2.7. Marketing Strategy and Sales Strategy

Before entering into the Joint Venture and into the graphite business we conducted thorough market surveys and feasibility studies to effectively penetrate the Tanzanian graphite market. Drawing on insights from industry experts in graphite mining, we have developed robust marketing strategies to enhance our competitive edge.

Sales and Marketing Approach:

- **Direct Marketing:** We will introduce our business through personalized introductory letters to production companies and stakeholders within the graphite industry across Tanzania.
- **Listing in Directories:** Our business and product offerings will be prominently listed in local directories and industry-specific platforms to maximize visibility.
- **Online Promotion:** Leveraging digital platforms, we will utilize websites and social media channels such as Instagram, Facebook, and LinkedIn to promote our graphite products and engage directly with our target audience.

- **Word of Mouth Marketing:** Building relationships and encouraging referrals within the graphite mining community to establish credibility and trust.

Publicity and Advertising Strategy:

While confident in our ability to compete with established mining companies locally and globally, TAJUJ is committed to enhancing brand visibility and market presence through strategic publicity efforts.

- **Print and Electronic Media:** Advertising in relevant industry publications, community-based newspapers, and electronic media platforms to reach diverse audiences effectively.
- **Community Engagement:** Sponsoring and participating in local events and industry forums to demonstrate our commitment to corporate responsibility and strengthen relationships.
- **Digital Marketing:** Harnessing the power of online advertising, including targeted campaigns and search engine optimization, to expand our reach and attract potential customers.
- **Branding:** Implementing a cohesive branding strategy where all company assets, including vehicles, equipment, and staff attire, are branded with our logo and messaging to increase brand recognition.

Long-Term Expansion:

With a strategic vision to expand our market presence beyond Simanjiro District to other key cities in Tanzania and international markets, our marketing and advertising strategies are designed to establish Tajuju as a leading name in the graphite mining industry.

By deploying these comprehensive marketing tactics, we aim to solidify our market position, cultivate a loyal customer base, and achieve sustainable growth and profitability in the dynamic graphite sector.

SECTION THREE

OPERATION STRATEGIES

3.1. Our Business Structure

In our pursuit to establish a leading graphite mining company in Simanjiro District, Manyara Region, Tanzania, we are committed to setting a solid foundation from the outset. We recognize the importance of having a competent workforce, and thus, we have meticulously designed our organizational structure to ensure efficiency and competitiveness at every level.

To achieve this, Tajuj will employ skilled professionals to fill key positions within our company:

- Chief Executive Officer (Owner)
- Graphite Mine Manager
- Human Resources and Administration Manager
- Sales and Marketing Officer
- Accountants/Cashiers
- Graphite Mining Casual Workers
- Truck Drivers
- Customer Service Executives

3.2. SWOT Analysis

Our business environment presents promising strengths and opportunities, yet also entails challenges that we are prepared to address. The SWOT analysis below provides an overview of our strategic considerations:

Table 3.2: SWOT Analysis

STRENGTH	WEAKNESS
Our strength lies in our state-of-the-art graphite mining equipment and trucks, positioning us to meet high client demands efficiently.	Establishing a graphite mining company in Tanzania may present location-specific challenges.
Quality product suitable for a wide number of end applications	
Significant amount of valuable graphite resources	
OPPORTUNITIES	THREAT
The global demand for graphite presents ample opportunities for market expansion.	Competition with established graphite mining companies locally and globally poses a challenge.
Government support	Unfavourable government policies and economic downturns could impact operations.
	Continued Preference for Synthetic Graphite in Key Markets.

3.3. Job Roles and Responsibilities

Chief Executive Officer – CEO (Owner):

- Enhances management effectiveness by recruiting, selecting, orienting, training, coaching, counselling, and disciplining managers; aligning values, strategies, and objectives; assigning accountabilities; monitoring and appraising job results; developing incentives; fostering a climate for offering information and opinions; providing educational opportunities.

- Responsible for setting prices and finalizing business deals.
- Provides strategic direction and leadership for the organization.
- Develops and implements the company's vision, mission, and overall strategic direction.
- Accountable for signing checks and documents on behalf of the company.
- Evaluate the success of the organization.

