

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

**PRE-FEASIBILITY STUDY REPORT ON:
INVESTMENT IN A COMMUNICATION SECTOR**

**Presented To:
TANZANIA INVESTMENT CENTRE
Shaban Robert Street
P. O. Box 10848
Dar es Salaam**

Prepared by:

***MIFONE TECHNOLOGY LIMITED*
P.O.BOX 34359
DAR ES SALAAM, TANZANIA**

January 2024

***MIFONE TECHNOLOGY LIMITED*
Strategic Pre-feasibility Report**

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

*This document is confidential and has been made available to the **TANZANIA INVESTMENT CENTRE** to which the address is shown in the cover page and it is addressed strictly on the understanding that its contents will not be disclosed or discussed with any third parties except for **TANZANIA INVESTMENT CENTRE** professional advisers.*

*This profile is strictly for information only and projections in the pre –feasibility study report have been compiled by the consultant with close cooperation of the Promoters of the Business the **MIFONE TECHNOLOGY LIMITED** and Sector Experts for illustrative purposes and do not constitute actual forecasts.*

MIFONE TECHNOLOGY LIMITED

Business Profile: Pre-feasibility Study Report

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

Table of Contents

0.1 EXECUTIVE SUMMARY

2.0 STATEMENT OF PURPOSE

2.1. Purpose of Investment

2.2 investment Financing plan

2.3 Summary of the Expected Results

3. BUSINESS DESCRIPTION

3.1. Background of the Company

- 3.1.1. Legal Status
- 3.1.2. Mission and Vision
- 3.1.3. Operations
- 3.1.4 Location and Address
- 3.1.5. Postal Address
- 3.1.6. Project location

4.0 Core Business of the Company

- 4.1 Manufacturing Pyrolysis Oil from Used Tyre and Waste Engine Oil

5.0. INVESTMENT OF THE COMMUNICATION TECHNOLOGY

5.1. Investment Of The Communication Technology Industries In Tanzania

- 5.1.1. A Project for Investment on the Communication Technology Sector in Tanzania
- 5.1.2. A Project for Investment on the Communication Technology Sector in Tanzania
- 5.1.3 Justification of the project
- 5.1.3. Impact of the project
- 5.1,4 Opportunity drivers

6.0 ANALYSIS OF STRENGTHS, WEAKNESSES, OPPORTUNITY AND THREATS

7.0 MARKETING INFORMATION

7.1. Costing and Pricing

7.2. Sales Projection

7.3. Customers

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

7.4. Marketing Plan

8. MANAGEMENT & ADMINISTRATION

8.1. Management

9. FINANCIAL PROJECTIONS

LIST OF APPENDICES

1. Certificate of Incorporation

2. Tax Payer Identification Certificate

3. Memorandum and Articles of Association

4. Bank Reference Letter.

5. Evidence of Land

1. Executive Summary

Company & Project concept

MIFONE TECHNOLOGY LIMITED is limited Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated 13th March 2024, and bears Certificate of Incorporation # 173005962. Company implements project which is under Communication Technology Investment.

MIFONE TECHNOLOGY LIMITED will be located at Dar es Salaam, ILALA CBD, Plot No. 43/52, Block K, At Kitonga Street.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors.

Company Goals and Objectives:

In Summary **MIFONE TECHNOLOGY LIMITED** aims to;

- A Project for Investment in Communication Technology Sector in Dar es Salaam Region, , ILALA CBD, Plot No. 43/52, Block K, At Kitonga Street.
- Manage **MIFONE TECHNOLOGY LIMITED** by 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 involve
- Build relationships with investors in Communication Sector,
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company 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

Purpose of Business Plan

This document is prepared to the serve the purpose as a Pre-feasibility study report for **MIFONE TECHNOLOGY LIMITED** for investment in Communication Technology Sector. But also, the Pre-feasibility study

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

report shall be submitted to TIC for an award of Certificate of Incentives. The implementation of this project will comprise the following activities:-

- Set office building which will accommodate Installation of office Equipment for this project.
- Procurements Equipment's for this project.
- Equipping the project will all necessary modern furniture and facilities

The project promoter, the project will be managed and operated by **MIFONE TECHNOLOGY LIMITED** is owned by a Chinese company from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
YIFAN JIANG	Chinese	80%
FU MINGMING	Chinese	20%

Company Legality, the legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number. Justify that **MIFONE TECHNOLOGY LIMITED** is operating within the ambit of the law of the Land

Project Organization Structure, the management of **MIFONE TECHNOLOGY LIMITED** constituted by the following organization set up: - Board of Directors, General Manger who is responsible on the supervision on the entire operations of the Company, a company accountant, a Production Manager who will be directly responsible for all matters pertaining mining processing.

