

# **BUSINESS PROPOSAL 2024**

## **WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED**

**LOCATION P.O. BOX 966, House No.32,  
Shangani Waya Road, Mtwara Tanzania**

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## COMPANY DESCRIPTION

### Background information

**WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED** is an entity that was formed for undertaking Engaging in artificial incubation and seedling cultivation within approved sea areas (including breeding and hatching of imported excellent marine species), including sea cucumber, abalone, seahorse, kelp, sea urchin, lobster, golden crab, scallop, oyster, and conducting seawater aquaculture (Mariculture), fishing, production and processing, export, foreign joint ventures and cooperation, import and export trade, marine technology consulting and services, operation management, etc. The business will start its operation on 1<sup>st</sup> July, 2024. The business will be established with the initial capital of Five hundred thousand USD (500,000 USD), however shareholders expect to increase capital on future days.

#### 1. Seafood Industry Revenue:

- The seafood industry in China is significant, with annual revenues amounting to billions of dollars.
- According to industry reports, China's seafood market size is estimated to be over \$100 billion annually.
- This revenue includes various categories of seafood, including marine products like sea cucumber, abalone, seahorse, kelp, sea urchin, lobster, golden crab, scallop, and oyster.

#### 2. Import and Export Statistics:

- China is one of the largest importers of seafood globally, with substantial imports of marine products from countries around the world.
- In 2023, China imported seafood worth over \$20 billion, reflecting the country's high demand for a diverse range of seafood products.
- Marine products such as abalone, lobster, scallop, and sea cucumber constitute a significant portion of China's seafood imports.

#### 3. Domestic Consumption Patterns:

- Domestic consumption of seafood in China is substantial, driven by cultural preferences, dietary habits, and increasing disposable incomes.
- Seafood is a staple part of Chinese cuisine, with consumption patterns varying regionally based on local preferences and availability.
- Consumption of premium marine products like abalone, sea cucumber, and lobster is particularly high in affluent urban areas and during festive seasons.

#### 4. Market Growth Trends:

- The market for marine products in China has been experiencing steady growth in recent years, fueled by factors such as population growth, urbanization, and rising consumer demand for high-quality seafood.
- Demand for premium and imported marine products is expected to continue growing as consumers become more health-conscious and seek out diverse culinary experiences.
- The Chinese government's initiatives to promote aquaculture and sustainable fisheries also contribute to the overall growth of the seafood industry.

#### 5. Investment Opportunities:

- The robust size and growth potential of the seafood market in China present lucrative investment opportunities for domestic and foreign businesses.
- Investors can capitalize on various segments of the market, including aquaculture, processing, distribution, and retail.
- Strategic partnerships and collaborations with local stakeholders can further enhance market access and growth prospects.

The business is owned by two shareholders who are **(CHINA) WEIHAI WUFENGHANG FOOD CO. LTD, ZHANG YUE and DING ZENG**. The share capital of One Billion and five hundred million TZh (1,500,000,000) 10000 ordinary shares where by each share cost One Thousand Shilling(130,000 TZh)

. The following table shareholders and ordinary share distributions.

The following table show shareholders distribution:-

Shareholders	No of share	Citizenship
1 ZHANG YUE	500	Chinese
2 DING ZENG	500	Chinese
(CHINA) WEIHAI 3 WUFENGHANG FOOD CO. LTD	9000	COMPANY(CHINA)

## Vision

"Our vision at WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED is to become a leading provider of sustainable marine products, recognized for our commitment to innovation, quality, and environmental stewardship. We aspire to leverage cutting-edge technology and best practices in aquaculture to meet the growing demand for premium marine products in both domestic and international markets. By fostering strategic partnerships, promoting responsible business practices, and embracing continuous improvement, we aim to contribute positively to the well-being of communities, the preservation of marine ecosystems, and the satisfaction of our customers worldwide."

## Mission

Creating Value for customers through Reliability and Flexibility, our desire is to make our customers experience warmth and comfort through Respect and Trust.

## **COMPANY PRODUCTS**

### **Introduction**

WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED:

1. Sea cucumber
2. Abalone
3. Seahorse
4. Kelp
5. Sea urchin
6. Lobster
7. Golden crab
8. Scallop
9. Oyster

These products are cultivated and/or harvested within approved sea areas, utilizing artificial incubation and seedling cultivation methods. They are then processed and prepared for sale, targeting both domestic and international markets, with a focus on China as a primary export destination.

WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED is a pioneering enterprise dedicated to the sustainable cultivation, harvesting, and processing of premium marine products. Founded with the vision of harnessing Tanzania's vast marine resources, our company specializes in artificial incubation and seedling cultivation within approved sea areas, encompassing a diverse range of marine species.

Our core offerings include sea cucumber, abalone, seahorse, kelp, sea urchin, lobster, golden crab, scallop, and oyster. Through advanced aquaculture techniques and a commitment to environmental stewardship, we strive to produce high-quality marine products that meet the stringent standards of discerning consumers worldwide.

At WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED, we prioritize sustainability, innovation, and excellence in every aspect of our operations. From the careful selection of breeding stock to the implementation of state-of-the-art aquaculture systems, we employ best practices to ensure the health and vitality of our marine species.

Moreover, we are dedicated to fostering mutually beneficial partnerships with local communities, government agencies, and international stakeholders. By promoting responsible business practices and supporting the development of Tanzania's aquaculture sector, we aim to contribute to the economic growth and social welfare of the region.

Driven by a passion for marine conservation and a commitment to meeting the evolving needs of our customers, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED is poised to become a trusted leader in the global marine products industry.

## **INDUSTRY ANALYSIS**

Market Analysis:

The global market for marine products is experiencing significant growth, driven by factors such as increasing consumer awareness of the health benefits of seafood, rising disposable incomes, and changing dietary preferences. In particular, the market in China stands out as a key driver of this growth, with its large population and strong demand for premium seafood products. Tanzania, with its extensive coastline and rich marine biodiversity, holds immense potential to tap into this lucrative market.

