

BUSINESS PLAN FOR TIC REGISTRATION

Project for Manufacturing of Manufacture of bakery products-Related Products: biscuits, cocoa, chocolate and sugar confectionery for 2024-2029.

IRINGA HEALTHY FOOD PRODUCTS LIMITED

EXECUTIVE SUMMARY

This is a business plan for a project aimed at manufacturing of Manufacture of bakery products. These products are biscuits, cocoa, chocolate and sugar confectionery. The project is located at Region Iringa, District Iringa CBD, Ward Kitwiru, Postal code 51113, Kibwabwa street, near Industrial area. The project's period is projected to be 5 years, and the turnover at its full capacity, is projected to be **USD 700,000**. It is a project in party owned by Tanzanian.

Through the marketing and financial analyses conducted, the investment cost of the project, which is estimated to be USD **500,000** will be accomplishment. With a brilliant team of practiced, knowledgeable and meticulous staff, plus expatriates, the project's products, which are mostly imported are expected to have their function in the Tanzanian market.

This business plan has been prepared to establish the feasibility of the beleaguered products and guide the procurement, operational and marketing activities of the project. The plan establishes a tactical framework that provides a focus, direction and most importantly a common language that acts as a guide for all production, marketing/brand activities creating cohesive strategic alignment between the company mission, vision and goals.

The project is beneficial not only to the shareholders but also to the Tanzania economy. It will employ locals (not less than 90 directly employed people and 250 indirectly employed), it will pay taxes, it will source raw materials locally, it will participate in the development of the neighboring community through CSR programs, and it will add to import substitution of the products it is scheduled to produce.

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1.0 PREAMBLE

1.1 Company Details

IRINGA HEALTHY FOOD PRODUCTS LIMITED is a company registered under the Laws of the United Republic of Tanzania on 06th November 2023 and granted Certificate of Incorporation No. 169-861-862. For tax purposes the company is also registered and its TIN is 169-861-862. The company has a wide range of activities that it can embark upon but for this specific plan its focus is on manufacturing of bakery products-Related Products: biscuits, cocoa, chocolate and sugar confectionery.

IRINGA HEALTHY FOOD PRODUCTS LIMITED is a local company owned by One Tanzanian and two Indians. The promoters of the company are local and two Indians as detailed under **Table 1** where key details are given. The company's authorized share capital is TShs. 100,000,000 divided into 100 shares of TShs. 1,000,000 each. The value of the share capital is equivalent to USD 39,761.43.