Investment Structure, the project is estimated to cost \$500,000, the money covers building structures but also allocated fund include investment in, building structure, Machineries and Equipment, furniture and fittings, pre expenses and working Capital. The equity contributed by the shareholders is \$500,000 equivalent to 100%. However, a financial policy of the Company state that the profits generated will be re-invested

***MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA***

Forecasted financial Information, Financial information of ***MIFONE TECHNOLOGY LIMITED*** is projected within five years. The company projected profit and Loss, account show a respectable turnover (for reference you shall see table on page 18 and 19)

2. Statement of Purpose

This Profile is drawn for the purpose of seeking CERTIFICATE OF INCENTIVES from the TANZANIA INVESTMENT CENTRE and pre –feasibility study report for Investment on the Communication Technology and Equipments Industry.

2.1 Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for **MIFONE TECHNOLOGY LIMITED** for establishment of Investment on the Communication Industry in Ilala CBD Dar es Salaam. The implementation of the project will compromise of the following: -

- Construction of a office building which will accommodate Installation of equipment's and storage of goods for this project.
- Installation of Internet Equipment's where the business operations will be conducted
- Procurements Machineries and Equipment for this project.
- Equipping the project will all necessary modern furniture and facilities
- Procurement semi –processed raw materials
- Employing more than 50 people.

2.2. Investment financing plan

The company expect to invest \$500,000 from shareholders' funds. Profits generated from business operation will be re-invested. Table below show the assumptions how the investment financing plan will look like.

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

**TABLE 1
FINANCING**

<i>Financing</i>	\$
Long-term liabilities	
Long-term Equity	200,000
Owner's equity	
Cash	200,000
Contributed asset value	100,000
Total	500,000

**TABLE 2
INVESTMENT COST PLAN**

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	100,000
Opening inventory	50,000
Other	10,000
Property and equipment	
Land	50,000
Building	25,000
Equipment	20,000
Furniture and fixtures	3,000
Leasehold improvements	2,000
Plant	150,000
Motor Vehicles	40,000
Other_____	50,000
Total assets	500,000.00

2.3 Summary of the Expected Results

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

- Provide an opportunity for availability of modernized communication .
- Import modern machine for purpose of setting an industry which contribute in advancing of new technology in Tanzania
- Increase 100 direct employment opportunities.
- Direct Domestic investment of more than \$1M within 2023 -2028.
- Increase tax contributed to the government
- Generate foreign currency.

3. BUSINESS DESCRIPTION

MIFONE TECHNOLOGY LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 13th March 2024, and bears Certificate of Incorporation # 173-005-962. Company implements project which is under industry sector.

The Company will be responsible among others activities, Sales of Electronics and Communication Items activities.

3.1.1. Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that **MIFONE TECHNOLOGY LIMITED** is operating within the ambit of the law of the Land.

3.1.2. Mission and Vision

The company vision is to be one of the leading companies in sales of communication equipment in Tanzania.

The current mission of the company is to penetrate the markets within communication sector in Tanzania. The company can achieve this through

- Selling High Advanced Communication equipment
- Establishing sustainable business relationship with Industries and buyers
- Proper and reasonable remuneration of the personnel
- Continuing networking with our esteemed clients.

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

3.1.3. Project Promoters

The project promoter, the project will be managed and operated by **MIFONE TECHNOLOGY LIMITED**. The Company is owned by Chinese nationals. Current shareholding status is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
YIFAN JIANG	Chinese	80%
FU MINGMING	Chinese	20%

3.1.4. Operations

The project will be managed and operated by **MIFONE TECHNOLOGY LIMITED**. The Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

3.1.5. Project Location

The project shall be implemented at constructed warehouses, administration block which will be very spacious to accommodate project of this nature. The project shall be located at Dar es Salaam, ILALA CBD, Plot No. 43/52, Block K, At Kitonga Street.