#### Trend Analysis:

Several trends are reshaping the marine products industry and influencing consumer preferences:

1. **Sustainability:** There is a growing emphasis on sustainable seafood practices, with consumers increasingly seeking products that are sourced responsibly and have minimal impact on the environment.
2. **Traceability:** Consumers are demanding greater transparency in the seafood supply chain, prompting companies to implement traceability systems to ensure the origin and quality of their products.
3. **Health and Wellness:** As consumers become more health-conscious, there is a rising demand for seafood products perceived as nutritious and beneficial to overall health.
4. **Premiumization:** There is a trend towards premiumization in the seafood market, with consumers willing to pay higher prices for high-quality, specialty products such as abalone, sea cucumber, and lobster.

#### Challenges:

Despite the opportunities, the marine products industry faces several challenges that businesses must navigate:

1. **Regulatory Hurdles:** Obtaining permits and complying with regulations related to aquaculture, fishing, and export can be complex and time-consuming, posing challenges for market entry and expansion.
2. **Environmental Factors:** Aquaculture operations are vulnerable to environmental risks such as disease outbreaks, water pollution, and climate change, which can impact production yields and profitability.
3. **Market Competition:** The global seafood market is highly competitive, with established players vying for market share. New entrants must differentiate themselves through product quality, innovation, and branding.

4. Price Volatility: Seafood prices can be volatile due to factors such as fluctuations in supply, currency exchange rates, and geopolitical tensions, making it challenging for businesses to forecast revenues and manage costs effectively.

#### Conclusion:

In conclusion, the marine products industry presents promising opportunities for WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to capitalize on the growing demand for seafood, particularly in the Chinese market. By aligning with industry trends, addressing regulatory challenges, and implementing sustainable practices, the company can establish a strong foothold in the global seafood industry and achieve sustainable growth and profitability over the long term. While challenges exist, strategic planning, innovation, and adaptability will be key to overcoming hurdles and seizing opportunities in this dynamic and evolving industry landscape.

#### 1. Expansion of Product Portfolio:

- The company can explore diversification by expanding its product portfolio to include a wider variety of marine species or value-added products. This could include introducing new species suitable for aquaculture or developing innovative seafood products tailored to specific market preferences.

#### 2. Vertical Integration:

- Vertical integration, such as integrating backward into hatchery operations or forward into seafood processing and distribution, can provide the company with greater control over the supply chain and added value to its products.

#### 3. Sustainable Aquaculture Practices:

- Investing in sustainable aquaculture practices not only aligns with consumer preferences for environmentally friendly products but also ensures long-term viability and resilience of the business. Implementing techniques such as recirculating aquaculture systems (RAS) or integrated multi-trophic aquaculture (IMTA) can minimize environmental impacts and improve efficiency.

#### 4. Market Expansion:

- While China presents a significant market opportunity, the company can also explore expansion into other international markets where there is growing demand for premium

seafood products. This could involve strategic partnerships with distributors or participation in trade shows and exhibitions to showcase its products to potential buyers.

#### 5. Technological Innovation:

- Embracing technological innovation, such as automation, data analytics, and genetic improvement programs, can enhance productivity, efficiency, and product quality. This could include the adoption of advanced monitoring systems for water quality and health management or the use of genetic breeding techniques to develop improved strains of marine species.

#### 6. Branding and Marketing:

- Building a strong brand presence and marketing its products effectively can differentiate the company from competitors and capture consumer attention. This could involve storytelling around the company's commitment to sustainability, quality, and social responsibility, as well as targeted marketing campaigns to reach key customer segments.

#### 7. Research and Development:

- Investing in research and development initiatives can lead to the development of new technologies, processes, and products that drive innovation and competitiveness. This could include collaborations with research institutions or participation in industry consortia to advance scientific knowledge and industry best practices.

By capitalizing on these opportunities, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can position itself for long-term success and leadership within the marine products industry, while contributing to the economic development and sustainability of Tanzania's coastal communities.

The hospitality industry in Dar es Salaam, Tanzania, is experiencing robust growth driven by various factors, including increasing tourism, economic development, and rising consumer spending. As Tanzania's largest city and principal commercial hub, Dar es Salaam attracts a diverse array of visitors, including business travelers, tourists exploring the country's natural wonders, and local residents seeking leisure and entertainment options.

## **MARKET ANALYSIS**

### **1. Market Size and Growth Potential:**

- The market for marine products, both domestically and internationally, is substantial and continues to grow steadily. In China alone, the seafood market is estimated to be over \$100 billion annually, with significant demand for premium marine products. Tanzania's coastal location and rich marine biodiversity position it favorably to tap into this lucrative market. With the right strategies and investments, the country has the potential to become a key player in the global marine products industry.

### **2. Consumer Trends and Preferences:**

- Consumer preferences for seafood have been evolving, driven by factors such as health consciousness, sustainability, and convenience. There is a growing demand for high-quality, sustainably sourced seafood products, including premium species like abalone, sea cucumber, and lobster. Additionally, consumers are increasingly seeking transparency and traceability in the seafood supply chain, leading to greater interest in products with clear origins and certifications.

### **3. Export Opportunities:**

- The export market for marine products presents significant opportunities for Tanzanian businesses, particularly in countries with high demand for seafood such as China, Japan, and the United States. These markets value premium-quality seafood and are willing to pay a premium for products that meet their standards. With its strategic location and competitive advantages, Tanzania can leverage export

opportunities to drive economic growth and create employment opportunities in coastal communities.

#### 4. Regulatory Environment:

- The marine products industry is subject to various regulations and standards related to aquaculture, fishing, processing, and export. Companies operating in this sector must comply with local and international regulations to ensure product quality, safety, and environmental sustainability. Understanding and navigating the regulatory environment is essential for businesses to operate legally and sustainably in the marine products market.