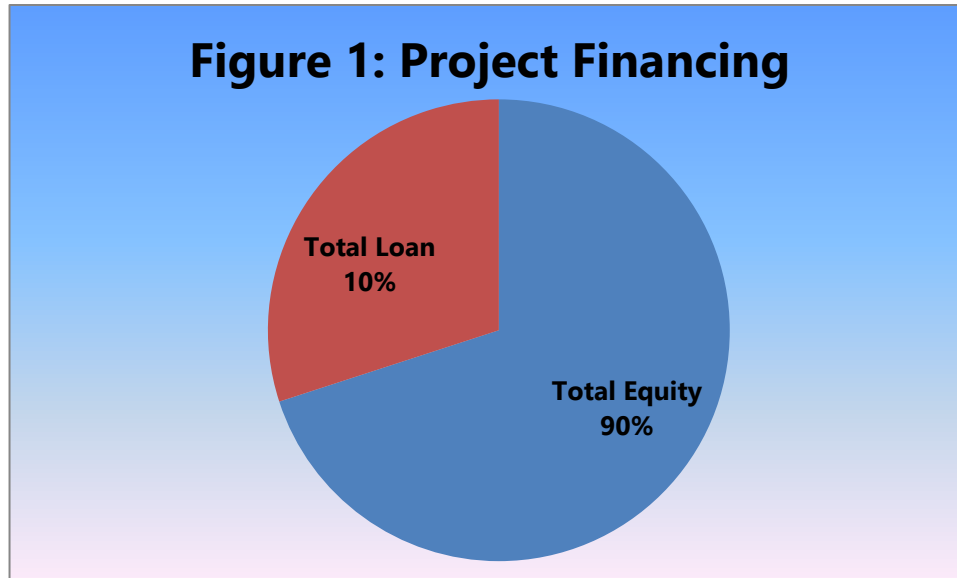
Table 1: Company Shareholding Details

S/No.	Names	Nationality	Shares Taken	Shareholding
1	LUQMAAN SALIM ARBI	Tanzanian	25	25%
2	HARUNRASID ABDULVAHID BAKARAWALA	Indian	25	25%
3	HABIBAHMED IBRAHIM PATEL	Indian	25	25%

2.0 PROJECT OVERVIEW

This is a project that schemes in the production of manufacturing of bakery products-Related Products: biscuits, cocoa, chocolate and sugar confectionery.

The company's Project will be a Factory located on Region Iringa, District Iringa CBD, Ward Kitwiru, Postal code 51113, Kibwabwa street, near Industrial area. This plot is owned by the majority shareholder. This project, as shown in **figure 1** will be financed by equity (90%) and loan (10%).



2.1 Manning Plan

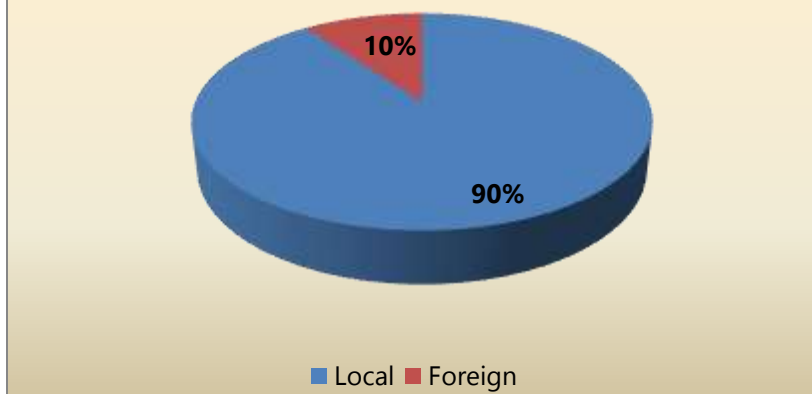
At full volume the project will directly employ a minimum of 100 people 90 of whom are local and 10 foreigners. The foreigners are experts in the manufacturing of the planned products they will mentor locals to their level of expertise. **Table 2** provides the details on the number of employees to be engaged in this project. Also, the direct employment the project is expecting to produce at least 250 indirect jobs when at full capacity

Table 2: Employment Plan

CATEGORY	MALE	FEMALE	TOTAL
Local	70	20	90
Foreign	7	3	10
TOTAL	77	23	100

Of all the direct employees of the project at full capacity, the project will hire foreigners amounting to 10% while locals will amount to 90% as shown in **figure 2** below.

Figure 2: Jobs Distribution



2.2 Product description

Biscuits, are flour-based baked and shaped food product. Biscuits are typically hard, flat, and unleavened. They are usually sweet and may be made with sugar, chocolate, icing, jam, ginger, or cinnamon. They can also be savory, similar to crackers. Types of biscuit include sandwich biscuits, digestive biscuits, ginger biscuits, shortbread biscuits, chocolate chip cookies, chocolate-coated marshmallow treats, Anzac biscuits, biscotti, and specula. Also, other biscuits are made by Whisk flour, baking powder, baking soda, and salt together in a large bowl. Added cold butter slices and cut into the flour with a pastry blender until the mixture resembles coarse crumbs. Make a well in the center of the mixture.





2.3 Supplies Plan

The company will import the machineries that cannot be sourced within Tanzania. The imported machineries include the production lines for the different products that are going to be manufactured by the project. Some of the Vehicle and Lorries (including small Lorries) will be imported and others will sourced from local suppliers in order to hedge against any unnecessary risks. As for the raw materials, mostly will be imported as they are not ready available in large quantities. The plan is to be able to obtain raw materials locally in the long-run.