3.1.6. Postal Address

MIFONE TECHNOLOGY LIMITED
P. O. Box 34359
DAR ES SALAAM, TANZANIA

4. Core Activities of the company

MIFONE TECHNOLOGY LIMITED will be dealing with establishing and operating the following facilities;

4.1.1. Construction of Office facilities

In the first phase of the implementation of this project, the Company shall construct office premises which shall be used to accommodate installation of Equipment's.

4.1.2. Office Premises

This consist installation of office premises and equipment and Fixtures and fittings which shall be used for business operation.

4.2. Technical requirements of the project

The project implementation shall require some of technical facilities among others include: -

- Communication Technology.
- Vehicles.
- Equipment's
- etc.

5. INVESTMENT OF THE COMMUNICATION TECHNOLOGY

5.1 INVESTMENT OF THE COMMUNICATION TECHNOLOGY INDUSTRY

As of the last knowledge update in September 2021, Tanzania's communication technology sector, including the investment in communication equipment, plays a crucial role in the country's economic development. Below are some key aspects related to this sector:

1. Infrastructure Development: Tanzania has been investing in modern communication technologies and equipment, including fiber-optic networks, mobile networks, and data centers. These investments have significantly improved connectivity across the country, promoting digital inclusion and supporting economic growth.

2. Communication Equipment Applications: The deployment of communication equipment, such as mobile towers, satellite systems, and broadband infrastructure, is transforming industries such as finance, education, healthcare, and e-commerce. This enables businesses and individuals to access information and services more efficiently, fostering innovation and improving productivity.

3. Investment and Development: There has been a steady flow of investments aimed at expanding the reach and quality of communication networks. This includes investments in upgrading telecommunications infrastructure, introducing 5G networks, and deploying advanced communication equipment to enhance service delivery.

4. Regulatory Environment: The Tanzanian government, through agencies like the Tanzania Communications Regulatory Authority (TCRA), has developed policies to ensure a competitive and regulated communication sector. These policies support fair competition, encourage investments in cutting-edge technologies, and aim to bridge the digital divide in underserved areas.

5. Challenges: Despite significant progress, the communication technology sector faces challenges such as high equipment costs, limited rural coverage, and access to affordable internet services. Overcoming these challenges is essential for broadening the impact of

***MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA***

communication technology in Tanzania.

6. Future Prospects: With ongoing investments in communication technology and equipment, Tanzania is positioned for continued growth in this sector. As digital transformation accelerates globally, the country's commitment to expanding communication infrastructure will play a key role in its economic development, job creation, and global competitiveness.

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

5:2 IMPORTANCE OF INVESTMENT IN THE COMMUNICATION TECHNOLOGY INDUSTRY IN

The investment in communication technology, including communication equipment, is a pivotal contributor to Tanzania's economy. It generates significant revenue through the expansion of telecommunication services and the export of communication technology products, boosting foreign exchange earnings and government revenues. These funds play a vital role in financing essential public services and infrastructure projects, driving economic growth and development.

Communication technology operations, encompassing both large-scale telecommunications providers and smaller enterprises, offer employment opportunities to a considerable portion of the Tanzanian population. This helps combat unemployment and poverty in regions where communication infrastructure is being developed.

The presence of valuable communication technology resources attracts foreign investment, stimulating economic expansion, fostering job creation, and facilitating the transfer of technology and expertise into the country.

Tanzania serves as a growing exporter of communication equipment and related services, contributing to foreign exchange earnings. These earnings support import activities, finance developmental initiatives, and bolster the country's balance of payments.

The development of communication technology often drives infrastructure investments in key areas. This includes investments in fiber-optic networks, mobile towers, and broadband infrastructure that not only benefit the communication sector but also enhance other industries and improve connectivity in local communities.

Telecommunication companies frequently engage in corporate social responsibility (CSR) initiatives aimed at enhancing the well-being of neighboring communities. These initiatives encompass education, healthcare, and community development programs, often focusing on digital literacy and access to information.

By diversifying Tanzania's economy through investments in communication technology, the country reduces its reliance on traditional industries, fostering resilience against economic fluctuations and ensuring a more stable future.

The communication technology sector spurs innovation and technological advancement in Tanzania, particularly in large-scale telecommunication projects that require advanced

***MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA***

equipment, software, and processes.

Tanzania's growing demand for communication equipment and infrastructure presents substantial opportunities for long-term growth and development in the technology sector.

As a significant player in the regional communication technology industry, Tanzania can actively participate in global markets and influence international trade dynamics within the tech sector.