#### 5. Competitive Landscape:

- The marine products industry is competitive, with numerous players vying for market share. Competition may come from both domestic and international producers, as well as from alternative protein sources. Differentiation through product quality, branding, sustainability practices, and innovation is crucial for companies to stand out in the market and attract discerning consumers.

In conclusion, the market for marine products offers significant opportunities for growth and development, both domestically and internationally. By understanding consumer trends, leveraging export opportunities, navigating the regulatory landscape, and differentiating themselves in a competitive market, Tanzanian businesses can establish themselves as key players in the global marine products industry.

## **Location**

The business will be located along the coast of Tanzania, mostly concentrated at Kilwa, Lindi and Mtwara.

## Marketing goals and objectives

### 1. Increase Market Share:

- Goal: Capture a larger share of the domestic and international seafood market.
- Objective: Increase market share by 15% within the next two years through targeted marketing campaigns, product innovation, and expansion into new geographic regions.

### 2. Penetrate Key Export Markets:

- Goal: Establish a strong presence in key export markets such as China, Japan, and select Western countries.
- Objective: Achieve a 20% increase in export sales volume to target markets within the next year by strengthening distribution channels, building strategic partnerships, and enhancing brand visibility through trade shows and promotions.

### 3. Enhance Brand Recognition and Reputation:

- Goal: Position the company as a trusted provider of premium, sustainably sourced marine products.
- Objective: Increase brand awareness and recognition by 25% among target consumers and stakeholders through targeted marketing campaigns, social media engagement, and participation in industry events and conferences.

### 4. Meet Consumer Demand for Sustainable Products:

- Goal: Respond to growing consumer demand for sustainably sourced seafood products.
- Objective: Obtain relevant sustainability certifications and implement sustainable aquaculture practices to ensure that 100% of products meet recognized sustainability standards within the next three years.

### 5. Expand Product Portfolio:

- Goal: Diversify the product portfolio to meet evolving consumer preferences and market demands.
- Objective: Introduce three new product lines or variations, such as value-added seafood products or innovative packaging formats, within the next year to cater to a wider range of customer preferences and increase revenue streams.

## 6. Optimize Distribution Channels:

- Goal: Improve efficiency and effectiveness of distribution channels to reach target markets more efficiently.

- Objective: Streamline logistics processes, reduce transportation costs, and optimize inventory management to achieve a 15% reduction in distribution costs within the next two years while maintaining or improving service levels.

## 7. Strengthen Customer Relationships:

- Goal: Build strong, long-term relationships with customers to foster loyalty and repeat business.

- Objective: Implement a customer relationship management (CRM) system to track customer interactions, gather feedback, and personalize communications. Increase customer satisfaction levels by 20% within the next year through improved customer service and responsiveness.

By setting clear and measurable market goals and objectives, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can focus its efforts and resources effectively to achieve sustainable growth and success in the competitive marine products industry.

## **Markets growth**

Market growth refers to the rate at which the overall market for a particular product or service expands over time. For WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED, understanding and leveraging market growth is essential for identifying opportunities, making strategic decisions, and achieving sustainable business success.

### Market Growth Factors:

1. Increasing Demand: As global populations grow and consumer preferences evolve, there is a continual increase in demand for seafood products. Factors such as rising disposable incomes, urbanization, and changing dietary habits contribute to the overall growth of the seafood market.

2. **Emerging Markets:** Emerging economies, particularly in Asia, present significant opportunities for market growth. Countries like China, India, and Indonesia have seen a surge in seafood consumption due to economic development and changing lifestyles, driving overall market expansion.

3. **Health and Wellness Trends:** Growing awareness of the health benefits of seafood, such as omega-3 fatty acids and high-quality protein, fuels demand for marine products. Consumers seeking healthier dietary options contribute to sustained market growth in this segment.

4. **Sustainability Initiatives:** Increasing concerns about overfishing, environmental degradation, and food safety have led to a shift towards sustainably sourced seafood products. Companies that prioritize sustainability are well-positioned to capitalize on this trend and drive market growth.

#### Strategies to Leverage Market Growth:

1. **Product Innovation:** Introducing innovative products that align with consumer preferences and market trends can drive demand and fuel market growth. This could involve developing new seafood varieties, value-added products, or eco-friendly packaging solutions.

2. **Market Expansion:** Identifying and entering new geographic markets with high growth potential can accelerate business growth. Expanding into emerging markets or underserved regions allows the company to tap into new customer segments and diversify its revenue streams.

3. **Partnerships and Collaborations:** Forming strategic partnerships with distributors, retailers, and other stakeholders can facilitate market access and penetration. Collaborating with local businesses or industry associations in target markets can provide valuable insights and resources to support growth initiatives.

4. **Brand Building and Marketing:** Investing in branding and marketing efforts to raise awareness and promote the company's products can drive market growth. Engaging in targeted advertising, social media campaigns, and participation in industry events can enhance visibility and attract new customers.

5. **Continuous Improvement:** Continuously monitoring market trends, customer feedback, and competitor activities allows the company to adapt and evolve its strategies in response to changing market conditions. Embracing a culture of innovation and agility enables the company to stay ahead of the curve and capitalize on emerging opportunities.

By leveraging market growth drivers and implementing strategic initiatives, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can position itself for long-term success and capitalize on the expanding market for marine products.

## **Market prices**

### Competitive Pricing Analysis:

Competitive pricing analysis involves evaluating the prices of similar products or services offered by competitors in the market. This analysis helps WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED understand the competitive landscape and determine an appropriate pricing strategy. By benchmarking against competitors' prices, the company can ensure its pricing remains competitive while still maintaining profitability. Additionally, the company can identify opportunities to differentiate its products based on factors other than price, such as quality, sustainability, or unique features.

### Market Segmentation Pricing:

Market segmentation pricing involves setting different prices for different segments of the market based on factors such as demographics, geographic location, or purchasing behavior. WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can use market segmentation to tailor its pricing strategies to meet the needs and preferences of different customer groups. For example, the company may offer premium pricing for luxury hotels and restaurants while providing more competitive pricing for local retailers or consumers with lower purchasing power.