2.4 Production Plan

At full capacity the factory is estimated to be producing items generating a monthly turnover of TShs 250,000,000. This is an equivalent of about USD 106,900 per month.

Annually this is a turnover of USD 1,282,800. The turnover is projected to grow by 40% per annum. **Table 3** shows the projected turnovers over the first five years of operation. Capacity wise the project is planned to produce varying tonnage of the products. Annual production of **Biscuits** is projected to be 1500 tons.

Table 3: Sales Projections

Details	Years				
	Y1	Y2	Y3	Y4	Y5
Sales Revenue	122,600	171,640	240,296	336,414	470,980

2.5 Roll-Out Plan

Production is planned to commence within the month of March 2024 and full capacity to be attained in 2027. The project's life is expected to be 5 years.

3.0 MARKET SCRUTINY

3.1 SWOC Analysis

3.1.1 Strengths

The promoters of the company owning the project have enough muscle to fund the project as their equity amounts to 90% of the financing. The company also can be lent funds from a local commercial bank. As such the company's liquidity is assured.

The company also has got staffs who are experienced in the trade of manufacturing of the intended products. So far they are producing the biscuits and have ordered some of the required machineries.

3.1.2 Weaknesses

The company is not a giant in the industry. As such it might be lacking some levels of experience in the market. However, through consulting experts in the business arena it is expected to take off and pick its niche in the market.

3.1.3 Opportunities

In some of the products there are no many producers of the same products as mostly are imported. With a population of 62 million people the country provides assurance of a local market.

Tanzania being a member of the EAC has duty-free-quota-free market access to Burundi, DRC, Kenya, Rwanda, South Sudan and Uganda.

In terms of power utilities Tanzania has got relatively lower tariffs and has less power cuts. Tanzania is expecting to be exporting electricity which will be generated from the Julius Nyerere Hydro Electric Power plant.

In governance Tanzania is characterized by peace and tranquility for there has been no havoc in the country. This is strength as it provides our business with assurance that we will operate smoothly resting assured that the promoters' property is secured.

3.2.4 Challenges

The procedures in the country are many and relatively complex. The company engages experienced business consultants.

The open doors for Tanzania into the rest of EAC member countries imply the same for the other EAC members into Tanzania. This implies stiffer intra-regional competition where there is duty-free quota-free market access intra-regionally.

3.3 Market Worthiness

From the SWOC analysis conducted of the company and of the operating environment the promoters are confident that the project will be a success. Following the analysis we have developed a market strategy for our products.

3.4 Marketing Strategy

Considering the fact of many players in the manufacturing of the stationery-related products of ours the company has developed a special focus on the 4Ps mix in order to have a good share of the market. Here is the company's view on the mix:-

Product: The project will produce best quality stationery-related products namely BOPP tapes for wrapping of boxes, staple pins, boxes and photocopy papers as final products. This will make the products unique in the market by being very appealing. Through R&D the company will know more about the changing needs of the consumers and adjust the products accordingly in order to capture more market and retain its share of the market.

Price: Through the Marketing and Production Departments the company will develop a pricing mix that will make the products price-competitive in order to gain a larger share of the market starting with Tanzanian market and in the neighboring countries' markets.

Place: The project is strategically located within the city of Dar es Salaam which is the commercial capital of Tanzania. In this regard the distribution channels are designed to see to it that delivery of the products is effective and appealing to customers. In the initial stage we will deal with wholesalers and large institutions. In the course of operations we can move on to have our outlets.

Promotion: Through the qualified marketing personnel the company will design excellent promotion campaigns that will pull consumer toward the products. We will use social awareness teaser campaigns by leveraging on information communication technology.

4.0 FINANCIAL ANALYSIS

This part covers project financing and financial projections. Project financing includes source of funding and financing of items in the project. Financial projections, on the other hand, cover sales projections, income projections, projected retained earnings and projected cash flow.