While the investment in communication technology offers numerous benefits to Tanzania, it also presents challenges, including environmental considerations related to e-waste, social impacts, and the necessity for robust regulatory frameworks to ensure sustainable and responsible development practices.

Embracing sustainable development principles and implementing responsible communication technology practices are essential to maximize the positive impacts of the industry in Tanzania while mitigating potential adverse effects.

5.3 INVESTMENT OF THE COMMUNICATION TECHNOLOGY INDUSTRY

Several major companies are driving the communication technology sector in Tanzania, including TTCL and Vodacom, among others. These companies have played a significant role in the development of communication infrastructure, facilitating the country's digital transformation and enhancing connectivity across regions. Additionally, several companies are engaged in the manufacturing of recycled engine oil, further diversifying Tanzania's industrial base. Below are some of the key players in both sectors:

1. Communication Technology Companies:

Tanzania Telecommunications Corporation (TTCL): TTCL is the leading government-owned telecommunications company in Tanzania, responsible for providing a wide range of communication services, including broadband internet, mobile communication, and data services. TTCL's investments in fiber-optic networks and mobile infrastructure have significantly improved connectivity in urban and rural areas, promoting economic growth and social development.

Vodacom Tanzania: Vodacom is one of the largest mobile operators in the country, offering mobile voice, data, and financial services. Their investments in 4G and 5G networks have expanded internet access across Tanzania, supporting businesses, education, and government services. Vodacom is also heavily involved in corporate social responsibility initiatives aimed at improving digital literacy and access to communication technology in underserved regions.

Airtel Tanzania: Airtel is another key player in the Tanzanian telecommunications market, providing mobile and data services to millions of users. They are actively involved in expanding mobile financial services through Airtel Money and investing in rural connectivity projects.

Tigo Tanzania: Tigo is a major telecommunications company in Tanzania, known for its innovative mobile services, including mobile banking, high-speed internet, and digital content platforms. Their contributions to the communication infrastructure have facilitated easier access to communication technology, particularly in remote areas.

Halotel Tanzania: Halotel, backed by Vietnamese investors, has focused on expanding

***MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA***

telecommunications services in rural Tanzania. They have played a crucial role in bridging the digital divide by installing mobile towers and providing affordable communication services in regions with previously limited connectivity.

Impact on Tanzania's Economy: The operations of these companies in both the communication technology and recycled engine oil industries have a significant impact on Tanzania's economy. The expansion of communication networks by TTCL, Vodacom, Airtel, and others has driven digital innovation and economic diversification, improving the quality of life for millions of Tanzanians. Similarly, the recycled engine oil sector plays a critical role in promoting sustainability, energy efficiency, and industrial growth.

As these industries continue to evolve, they attract foreign investment, generate employment, and contribute to Tanzania's global competitiveness. While challenges remain, including regulatory hurdles and infrastructure development, both sectors present substantial opportunities for long-term growth and economic transformation.

5.4 PROJECT JUSTIFICATION

The proposed project, under the management of **MIFONE TECHNOLOGY LIMITED**, aligns with the Tanzanian Government's efforts to revamp the manufacturing and processing sectors. These efforts are part of a broader strategy to attract investors, increase annual earnings from investment, and enhance Tanzania's competitiveness within the region. Several complementary measures have been taken by the government to support this initiative:

- i. **Review of Laws and Regulations:** The government is critically reviewing existing laws, regulations, taxation, and policies to create a more conducive environment for private sector investment. This effort includes key sectors such as manufacturing, tourism, and communication, ensuring sustainable growth across industries.
- ii. **Revised Industry and Trade Policy:** In 2007/2008, the government undertook a comprehensive review of the Industry and Trade Policy, considering the socio-economic landscape and the evolving needs of Tanzania's manufacturing sector. This review aimed to modernize and strengthen the industrial base, making it more competitive globally.
- iii. **SMEs and Trade Integration Studies:** In-depth studies have been carried out in critical areas, including:
 - **SMEs Development Study:** This study aims to boost small and medium enterprises (SMEs), which form the backbone of Tanzania's manufacturing and processing industries.
 - **Trade Integration Strategy (2009-2013):** This strategy focused on integrating Tanzania's trade policies with global and regional markets, further driving industrial development and economic growth.