### Dynamic Pricing Strategies:

Dynamic pricing strategies involve adjusting prices in real-time based on changes in demand, competition, or other market conditions. This flexible approach allows WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to optimize pricing for maximum revenue and profitability. For example, the company may implement dynamic pricing for its online sales channels, where prices can be adjusted based on factors such as time of day, seasonality, or inventory levels. Dynamic pricing can help the company capture

additional revenue during periods of high demand and remain competitive during slower periods.

#### Value-Based Pricing:

Value-based pricing involves setting prices based on the perceived value of the product or service to the customer. Instead of focusing solely on production costs or competitor prices, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED considers the benefits and value proposition of its products to determine pricing. By emphasizing the unique qualities and benefits of its sustainably sourced marine products, the company can justify premium pricing and capture value-conscious consumers willing to pay for quality and authenticity.

By incorporating these pricing strategies, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can optimize its pricing decisions to maximize revenue, remain competitive in the market, and effectively serve the diverse needs of its customers.

#### **Conclusion:**

In conclusion, pricing strategies play a critical role in the success of WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED in the competitive marine products industry. By conducting a competitive pricing analysis, the company can ensure its prices remain competitive while still maintaining profitability. Market segmentation pricing allows the company to tailor its pricing strategies to different customer segments, optimizing revenue and meeting diverse customer needs.

Dynamic pricing strategies enable WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to adjust prices in real-time based on changing market conditions, maximizing revenue opportunities and remaining agile in a dynamic marketplace. Additionally, value-based pricing emphasizes the unique qualities and benefits of the company's sustainably sourced marine products, allowing the company to justify premium pricing and capture value-conscious consumers.

By implementing these pricing strategies effectively, WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED can optimize its pricing decisions, maximize revenue, and

enhance its competitive position in the market. Overall, a well-executed pricing strategy is essential for achieving long-term success and profitability in the marine products industry.

## **COMPETITION**

### **Industry competition**

Competitive analysis is crucial for WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to understand its position in the market and identify opportunities and threats. Here's an overview of the competition in the marine products industry:

#### **Competitive Landscape:**

The marine products industry is characterized by intense competition, with numerous players vying for market share. Competitors range from large multinational corporations to small-scale local producers, each offering a variety of seafood products to meet consumer demand.

#### **Key Competitors:**

1. **Global Seafood Companies:** Large multinational companies with extensive operations and distribution networks dominate the global seafood market. These companies have significant resources and economies of scale, allowing them to produce and distribute a wide range of seafood products worldwide.
2. **Local Producers:** Small-scale local producers and fisheries play a crucial role in supplying seafood products to domestic and regional markets. These companies often focus on specific types of seafood or niche markets, leveraging local expertise and resources.

3. Aquaculture Enterprises: With the increasing demand for sustainably sourced seafood, aquaculture enterprises have emerged as significant competitors in the market. These companies specialize in farming various marine species, including shrimp, fish, and shellfish, to meet consumer demand for fresh and environmentally friendly seafood products.

#### Competitive Strategies:

1. Product Differentiation: Companies differentiate themselves by offering unique products or value-added services, such as sustainably sourced seafood, organic certification, or premium packaging. By highlighting these unique selling points, companies can attract discerning consumers and command higher prices.
2. Cost Leadership: Some competitors focus on cost leadership strategies, aiming to produce seafood products at lower costs to gain a competitive advantage in pricing. This may involve optimizing production processes, sourcing ingredients efficiently, or leveraging economies of scale to lower production costs.
3. Market Expansion: Competitors often seek to expand their market presence by entering new geographic regions or target customer segments. By diversifying their customer base and distribution channels, companies can mitigate risks and capitalize on emerging market opportunities.
4. Innovation: Innovation is key to staying competitive in the rapidly evolving marine products industry. Companies invest in research and development to develop new products, improve production techniques, and enhance sustainability practices, ensuring they remain at the forefront of industry trends.
5. Brand Building: Building a strong brand presence is essential for standing out in the competitive market. Companies invest in marketing and branding initiatives to raise awareness, build trust with consumers, and establish themselves as leaders in the industry.

#### Conclusion:

In conclusion, the marine products industry is highly competitive, with companies employing various strategies to gain market share and differentiate themselves from competitors. By understanding the competitive landscape and leveraging strategic advantages such as product differentiation, cost leadership, and innovation, WUFENGHANG (TANZANIA)

MARINE TECHNOLOGY LIMITED can effectively navigate the competitive environment and achieve sustainable growth and success in the market.

## Market Barriers

Market barriers refer to obstacles or challenges that hinder entry into or success within a particular market. In the marine products industry, several barriers may impact companies like WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED:

1. **Regulatory Compliance:** Compliance with local and international regulations governing seafood harvesting, processing, and trade can pose significant barriers. Strict regulatory requirements related to food safety, environmental sustainability, and labor standards may increase operational costs and complexity.
2. **Access to Capital:** The capital-intensive nature of the marine products industry, particularly for infrastructure, equipment, and research and development, can be a significant barrier for new entrants. Access to sufficient capital for investment and ongoing operations is essential for competing effectively in the market.
3. **Resource Scarcity:** Limited availability of key resources such as suitable coastal areas for aquaculture, sustainable fishing grounds, and skilled labor can constrain market entry and expansion. Competition for resources, particularly in densely populated or environmentally sensitive regions, may further exacerbate this barrier.
4. **Technological Challenges:** Advancements in technology play a crucial role in enhancing efficiency, productivity, and sustainability in the marine products industry. However, adopting and implementing new technologies, such as advanced aquaculture systems or traceability solutions, may require significant investment and expertise, posing barriers for some companies.
5. **Market Access and Distribution:** Establishing reliable distribution channels and accessing target markets, especially international markets, can be challenging for companies without established networks or brand recognition. Regulatory barriers, trade restrictions, and cultural differences may further complicate market entry and expansion efforts.