Graphite Mining Site Manager:

- Oversees the smooth operation of the graphite mining site.
- Ensures consistently high-quality standards are maintained.
- Develop strategies to enhance operational efficiency among staff.
- Responsible for training, evaluating, and assessing the workforce.
- Ensures operational equipment is maintained through preventive maintenance and timely repairs.
- Ensures compliance with safety and health standards at the graphite mining site.

Human Resources and Admin Manager:

- Manages HR and administrative tasks to ensure smooth operations.
- Defines job positions for recruitment and oversees the hiring process.
- Conducts induction for new team members.
- Responsible for training, evaluating, and assessing employees.
- Oversees daily business activities to ensure efficiency.

Sales and Marketing Manager:

- Conducts external research and coordinates internal information sources to retain and attract customers.
- Analyzes demographic data and transaction volumes to optimize customer engagement.
- Identifies and prioritizes new business opportunities and partnerships.

- Supervises the implementation of sales strategies, advocates for customer needs, and maintains customer relationships.
- Develops, executes, and evaluates plans to expand sales.
- Documents customer interactions and feedback.
- Represents the company in strategic meetings to drive business growth.

Graphite Mining Casual Workers:

- Operates excavators and other machinery at the mining site.
- Participates in the mining of graphite.
- Assists in the loading and unloading of graphite from trucks.

Accountant/Cashier:

- Prepares financial reports, budgets, and statements for the organization.
- Provides management with financial analyses and forecasts.
- Conducts market research to predict business trends.
- Manages cash flow, general ledger accounting, and financial reporting.
- Develops and implements financial systems and policies.
- Administers payroll and ensures compliance with tax laws.
- Handles all financial transactions and serves as an internal auditor.

Truck Drivers:

- Assists in loading and unloading graphite.
- Maintains a logbook of driving activities to comply with rest and work regulations.
- Conducts vehicle inspections and ensures trucks are equipped with safety gear.
- Inspects vehicles for mechanical issues and performs preventive maintenance.
- Complies with trucking regulations and company policies.
- Reports accidents, defects, or violations promptly.

SECTION FOUR

FINANCIAL PLAN

4.1. Generating Startup Capital for Tajuj Group of Companies.

No matter how promising a business idea may be, securing the necessary capital is crucial for turning that idea into a reality. Finance plays a pivotal role in the establishment and growth of any business venture. While raising startup capital can be a daunting task, it is an essential journey that every entrepreneur must undertake.

Tajuj Group of Companies is a collective enterprise financed and owned by multiple shareholders, offering opportunities for additional members to invest in the company through shares. The primary source of our startup capital will be contributions from these shareholders, pooling their resources to fund our venture into graphite processing and mining.

Our strategy involves leveraging the collective financial strength and commitment of our shareholders to secure the initial funding required for acquiring mining rights, setting up processing facilities, procuring equipment, hiring skilled personnel, and initiating operations. By harnessing the combined investment capacity of our shareholders, we aim to establish the Tajuj Group of Companies as a formidable player in the graphite mining sector in Tanzania.

Through prudent financial management, strategic allocation of resources, and adherence to sound business practices, we are confident in our ability to not only raise the necessary startup capital but also to effectively deploy these funds to achieve sustainable growth and profitability.

4.2. Salaries and Remuneration

We expect to be able to pay good salaries to the office staff as shown below

Table 4.1: Staff allowance per Month based on their rank (seniority)

Title	Monthly Salary (TZS)
Chief Executive Officer – CEO	8,000,000
Graphite Mining Site Manager	6,000,000
Human Resources and Admin Manager	5,000,000
Sales and Marketing Manager	4,000,000

Office Manager	2,500,000
Accountant	2,000,000
Administrative Assistant	1,500,000

This salary structure reflects the estimated monthly costs for salaries across all offices and staff members during full operations. A 5% increment in remuneration is planned after the first quarter to maintain staff morale and dedication, which is crucial in the high-value mineral industry to prevent pilferage and demonstrate commitment to our workforce.

4.3. Financial Analysis, Forecasting and Strategy

The Financial Plan for Tajuj Company encompasses the revenue and profitability model, detailed key assumptions underlying the model, sensitivity analysis on critical revenue and cost variables, and comparisons with valuations of organizations with similar business models. This plan evaluates the capital requirements, proposed use of funds, and expected future earnings. It includes Projected Income Statements and Cash Flow Statements, detailed quarterly for the first two years and annually for years 1-5.