Regarding the initiative undertaken by **MIFONE TECHNOLOGY LIMITED's** sponsors, their efforts are supported by several key factors:

Expertise and Experience: The sponsors of **MIFONE TECHNOLOGY LIMITED** have a vested interest in communication technology, particularly in the development of cutting-edge communication infrastructure and equipment. **MIFONE TECHNOLOGY LIMITED** tend to bring a deep understanding of technological trends and market needs, positioning the company for success in Tanzania's rapidly evolving digital landscape.

Boosting the Communication Sector: The establishment and expansion of communication technology infrastructure by **MIFONE TECHNOLOGY LIMITED** will significantly contribute to the growth of Tanzania's telecommunication sector. By improving access to reliable and affordable communication services, the project aligns with national goals of increasing digital connectivity, enhancing job creation, and fostering technological advancement.

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

Diverse Service Offerings: **MIFONE TECHNOLOGY LIMITED's** strategy focuses on creating a wide range of products and services that cater to both individual consumers and corporate clients. This includes the development of mobile communication systems, broadband services, and communication hardware. The company's approach ensures a steady and growing demand for its services, both domestically and in regional markets.

Conclusion: By leveraging government support and ongoing policy reforms aimed at promoting private investment, **MIFONE TECHNOLOGY LIMITED** is well-positioned to contribute to Tanzania's economic development through its communication technology initiatives. The company's expertise, combined with a favorable investment climate, will enhance the telecommunications sector's capacity, boost revenues, and promote sustainable growth, ultimately driving Tanzania's transformation into a digitally empowered nation.

5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

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

- **Enhanced Communication Infrastructure:** Improved access to telecommunication services across Tanzania.
- **Increased Competitiveness:** Boost in competition among communication technology providers, driving innovation and better services.
- **Job Creation:** Employment for over 50 people, contributing to economic growth and skills development.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company

6. OPPORTUNITY DRIVERS

6.1 Increased demand of Communication Technology Advancement in Tanzania and all over the world

Tanzania is currently experiencing remarkable technological advancements in the communication sector. Communication technology, being a versatile sector source, holds immense potential for various applications. Its utilization in various industries is steadily growing, with a rising demand both domestically and internationally.

6.2 Uniqueness location of the project

MIFONE TECHNOLOGY LIMITED.'s project will be one of the major Manufacturing Industry and Processors in Tanzania. And location of the Project shall be in Dar es Salaam, ILALA CBD, Plot No. 43/52, Block K, At Kitonga Street. The location of this project provides an opportunity to **MIFONE TECHNOLOGY LIMITED** to capture easily the market around Morogoro, Dar es Salaam, Dodoma, Arusha and Singida and other nearby regions

6.3 Government Policy

The Government of Tanzania has made the policy that intends to improve and promote Manufacturing Industry. This sector employs many people and it is a key driver towards transforming and developing the national economy.

6.4 Government Incentives package

In 1997 Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

7. Analysis of Strengths, Weaknesses, Opportunity and Threats

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

<p>Strengths</p> <ul style="list-style-type: none"> ▪ It has a strong equity financing ▪ Strong management and well paid personnel ▪ Has a will to expand ▪ Access to reliable high technology 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Not yet emphasize on the marketing
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Good government suitable facilitative policy ▪ Raising investments real estate sector ▪ Government development power supply project in Tanzania 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Unawareness of the new entrants in the Industry in the same location ▪ Increment of inflation ▪ Presence of fake suppliers of the same products.

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

1. In future if needs arise the Company may seek more funds from bank to finishing phase of this project.
2. The company will employ expatriates for marketing of its products/services and develop marketing plan.

8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

The success of **MIFONE TECHNOLOGY LIMITED** will be achieved by providing high tech products, providing friendly service and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make a **MIFONE TECHNOLOGY LIMITED** successful. **MIFONE TECHNOLOGY LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

Management will endeavour 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.

8.1.2. Customer Database

MIFONE TECHNOLOGY 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 birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software **MIFONE TECHNOLOGY 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; menu insert promotion; etc.

8.1.3. Advertising

MIFONE TECHNOLOGY LIMITED will adopt an aggressive advertising strategy. Outdoor signage for **MIFONE TECHNOLOGY LIMITED** will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure.

MIFONE TECHNOLOGY LIMITED will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **MIFONE TECHNOLOGY LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

8.1.4. Costing and Pricing

The costing and pricing is done by the management of **MIFONE TECHNOLOGY 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.