6. Competition: Intense competition from established players, both domestically and internationally, can pose significant barriers for new entrants or smaller companies. Competitors with established brands, economies of scale, and extensive distribution networks may have a competitive advantage, making it challenging for new entrants to gain market share.

7. Environmental and Sustainability Challenges: Environmental concerns such as climate change, pollution, habitat degradation, and overfishing present significant challenges for the marine products industry. Companies must navigate these challenges by adopting sustainable practices, investing in conservation efforts, and mitigating environmental risks to maintain long-term viability.

Overcoming these market barriers requires strategic planning, investment in technology and infrastructure, adherence to regulatory requirements, and differentiation through innovation and sustainability practices. Companies like WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED must carefully assess and address these barriers to successfully enter and thrive in the competitive marine products market.

## **ORGANIZATION STRUCTURE**

Management Structure:

1. Chief Executive Officer (CEO):

- Oversees the overall operations and strategic direction of the company.
- Responsible for setting goals, managing resources, and ensuring profitability.
- Leads executive decision-making and represents the company in external engagements.

2. Operations Manager:

- Manages day-to-day operations, including procurement, production, and logistics.

- Coordinates with various departments to ensure smooth workflow and timely delivery of products.

- Implements operational strategies to optimize efficiency and reduce costs.

### 3. Quality Control Manager:

- Oversees quality control processes throughout the production and packaging stages.
- Establishes quality standards and procedures to ensure compliance with regulatory requirements and customer expectations.

- Conducts regular inspections and audits to maintain product quality and safety.

### 4. Supply Chain Manager:

- Manages relationships with farmers, fishermen, and suppliers to ensure a steady and reliable supply of raw materials.

- Coordinates transportation, storage, and inventory management to minimize delays and optimize supply chain efficiency.

- Develops contingency plans to mitigate supply chain risks and disruptions.

### 5. Export Manager:

- Leads export operations and manages international trade relationships.
- Coordinates with freight forwarders, customs agents, and shipping companies to facilitate exports and ensure compliance with export regulations.

- Identifies new market opportunities and develops export strategies to maximize sales and profitability.

## Organizational Structure:

### 1. Procurement Department:

- Responsible for sourcing raw materials from farmers and fishermen in coastal regions.

- Establishes contracts and agreements with suppliers to ensure consistent supply and quality standards.

- Coordinates with the Quality Control Manager to assess the quality of incoming raw materials.

### 2. Production Department:

- Handles processing, packaging, and quality control of marine products.
- Operates production facilities according to food safety and hygiene standards.
- Implements quality assurance measures to maintain product integrity and safety.

### 3. Logistics Department:

- Manages transportation, storage, and distribution of finished products.
- Coordinates with transportation providers to ensure timely delivery to export destinations.
- Oversees cold storage facilities to maintain product freshness and quality.

### 4. Sales and Marketing Department:

- Develops marketing strategies to promote products and expand market reach.
- Manages customer relationships and sales transactions, both domestically and internationally.
- Conducts market research to identify consumer trends and preferences.

### 5. Finance and Administration Department:

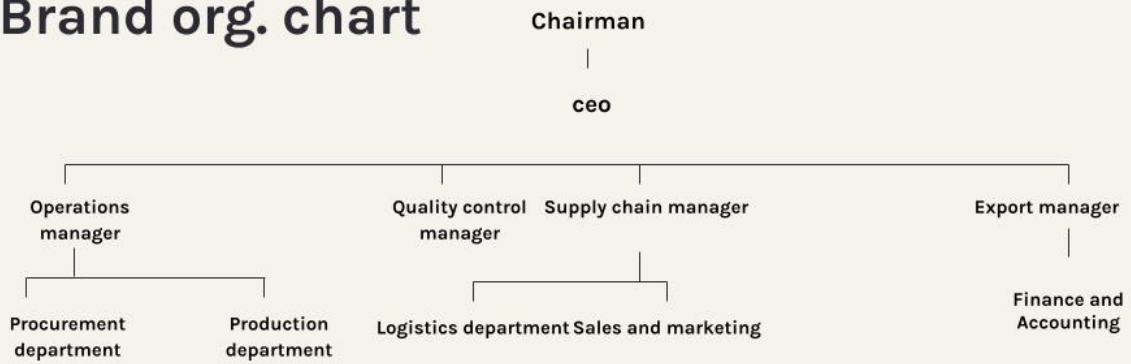
- Handles financial management, budgeting, and accounting functions.
- Manages administrative tasks such as payroll, human resources, and legal compliance.
- Provides support services to other departments to ensure smooth operations.

### Collaboration and Integration:

- The organization emphasizes collaboration with farmers and fishermen from coastal regions through partnerships and cooperative agreements.
- Integrated systems and communication channels ensure seamless coordination between departments, enabling efficient procurement, production, quality control, and export operations.
- Regular training and capacity-building initiatives promote alignment with company goals and standards across all levels of the organization.

This management and organizational structure fosters collaboration, efficiency, and quality throughout the value chain, enabling WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to effectively source, process, and export marine products while maintaining high standards of quality and compliance.

# Brand org. chart



## **Salaries forecast**

Sure, let's continue without the formatting markers.

### 1. Management and Administrative Staff:

- CEO/Managing Director: Determine a competitive salary based on industry standards and the responsibilities of this role.
- Operations Manager: Calculate a salary that reflects the managerial duties and experience required for this position.
- Administrative Staff: Estimate salaries for administrative assistants, accountants, and other support staff based on market rates.

### 2. Technical Personnel:

- Aquaculture Specialists: Determine salaries for experts in artificial incubation, seedling cultivation, and mariculture, considering their specialized skills and experience.
- Marine Biologists: Estimate salaries for professionals involved in research and development, ensuring competitive compensation to attract top talent.
- Quality Assurance Managers: Calculate salaries for individuals responsible for maintaining quality standards throughout the production process.