All assumptions and projections in the financial plan derive from and are supported by descriptions and explanations in other sections of the business plan. Here, the entrepreneur articulates how the overall vision for the venture will be monetized. Key financial assumptions include:

- Management retains block and trophy fees from mining activities, paying taxes to central and local governments from mining revenue.
- In-kind support from Tajuj Group of Companies Limited stakeholders covers basic infrastructure and startup costs for the first three years.
- The marketing plan is implemented in the first year, with significant impact expected by the second year.

Facility operation and maintenance	300,000,000	300,000,000	300,000,000	300,000,000	300,000,000	1,500,000,000
Capital Expenditure	850,000,000	850,000,000	850,000,000	850,000,000	850,000,000	4,250,000,000
Community Development	29,950,000	29,950,000	29,950,000	29,950,000	29,950,000	149,750,000
TOTAL EXPENSES	1,598,650,000	1,598,650,000	1,598,650,000	1,598,650,000	1,598,650,000	7,993,250,000
PROFIT BEFORE TAX	18,401,350,000	(1,598,650,000)	(600,350,000)	(398,650,000)	101,350,000	15,905,050,000
TAX (30%)	5,520,405,000	(479,595,000)	(180,105,000)	(119,595,000)	30,405,000	4,771,515,000
PROFIT AFTER TAX	12,880,945,000	(1,119,055,000)	(420,245,000)	(279,055,000)	70,945,000	11,133,535,000
Cumulative depreciation	-	-	-	-	-	-
Cumulative earnings (Net of Depreciation)	-	-	-	-	-	-

Notes

1. Year 1 Profit

In the fiscal year 2026 (Year 1), the company reports a net profit of TZS 12,880,945,000. This indicates a positive net profit, showing that the company is expected to earn TZS 12,880,945,000 after tax in its first year.

2. Profit Distribution to Villages

The percentage of profit allocated to the ten villages is not specified. For illustrative purposes, if 5% of the profit were distributed:

Year 3 Net Profit: TZS 12,880,945,000

- **Distribution Rate:** 5%

- **Amount Distributed to Villages:** Consequently, TZS 644,047,250 would be allocated to the villages.

3. Profit Projection for Year 5

- The anticipated net profit for Year 5 (2028) is TZS 12,803,691,895. This represents a slight decrease compared to Year 1.
 - **Net Profit in Year 1:** TZS 12,880,945,000
 - **Projected Net Profit in Year 5:** TZS 12,803,691,895
 - **Change in Profit:** -77,253,105
 - **Percentage Decrease:** This indicates a minor decrease of about 0.6% in net profit over the five years.

4. Payment to the Central Government

- The percentage of profit to be paid to the central government before tax and interest is not specified. For example, if 2% were paid:
 - **Profit Before Tax and Interest for Year 5:** TZS 12,803,691,895
 - **Payment Rate:** 2%
 - **Amount Paid to the Central Government:**
 - Therefore, TZS 256,073,838 would be paid to the central government.

Table 4.5: Statement of Sources and Application of Funds (Cash Flow Statement) 2024 – 2028