8.1.5. Customers

MIFONE TECHNOLOGY LIMITED is targeting to all regions in Tanzania and outside of Tanzania specifically targeting the following customers: Sales of Electronics Items.

8.1.6. Products

As it has been explained in preamble chapters, **MIFONE TECHNOLOGY LIMITED** will set project which will be indulging in Investment communication technology in Tanzania

8.2 Marketing Plan

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

The short-term marketing plan includes:

- Participating in business show case exhibitions
- Building sustainable long-term relationship with manufacturers who use other raw materials for production of different products.
- Training of sales staff sales and Marketing.

Long Term Plans includes:

- Join to the network of communication companies companies to market and exploit more business opportunities
- Investing Market Research and Development

9. Management & Administration

9.1. Management

The management team of **MIFONE TECHNOLOGY LIMITED** planned to be constituted by the following management team:-

9.1.1. Board of Directors

MIFONE TECHNOLOGY LIMITED be managed by the board of Directors which is the apex body for strategic decision making of the project. Directors of the Company are the ones who having shares in **MIFONE TECHNOLOGY LIMITED**, The Company which shall manage this project.

9.1.2. General Manager

Immediate after Board of Director the shall be a General Manager who will be responsible to take care of mater pertaining operation and managing daily activities of the project as well as other staffs welfares and report them to the board of directors.

9.1.3. Production Manager

Production Manager will be employed who expected to have an extensive background in the industry. As the production Manager will be directly responsible for all processing functions including processing of graphite.

Under production manager there shall be reasonable number of technical staffs who will be involved in daily processing within this project.

9.1.4. Accountant/cash

An accountant will be employed who expected to have good experience in accounting system as well as he will be responsible in managing cash of **MIFONE TECHNOLOGY LIMITED** but also keeping books of accounts properly.

9.1.5. Management Agreements

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

9.1.6. Confidentiality Agreements

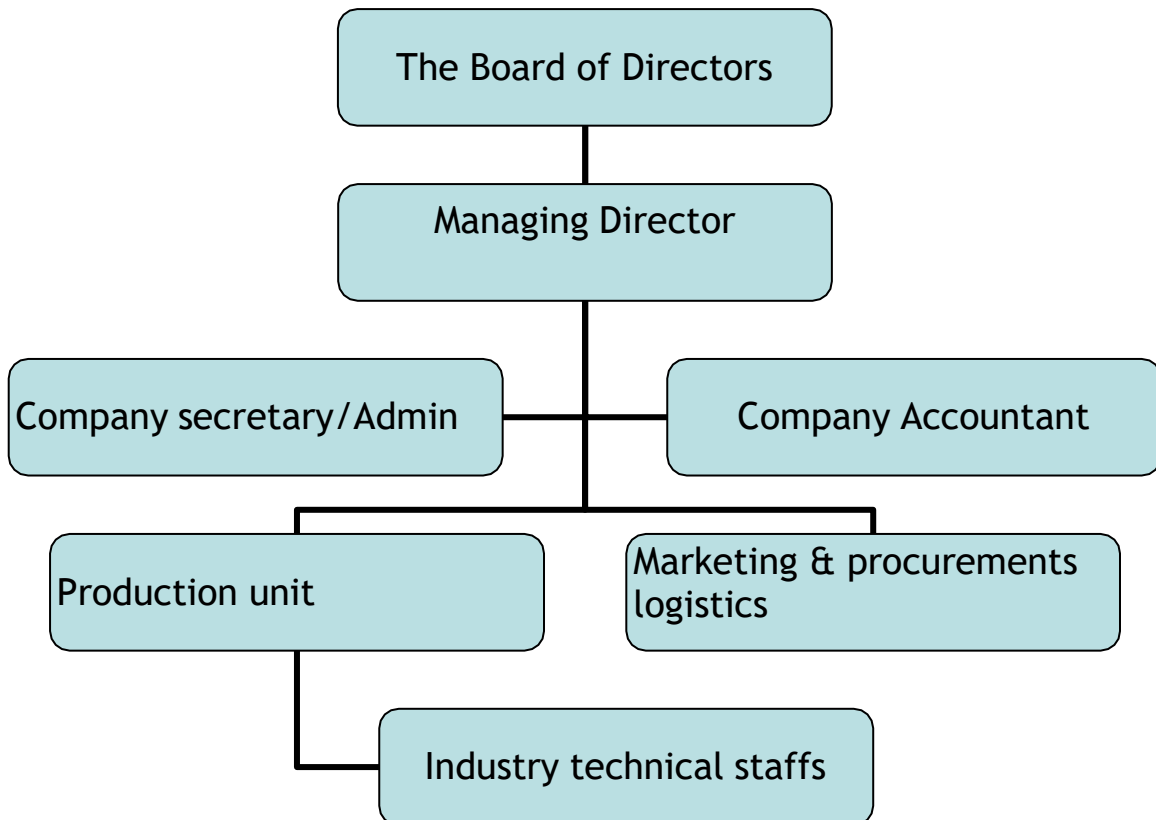
MIFONE TECHNOLOGY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our