### 3. Laborers:

- Mariculture Workers: Determine wages for laborers involved in tasks such as seeding, feeding, and harvesting marine species.
- Processing Plant Workers: Estimate salaries for employees working in seafood processing facilities, including filleting, packaging, and quality control.

### 4. Benefits and Additional Compensation:

- Consider additional benefits such as health insurance, retirement plans, and performance bonuses to attract and retain qualified employees.
- Factor in allowances for housing, transportation, and other amenities if necessary, especially for remote work locations.

### 5. Salary Growth and Budget Allocation:

- Plan for salary increases over time to account for inflation, employee performance, and market trends.

- Allocate a portion of the budget for training and development programs to enhance employee skills and productivity.

Once we've outlined the salary forecast for each position, we can aggregate the total labor cost to ensure it aligns with the company's budget and financial projections. Let me know if you need assistance with estimating specific salaries or if there's anything else you'd like to include in the forecast!

Certainly, let's incorporate the additional workforce into the salary forecast:

#### 6. Supplier Support Staff:

- Estimate salaries for supporting staff who will work closely with fishermen and farmers to ensure smooth supply chain operations.
- Roles may include procurement specialists, logistics coordinators, and quality control inspectors.
- Consider the complexity of coordinating with a large number of suppliers and the importance of maintaining strong relationships.

#### 7. Field Staff:

- Account for salaries for field staff who will engage directly with fishermen and farmers, providing training, support, and assistance as needed.
- These staff members may include agricultural extension officers, aquaculture technicians, and field supervisors.
- Factor in travel expenses and allowances for fieldwork, as these roles may require frequent visits to supplier locations.

#### 8. Training and Capacity Building:

- Allocate resources for training programs aimed at enhancing the skills and capacity of fishermen and farmers.
- Consider hiring trainers or facilitators to conduct workshops and educational sessions on best practices in fishing, aquaculture, and sustainable resource management.
- Budget for materials, equipment, and venue rentals for training activities conducted both on-site and off-site.

By incorporating salaries for supporting staff, field staff, and training initiatives, we ensure that the company has the necessary resources to effectively manage its relationships with fishermen and farmers, thereby securing a reliable and high-quality supply of seafood products. Let me know if you need further assistance or if there are any other aspects of the salary forecast you'd like to discuss!

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<b>Gender</b>	<b>Men</b>	<b>Women</b>	<b>Total</b>
<b>Skilled</b>	20	2	22
<b>Unskilled</b>	200	28	228
<b>Total</b>	220	30	250

The following table shows the projection of salaries for the workers of the business:-

### Assumptions

1. There will be no new government regulations that will affect business.
2. Salaries will remain constant for three years
3. There will be no new employees recruited for the next three years.
4. Economic stability will remain constant.
5. Tanzania currency will remain stable for the next three years.
6. Us Dollar 1 is equal to Tanzania shillings 2750.

<b>Staff title</b>	<b>No</b>	<b>Salary per month (TZS)</b>	<b>Salary per year (TZS)</b>	<b>2024/2025</b>	<b>2025/2026</b>	<b>2026/2027</b>
<b>General manager</b>	1	1,200,000	14,400,000	14,400,000	14,400,000	14,400,000
<b>Head of finance</b>	1	800,000	9600,000	9600,000	9600,000	9600,000
<b>Head of operation</b>	1	800,000	9600,000	9600,000	9600,000	9600,000
<b>Head of marketing</b>	1	800,000	9600,000	9600,000	9600,000	9600,000

<b>Head of Quality control</b>	1	800,000	9600,000	9600,000	9600,000	9600,000
<b>Accountants</b>	1	500,000	6,000,000	6,000,000	6,000,000	6,000,000
<b>Supervisors</b>	2	1,000,000	12,000,000	12,000,000	12,000,000	12,000,000
<b>Staffs</b>	10	2,000,000	24,000,000	24,000,000	24,000,000	24,000,000
<b>Unskilled labor</b>	200	28,000,000	336,000,000	336,000,000	336,000,000	336,000,000
<b>Total</b>	219	35,900,000	440,400,000	440,400,000	440,400,000	440,400,000

## **MARKETING STRATEGY**

### **Marketing plan**

Marketing Strategy:

#### 1. Brand Positioning:

- Position WUFENGHANG as a premium provider of sustainably sourced seafood products, emphasizing quality, freshness, and ethical sourcing practices.
- Highlight the company's commitment to environmental stewardship, community engagement, and innovation in seafood production.

#### 2. Target Market:

- Focus on targeting affluent consumers, high-end restaurants, hotels, and gourmet retailers who value premium seafood products.
- Tailor marketing messages to appeal to health-conscious consumers seeking nutritious and ethically sourced food options.

#### 3. Product Differentiation:

- Emphasize the unique selling points of WUFENGHANG's seafood products, such as the use of artificial incubation, sustainable mariculture practices, and the cultivation of premium marine species.

- Showcase the freshness, flavor, and nutritional benefits of the company's seafood offerings compared to competitors.

#### 4. Online Presence:

- Establish a professional website showcasing WUFENGHANG's product range, company values, and commitment to sustainability.

- Leverage social media platforms such as Instagram, Facebook, and LinkedIn to engage with customers, share stories about the company's operations, and promote special offers and events.

#### 5. Partnerships and Collaborations:

- Forge partnerships with renowned chefs, culinary influencers, and food bloggers to create buzz around WUFENGHANG's seafood products and attract attention from food enthusiasts.

- Collaborate with local seafood associations, hospitality groups, and eco-conscious organizations to promote sustainable fishing practices and raise awareness about marine conservation efforts.

#### 6. Retail and Distribution Channels:

- Establish partnerships with upscale supermarkets, specialty food stores, and online marketplaces to distribute WUFENGHANG's seafood products to target consumers.