Particulars		2024	2025	2026	2027	2029	TOTAL
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Initial Investment							
Income from mining activities	-			998,300,000	1,200,000,000	1,700,000,000	3,898,300,000
Opening balance	20,000,000,000	10,000,000,000	8,088,347,976	6,176,695,950	5,263,343,923	4,551,691,895	54,080,079,744
Total Initial Investment	(20,000,000,000)	10,000,000,000	8,088,347,976	7,174,995,950	6,463,343,923	6,251,691,895	57,978,379,744
EXPENSES							
		2024	2025	2026	2027	2028	
Resource protection and management		300,000,000	300,000,000	300,000,000	300,000,000	300,000,000	1,500,000,000
Resource utilization and visitation		105,200,000	105,200,000	105,200,000	105,200,000	105,200,000	526,000,000
Management and administration		106,500,000	106,500,000	106,500,000	106,500,000	106,500,000	532,500,000
Facility operation and maintenance		520,000,000	520,000,000	520,000,000	520,000,000	520,000,000	2,600,000,000
Capital Expenditure		850,000,000	850,000,000	850,000,000	850,000,000	850,000,000	4,250,000,000
Community Development		29,950,000	29,950,000	29,950,000	29,950,000	29,950,000	149,750,000
TOTAL EXPENSES		1,911,652,024	1,911,652,026	1,911,652,027	1,911,652,028	1,911,652,029	9,558,260,134
NET CASHFLOW							
	(20,000,000,000)	8,088,347,976	6,176,695,950	5,263,343,923	4,551,691,895	4,340,039,866	28,420,119,610
TAX (30%)		2,426,504,393	1,853,008,785	1,579,003,177	1,365,507,569	1,302,011,960	8,526,035,883
AFTER-TAX NET CASHFLOW	(20,000,000,000)	5,661,843,583	4,323,687,165	3,684,340,746	3,186,184,327	3,038,027,906	19,894,083,727
Discounting factor (at 10%)	1.0000	0.9090	0.8264	0.7513	0.6830	0.6209	
PRESENT VALUE	(20,000,000,000)	5,146,615,817	3,573,095,073	2,768,045,203	2,176,163,895	1,886,311,527	(4,449,768,485)
Present Value (NPV)=							

Thus the project is economically viable						
	1	1	1	1	1	
	5,180,586,870	3,614,602,470	2,818,520,671	2,227,142,844	1,944,034,057	15,784,886,921
						(15,730,636,921)
		YEARS	CFS			
		-	(54,250,000)			
		1	13,041,001			
		2	13,335,001			
		3	13,335,001			
		4	13,335,001			
		5	13,335,001			
		IRR	0			

4.5. Regulatory issues

Securing an export license and local business permits for graphite mining operations is essential for compliance with Tanzanian regulations. Tajuj Group of Companies benefits from close collaboration with both central and local governments, facilitating a streamlined approval process. This cooperative approach underscores the government's support for local initiatives that enhance economic growth and employment opportunities

4.6. Sustainability and Expansion Strategy

Tajuj Group's sustainability and growth strategy revolves around key pillars: fostering customer loyalty, enhancing employee competence, strategic investments, and robust

operational frameworks. Our primary goal is to establish a self-sustaining business model driven by operational cash flow without continuous dependence on external financing post-launch.

To attract and retain customers, Tajuj aims to competitively price its graphite products, initially offering them below market rates to establish market presence and preference. We are prepared to operate on narrower profit margins initially while prioritizing customer acquisition and retention.

Employee welfare is paramount at Tajuj. We are committed to implementing sound corporate governance, nurturing a supportive corporate culture, and providing ongoing training and development opportunities for our workforce. A performance-based profit-sharing program for management staff over three years or longer will incentivize dedication and performance excellence.

By focusing on operational efficiency, customer-centric strategies, and robust employee support, Tajuj Group is positioned to achieve sustainable growth and leadership in the graphite mining industry

SECTION FIVE

ACTION PLAN

5.1. Introduction

This section presents the key activities to be performed with the Tajuj Group of Companies.

5.2. Key activities to be performed

In ensuring Tajuj Group of Companies Limited is operating as planned, the following action plan should be used.

Table 5.2: Proposed action plan for startup from July to December 2024 (This is just an assumption)

SN	Details of activity	Date		Remarks
		From	To	
1	Finalization of Business plan	July	August	Editing and incorporating comments
2	Conducting survey	July	August	
3	Trenching	August	August	
4	Drilling and EM	August	September	
5	Capital mobilization (Secure initial startup capital of at least \$ 1 million to be able to pay for preliminary expenses)	September		
6	Opening offices in Arusha	August		
7	Ordering of raw materials, machines and other equipment	October		
8	Buy and install office furniture if any	August	December	

WAY FORWARD

The success of this business plan hinges on the entrepreneur's capability to effectively market the company's products and services, thereby attracting customers and facilitating nationwide expansion. Additionally, the financial discipline of the management team will play a crucial role in executing the business plan as envisioned. It is imperative to meticulously oversee the implementation of essential startup activities. The entrepreneur remains adaptable and receptive to novel ideas and methodologies, all aimed at ensuring the successful launch of the business concept.