**MIFONE TECHNOLOGY LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

products, operating systems, policies and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets, and show our employees that we take our business seriously.

9.1.7 Organization Structure

The management of **MIFONE TECHNOLOGY LIMITED** is planning to have the following organization structure.



10. Conclusion

- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct employment to almost 50 people and create other indirect employment to other people.
- The company looks technically feasible and financially viable. It is therefore recommended that the project be supported.

MIFONE TECHNOLOGY LIMITED

CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2024 TO 2027

	Pre-Startup EST	,2024	2025	2026	2027	2028	Total
Cash on Hand (beginning of month)	\$ -	\$ 500,000	\$ 500,000	\$ 1,900,000	\$ 3,340,000	\$ 4,924,000	\$ 11,164,000
CASH RECEIPTS							
Cash Sales			\$ 1,000,000	\$ 1,000,000	\$ 1,100,000	\$ 1,210,000	\$ 4,310,000
Collections fm CR accounts		\$ -	\$ 400,000	\$ 440,000	\$ 484,000	\$ 532,400	\$ 1,856,400
Estimated Capital for startup Loan	\$ 500,000		\$ -	\$ -	\$ -	\$ -	\$ 500,000
TOTAL CASH RECEIPTS	\$ 500,000	\$ -	\$ 1,400,000	\$ 1,440,000	\$ 1,584,000	\$ 1,742,400	\$ 6,666,400
Total Cash Available (before cash out)	\$ 500,000	\$ 500,000	\$ 1,900,000	\$ 3,340,000	\$ 4,924,000	\$ 6,666,400	\$ 17,830,400
CASH PAID OUT							
Purchases other fixed		\$ -	\$ 7,200	\$ 7,920	\$ 8,712	\$ 9,583	\$ 33,415
Purchases vehicles		\$ 80,000	\$ -	\$ 41,000	\$ -	\$ -	\$ 121,000
Gross wages (exact withdrawal)		\$ 15,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 255,000
Payroll expenses (taxes,		\$ 4,500	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 86,100
Supplies (office & oper.)		\$ 1,000	\$ 1,100	\$ 1,210	\$ 1,331	\$ 1,464	\$ 6,105
Repairs & maintenance		\$ 1,250	\$ 1,375	\$ 1,513	\$ 1,664	\$ 1,830	\$ 7,631
Advertising		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Car, delivery & travel		\$ 1,800	\$ 1,980	\$ 2,178	\$ 2,396	\$ 2,635	\$ 10,989
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 180,000
Telephone & internet		\$ 120	\$ 132	\$ 145	\$ 160	\$ 176	\$ 733
Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141
Taxes (real estate, etc.)		\$ 240	\$ 240	\$ 240	\$ 240	\$ 240	\$ 1,200
Interest		\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
SUBTOTAL	\$ -	\$ 241,110	\$ 230,339	\$ 273,282	\$ 234,400	\$ 236,710	\$ 1,215,840
Loan principal payment		\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 2,431,681
Capital purchase (land)		\$ 100,000					\$ 4,829,946
Capital purchase (excavators)		\$ -	\$ 1,000,000	\$ 100,000	\$ -	\$ -	\$ 9,538,892
Owners' Withdrawal			\$ -	\$ -	\$ 10,000,000	\$ 12,500,000	\$ 18,736,684
TOTAL CASH PAID OUT	\$ -	\$ 1,091,110	\$ 1,980,339	\$ 1,123,282	\$ 10,984,400	\$ 13,486,710	\$ 36,753,042
Cash Position (end of month)	\$ 500,000	\$ (591,110)	\$ (80,339)	\$ 2,216,718	\$ (6,060,400)	\$ (6,820,310)	\$ (18,922,642)