- Explore opportunities for direct-to-consumer sales through e-commerce platforms, subscription boxes, and home delivery services to reach customers seeking convenient shopping options.

#### 7. Promotional Activities:

- Organize tasting events, cooking demonstrations, and pop-up markets to introduce WUFENGHANG's products to potential customers and generate word-of-mouth buzz.

- Offer promotional discounts, loyalty programs, and seasonal specials to incentivize repeat purchases and build customer loyalty.

#### 8. Customer Education:

- Educate consumers about the nutritional benefits of seafood, the importance of sustainable fishing practices, and the company's commitment to traceability and transparency in the supply chain.
- Provide recipe ideas, cooking tips, and serving suggestions to inspire customers to incorporate WUFENGHANG's seafood products into their culinary repertoire.

By implementing a comprehensive marketing strategy that emphasizes brand positioning, product differentiation, online engagement, partnerships, and promotional activities, WUFENGHANG can effectively attract and retain customers while building a strong reputation in the seafood industry. Let me know if you need further elaboration on any aspect of the marketing strategy or if there are specific tactics you'd like to discuss!

## **Market research analysis**

Market research analysis is essential for WUFENGHANG (TANZANIA) MARINE TECHNOLOGY LIMITED to understand the dynamics of the seafood industry in Tanzania and identify opportunities for growth and differentiation. Here's a summary of the key insights gathered from market research:

### **1. Industry Size and Growth:**

- The seafood industry in Tanzania is growing steadily, driven by factors such as population growth, urbanization, and increasing consumer demand for high-quality seafood products.
- Market reports indicate that the seafood market in Tanzania is expanding, with a notable increase in consumption of premium marine products among affluent urban consumers.

### **2. Consumer Preferences and Trends:**

- Consumer preferences for seafood in Tanzania are influenced by cultural traditions, dietary habits, and economic factors.
- There is a growing trend towards health-conscious eating, with consumers seeking nutritious and sustainable food options, including seafood products.
- Premium seafood products such as abalone, sea cucumber, and lobster are in high demand among upscale consumers and during festive seasons.

### 3. Competitive Landscape:

- WUFENGHANG faces competition from both domestic seafood producers and imported products from international markets.
- Key competitors include established seafood companies, local fishmongers, and international exporters targeting the Tanzanian market.
- Product differentiation, quality assurance, and branding will be crucial for WUFENGHANG to compete effectively in the market.

### 4. Distribution Channels:

- The distribution of seafood products in Tanzania is diverse, with retail channels ranging from traditional fish markets to modern supermarkets and online platforms.
- Establishing strong distribution networks and partnerships with retail outlets will be essential for WUFENGHANG to reach target consumers across different demographics and regions.

### 5. Regulatory Environment:

- Compliance with local regulations and standards for seafood production, processing, and distribution is imperative for WUFENGHANG to operate legally and maintain consumer trust.
- Monitoring changes in government policies, trade agreements, and environmental regulations will be necessary to adapt to evolving market conditions.

### 6. Opportunities and Challenges:

- There are significant opportunities for WUFENGHANG to capitalize on the growing demand for premium seafood products, especially among affluent consumers and hospitality businesses.
- However, challenges such as supply chain disruptions, fluctuating market prices, and environmental sustainability concerns pose risks to the company's operations.
- By leveraging market research insights and adopting a strategic approach to business development, WUFENGHANG can navigate challenges and seize opportunities for sustainable growth in the Tanzanian seafood market.

By conducting thorough market research analysis, WUFENGHANG can gain valuable insights into consumer preferences, competitive dynamics, and market trends, enabling

the company to formulate informed strategies for success. Let me know if you need further details on any aspect of the market research analysis!

### **Advertisement and promotion**

Advertisement is the description or presentation of a service in order to induce individuals to buy, support, or approve. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. The purpose of advertising is nothing but to sell something, a service or an idea. The real objective of advertising is effective communication between producers and consumers.

Thereafter in our business, we will use different tools for advertisement and promotion of our products such as traditional means (word of mouth), brochures, newspapers, radio, fliers and magazines so as to communicate business to customers.

### **Marketing budget**

#### Assumption

1. Advertising cost will remain constant for three years.
2. Economic stability will remain constant.
3. Tanzania currency will remain stable for the next three years.
4. US Dollar 1 is equal to Tanzania shillings 2750.



# FINANCIAL PLAN

## Capital Requirements

The business will start with the initial capital of 673,000 USD to run its activities, the amount is fully provided by shareholders. On future days, shareholders will invite other investors to buy shares so as to increase capital.

## Assumptions

In calculation and estimating these costs and financial statements of the business, the following assumptions were made into consideration: ~

- i. Employees contracts are in one year basis, thus employees' salaries are fixed costs
- ii. Rent are paid in one year basis
- iii. No massive inflation will occur within year
- iv. Security services are paid in one year basis
- v. Sales revenue will be increasing yearly by 10%
- vi. Cost of sales will increase by 10%
- vii. There will be no change of government regulations that will affect business
- viii. Financial year of the company starts on 1<sup>st</sup> December and ends on 31<sup>st</sup> November every year.
- ix. Salary will remain fixed for three years
- x. All transactions will be in made in Tanzania Shillings and US Dollars

The capital required in running the business illustrated in the following tables:~

Cost Item	Description	Total (TZS)
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<b>Renting of the Buildings</b>	rent paid for one year	<b>50,000,000</b>
<b>Registration</b>	Business license and business registration, work permits for Chinese workers and follow up	<b>7,000,000</b>
<b>Renovations</b>	Factory building Renovations required to upgrade the existing build to world standards	<b>577,000,000</b>
<b>Packing, chilling and preserving facility</b>	110,350,000	<b>1,103,500,000</b>
	10 computers @ 1,000,000, 6 printers @500,000 6 UPS @ 400,000 Generator @10,000,000 Electric Cables, bulbs, wire, 1,000,000 50 Air conditions @ 50,000,000 1,000,000 10 CCTV Camera @200,000	
<b>Maintenance cost</b>	Partition and designing @2,000,000 Total cost used in buying	

partition                      equipment  
@25,000

Electric maintenance @  
7,000,000

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<b>Furniture</b>	80 tables @ 500,000 300 chairs @ 150,000 80 Cabinets @500,000 3 Office table @500,000	<b>50,500,000</b>
<b>Information technology</b>	Window installation 500,000 per PC	<b>3,000,000</b>
<b>Others</b>	Workers uniforms 200 @	<b>10,000,000</b>
<b>Total</b>		<b>1,851,000,000</b>