4.1 Project Financing

4.1.1 Sources of Financing

The project will be financed by equity by 90%, to the tune of **USD 400,000** and by 10% local loan which will total to **USD 100,000** as shown on **Table 4**. All the equity and the loan are local i.e. Tanzanian.

Table4: Project Financing

Details	Amount	Percentage
Local		
Equity	400,000	90.00%
Loan	100,000	10.00%
Sub-total	500,000	100.00%
Foreign		
Equity	0	0.00%
Loan	0	0.00%
Sub-total	0	0.00%
GRAND TOTAL	698,000	
Total Equity	400,000	90.00%
Total Loan	100,000	10.00%

4.1.2 Financing of Project Items

The invested capital will fund various items in the project. These include buildings, plant, vehicles and other items as shown on **Table 5** below.

Table 5: Financing Items

ITEMS	FINANCING IN USD
Land & Buildings	100,000.00
Plant	200,000.00
Vehicles	100,000.00
Furniture & Fittings	25,000.00
Pre Expenses	25,000.00
Others	0
Working Capital	50,000.00
TOTAL	500,000.00
FIXED CAPITAL	450,000.00
WORKING CAPITAL	50,000.00

4.2 Financial Projections

4.2.1 Sales Projections

The company has projections of steadily growing sales over the first five years of operation of the project. From year 1 to year 5 the company expects to sell sales amounting to USD 122,600; 171,640; 240,296; 336,414 and 470,980 respectively. The growth in sales is projected to be 40% per annum. The costs of sale are projected to be USD 40,000; 42,000; 44,200; 46,620 and 49,282 for the first respective years of operation of the project. **Table 6** below gives the details, including those of projected gross profit for the first five years.

Table 6: Gross Profit Projections

Details	Years				
	Y1	Y2	Y3	Y4	Y5
Sales	122,600	171,640	240,296	336,414	470,980
Cost of Sales	40,000	42,000	44,200	46,620	49,282
Gross Profit/ (Loss)	82,600	129,640	196,096	289,794	421,698

The project promises to yield gross profit through the first five years. In Year 1 the profit is expected to be the lowest as it is the year of investment which implies much spending while the products are relatively new in the market and thus sales are picking up the pace.

4.2.2 Income Projections

Through the first five years of operation the project is expected to be making profits. In year 1 the profits will be the lowest because of the heavy spending in investment in the first year of operation. The profits, as shown on **Table 7**, are USD 331,576; 2,771,552; 2,991,072; 3,300,136 and 3,655,868

