



CMG PYRAMID INDUSTRIES LTD.(CPIL)

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BUSINESS PLAN



CMG PYRAMID INDUSTRIES LTD.

P. O. Box 235, Nyakato Industrial Area, Mwanza, Tanzania.
Phone: +255 752 575 224, +255 784 800 660 Fax : +255 28 2570875
Mail ID :satis@cmggroup.co.tz, maunish@cmggroup.co.tz



Introduction

CMG PYRAMID INDUSTRIES LTD. (CPIL) is one of the leading manufacturer companies of eco-friendly non-woven fabric and non-woven bags, since 2019 based in Mwanza, Tanzania. We are committed to providing sustainable and durable packaging solution for business and individuals. Our Non-Woven fabric and Non-Woven bags are made from high quality, recyclable material and are designed to reduce plastic pollutions

Mission Statement

Our mission at CPIL is to provide sustainable and innovative packing solutions, delivering high-quality packaging materials that minimize environmental impact and exceed customer satisfactions, to create greener future by manufacturing eco-friendly packaging materials and empowering businesses and consumer to make conscious choices

Summary of the Business Concept

CMG Pyramid Industries Ltd. offer sustainable packaging solution that are cost effective durable and visually appealing, seeking to reduce environmental impact, unique and high-quality packaging to differentiate their product

Objectives

1. To increase the production of packaging material in Tanzania
2. To reduce importation of finished goods from other countries
3. Increase employment opportunity in the nations
4. Provide quality product to consumer
5. Growth of company as well as nation

Key to Success

The bedrock of our anticipated success lies in three pivotal elements:

Prime Location (Lake Zone)

Commitment to Quality and certified product

Unparalleled Customer Service

Company Overview

CMG Public Welfare Trust
CMG Investments Ltd
CMG Construction Co. Ltd

CMG Group of Companies

CMG Pyramid Industries Ltd
CJ Elevators Tanzania Ltd.
New Mwanza Hotel

Nyanza Bottling Co. Ltd
S & C Ginning Co. Ltd
GPH Industries Ltd.



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CMG Pyramid Industries Ltd. operates as a Limited Liability Company (LLC). This structure not only offers protection of personal assets but also provides flexibility in operations and tax benefits, ensuring the sustainable growth of our enterprise along with nation. Since 2019 we are only production and selling non-woven fabric and bags now, we like to expand to other eco-friendly packaging material like Aluminum foil, Cello Tape, and other.

Products & Services

Our offerings are about revitalizing of packaging material. Every item with a dynamic range that caters to diverse preferences and needs, CPIL promises an invigorating experience every time.

Our Offerings

Product	Description	Key Highlights
Non-woven bags	Eco- Friendly and alternatives of plastic bags	They are made up of biodegradable material and can be further recyclable
Aluminum Foil	A flexible sheet of aluminum used for wrapping and storing food	They highly recyclable and environmentally friendly and keep food Hygienic and Fresh
BOPP Cello Tape	Transparent adhesive tape used for sealing and packing	It is versatile and preventing from drying out.
PVC Cling Flim	Transparent PVC film used for wrapping food and keep it fresh	Freshly prepared daily with organic ingredients and keep food Hygienic and Fresh

Unique Selling Proposition (USP)

At CMG pyramid, we believe in transparency and trust. We ensure that every product will be certified. Our team constantly maintain the quality of product along with measurement.

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Market Analysis

In recent years research it found that people are getting aware toward the nature and like to preserve it for the future as the plastic is one of main element which effect the environment, we analysis all packing material are import from other countries so we have huge market for manufacturing of packing material.

Competitive Analysis

As per our analysis currently in **lake zone** all packing items like Aluminum foil, BOPP Cello tape is import from other countries so we can get huge demand from the currently available markets. As in lake zone there no one manufacturing unit as well we can export to nearby EAC countries

Competitive Positioning

CPIL differentiates itself from the competition by occupying a premium quality product that is intensely focused on customer satisfaction. Coupled with personalized service that ensures each patron feels valued, CPIL aims to offer an experience that is both luxurious and nourishing.

Marketing & Sales Strategy

- Rising need for simple and sustainable packaging solutions
- Rising urbanization and changing consumer lifestyles
- Growth of the e-commerce industry
- Increasing demand for food and beverage packaging
- Growing pharmaceutical industry
- Consumer Preferences:
- Consumers are increasingly seeking sustainable packaging options.
- Consumers value convenience and ease of use.
- Consumers are willing to pay a premium for high-quality packaging.

1) Additional Insights

Food & Beverage Applications:

- Aluminum foil is widely used in the food and beverage industry due to its excellent barrier properties, which help to preserve freshness and extend shelf life.
- It is commonly used for packaging meat, cheese, chocolate, and other perishable goods.
- Pharmaceutical Applications:
- Aluminum foil is used in the pharmaceutical industry for blister packaging and other applications.
- It provides a barrier against moisture, light, and oxygen, helping to protect medications.

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Other Applications:

- Aluminum foil is also used in various other applications, such as household foil, industrial packaging, and decorative purposes.
- Highlight Sustainability: Emphasize the recyclability and eco-friendliness of aluminum foil packaging.
- Focus on Convenience: Promote the ease of use and versatility of aluminum foil.
- Target Specific Markets: Identify key target markets, such as food and beverage manufacturers, pharmaceutical companies, and households.
- Utilize Digital Marketing: Leverage social media, email marketing, and other digital channels to reach consumers.
- Partner with Influencers: Collaborate with food bloggers and other influencers to promote our brand.

Sales Process

- **Product Demonstration:** Our team will demonstrate our product like non-woven bags, aluminum foil etc. Understand customer need as per their requirement and suggest the product.
- **Negotiation:** Our team is able to explain the price along with product and payment terms as every customized quantity has a customized price and payment term.
- **Delivery:** Our team sets realistic delivery dates and times as agreed with the customer.

Operations

Location & Facilities

Our company is spread in the area of 2,800 sq. ft., strategically located in a Nyakato Industrial area, Mwanza, Tanzania is designed to cater to both quick grab-and-go customers and those wishing to have a relaxed experience. The modern, eco-friendly interior design resonates with our brand ethos and provides a welcoming ambiance.

Production Process

Every product at CPIL is certified by Tanzania Bureau of Standards. We adhere to strict standards to maintain the quality and company value of our consumers. Regular training ensures that our staff is well-perfected in crafting each product.

Management & Personnel

- We have various departments as below to maintain customer requirements and satisfaction, maintain government laws of taxes and quality, ensure the product is eco-friendly.
- Admin department

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- Operation department
- Production department
- HR department
- Purchase department
- Sales and marketing Department

Machinery and Equipment

We have below highly specification automatic and semi-automatic machines with latest technology eco-friendly to reduce production cost and high efficiency for packing materials

- Single beam Non Woven fabric machine
- Non Woven double color printers
- Non woven Automatic bag production line
- Non woven Recycle plant
- High speed BOPP slitting machine
- High speed Aluminum foil Rewinding machine
- Paper core production line

Finance

We have already invested more than 1M USD for non woven products but now company has decided to invest 500,000 USD for adding new product of packing materials included new machinery and Cashflow

It will be monthly sales approx. 100 million Tanzania shilling and approx. indirect expense will be 30 million per month and targeted annual profit will be approx. 120M Tanzania shilling.

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