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**Projected profit and loss statement**

	<b>2024/2025</b>	<b>2025/2026</b>	<b>2026/2027</b>
Sales Revenues	990,000,000	1,089,000,000	1,197,900,000
<b>Total sales</b>	<b>990,000,000</b>	<b>1,089,000,000</b>	<b>1,197,900,000</b>
Less			
Cost of sale	94,000,000	134,000,000	113,740,000
<b>Gross profit</b>	<b>896,000,000</b>	<b>955,000,000</b>	<b>108,416,000</b>
<b>Less operation costs</b>			
Salary	440,000,000	440,000,000	440,000,000
Electricity	150,000,000	160,000,000	170,000,000
Security	12,000,000	12,000,000	12,000,000
Suppliers	400,000,000	380,000,000	320,000,000
Repairs/ Maintenance	25,000,000	20,000,000	24,000,000
Advertising	12,000,000	12,000,000	12,000,000
Cars hire and fuel	89,000,000	92,000,000	90,000,000
Telephone	8,000,000	9,000,000	7,000,000
Cleaning services	22,000,000	22,000,000	22,000,000
Stationeries	9,000,000	9,000,000	9,000,000
<b>Total expenses</b>	<b>712,000,000</b>	<b>680,000,000</b>	<b>633,000,000</b>
Net profit before Tax	<b>184,000,000</b>	<b>275,000,000</b>	<b>524,584,000</b>
Taxes (30%)	55,200,000	82,500,000	157,375,200
<b>Net operating income (USD)</b>	<b>128,800,000</b>	<b>192,500,000</b>	<b>365,208,800</b>

**Projected Balance sheet**

	<b>2024/2025</b>	<b>2025/2026</b>	<b>2026/2027</b>
<b>Assets</b>			
Current Assets			
Cash	20,000,000	34,000,000	50,000,000
Bank	290,000,000	340,000,000	410,000,000
Prepaid expenses	97000000	89,000,000	102,000,000
<b>Total Current Assets</b>			
Fixed assets			
Furniture & fixtures	135,000,000	125,000,000	115,000,000
Electronics	220,000,000	210,000,000	200,000,000
Other fixed assets	145,000,000	135,000,000	125,000,000
<b>Net Fixed Assets</b>	<b>500,000,000</b>	<b>470,000,000</b>	<b>440,000,000</b>
<b>Total Assets</b>	<b>907,000,000</b>	<b>933,000,000</b>	<b>1,002,000,000</b>
<b>1,741,474,000</b>			
Owners' Equity and Liability			
Current liability			
Account payable			
<b>Total Liabilities</b>	<b>15,000,000</b>	<b>9,450,000</b>	<b>8,900,000</b>
Owners' Equity			
Invested Capital	1,500,000,000	1,128,800,000	1,407,862,000
Retained earnings	128,800,000	279,062,000	315,812,000
<b>Total owners' equity</b>	<b>1,628,800,000</b>	<b>1,407,862,000</b>	<b>1,723,674,000</b>
<b>Total owners' equity + liability</b>	<b>1,643,800,000</b>	<b>1,417,312,000</b>	<b>1,741,474,000</b>

**Statement of cash flow**

	2024/2025	2025/2026	2026/2027
Beginning balance	-	<b>184,000,000</b>	<b>582,660,000</b>
<b>Cash Inflow</b>			
Sales Revenue	990,000,000	1,089,000,000	1,197,900,000
<b>Cash outflow</b>			
Cost of sales	94,000,000	103400000	113,740,000
Operating expenses	<b>712,000,000</b>	<b>680,000,000</b>	<b>633,000,000</b>
Total cash outflow	184,000,000	582,660,000	1,033,820,000
<b>Closing balance</b>	<b>184,000,000</b>	<b>582,660,000</b>	<b>1,033,820,000</b>

## **EXPANSION**

### **Long range goals**

The business is expected to run in an unlimited life span, Shareholders believe that the business will expand to generate an unlimited amount of profits in its operation. In the future demand for tourism products will increase as the number of people who are aware of our products increases. Therefore the following goals are kept for long range:~

- Opening new branches all over the country within five years of operation
- Improving salary and introduction of sales bonus to the workers
- Conducting social corporate responsibility activities within the areas with the businesses operate in order to increase popularity of the business at the same time helping surrounding communities.

### **Diversification**

The business will increase services by providing other services like Medical houses, Mineral trading houses etc. which the business will add includes Soda and water. Furthermore, a long range company will provide food services to the customers.

### ***Milestone schedule***

The following milestone schedule will guide the business

<b>Milestone</b>	<b>Date</b>	<b>Responsible person</b>
<b>Initial capital invested</b>	February, 2024	Shareholders
<b>Registration of business</b>	April, 2024	Shareholders
<b>Recruiting workers</b>	June, 2024	Shareholders
<b>Training workers</b>	June, 2024	Shareholders
<b>Preparation and arrangement of the business places</b>	June, 2024	Workers
<b>Opening the business</b>	June 2024	Workers
<b>Review business operation</b>	December 2024	Owner
<b>Workers meeting on reviewing of half year business activities</b>	February2025	Workers
<b>Period market research</b>	March 2025	General manager, head of operation
<b>Annual activities review</b>	July 2025	Workers and owner
<b>Opening new branch</b>	February 2026	shareholders