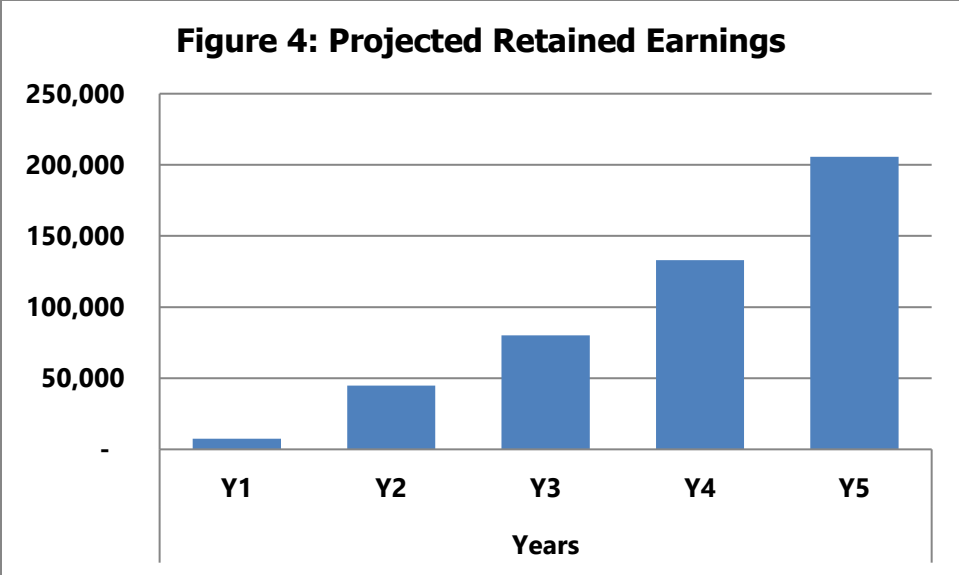
Table 7: Projected Income Statement

Details	Years				
	Y1	Y2	Y3	Y4	Y5
Total Sales	22,600	171,640	240,296	336,414	470,980
Less: Cost of Sales	40,000	42,000	44,200	46,620	49,282
Gross Profit	82,600	129,640	196,096	289,794	421,698
Less: Operating Expenses	41,992	22,273	25,646	25,068	27,260
EBIT	40,608	107,367	170,450	264,726	394,439
Less: Loan Interest	27,222	27,222	27,222	27,222	27,222
EBT	13,386	80,145	143,228	237,504	367,217
Less:Taxes (30%)	4,016	24,044	42,968	71,251	110,165
Net Profit/(Loss)	9,370	56,102	100,260	166,253	257,052
Dividend (20%)	1,874	11,220	20,052	33,251	51,410
Retained Earnings	7,496	44,881	80,208	133,002	205,641

4.2.3 Projected Retained Earnings

Retained earnings projections show a positive trend for the project. This will give the company an edge in the market as it can re-adjust the price mix in order to keep more competitive. **Figure 4** gives the picture.

Figure 4: Projected Retained Earnings



4.2.4 Projected Cash Flows

The project is a promising venture as projections show a positive cash flow as shown on **Table 8**. This is a muscle giving the company an edge in the market as cash flow implies liquidity which helps the project operate smoothly.

Table 8: Projected Cash Flow

Details	Years				
	Y1	Y2	Y3	Y4	Y5
<i>Cash from Operations</i>					
Profit Before Tax	13,386	80,145	143,228	237,504	367,217
<i>Adjustment for Non-cash Items:</i>					
Change in Working Capital:					
Receivables (-ve)	-	-	-	-	-
	23,000	25,000	26,000	28,000	27,000
Trade Payables and Accruals					
Capital Additions	425,000	58,000	23,000	-	-
Total	402,000	33,000	3,000	28,000	27,000
	402,000	33,000	3,000	28,000	27,000
Tax Payments	4,016	24,044	42,968	71,251	110,165

Total Cash Inflow from Operating Activities	406,016	57,044	39,968	43,251	83,165
Cash from Investing Activities:	96,324	96,324	96,324	96,324	96,324
Land Rent and development of Property					
Net Cash Outflow from Investing Activities	309,692	- 39,280	- 56,356	- 53,073	- 13,159

5.0 PROJECT RATIONALE

This project's rationale can be viewed in monetary, fiscal and social aspects. From the financial analysis conducted this project is worth a green light in the Tanzanian economy. Monetarily it will create income for supplier and distributor SMEs, fiscally it will pay taxes (both Income Tax and VAT), and socially it will contribute to social development as detailed under subsequent items.

5.1 Monetary Rationale

The project is expected to incur a total of **USD 364,341** on production and operating expenses through its first five years. This money will go to supplier SMEs and other companies that will be supplying raw materials to the plant. **Annex 1** gives the details.

5.2 Fiscal Rationale

Fiscally the project projects to pay a total of **USD 320,830** as taxes to the government in its first five years of operation. Of this amount income tax is projected to be **USD 200,000** while VAT is projected to total to **USD 100,386**. The VAT projections are for the sales at the company's level and will multiply as products change hands. The same applies for the income tax. **Annex 1** gives the details.

5.3 Social Rationale

Socially the project will participate in various engagements as part of its CSR program. Over the first five years it is expected to incur a total amount of **USD 1100** on CSR as shown on **Index 1**. In addition, the project will directly employ a total of at least 90 locals. Other locals amounting to 150 will enjoy indirect employment via the project. The indirect jobs will be for those supplying raw materials, and service providers.