



SRK FOOD INDUSTRIES LIMITED, SML COMPLEX,
PLOT No. 14D, PUGU ROAD, DAR ES SALAM, TANZANIA
TEL: (+255) 760 993124
EMAIL: srkfootz@gmail.com

BUSINESS PLAN

BUSINESS NAME: SRK food industries Limited.

BUSINESS TYPE: Manufacturing of Snack Pellets with a Toy inside each package.

LEGAL STRUCTURE: Corporation.

LOCATION: Based in Pugu road Dar es Salaam, Tanzania.

MISSION STATEMENT: Our mission is to bring joy and excitement to snack time by creating delicious, high quality snack pellets that come with fun and safe toys. We are dedicated to providing families with an engaging and enjoyable snacking experience, promoting happiness and bonding moments with every bite.

OBJECTIVES:

- To become a leading brand in the snack market by delivering a combination of delicious snacks and exciting toys.
- To employ 100 local people in the first year and increasing manpower annually.
- To hire six (6) experts in the first year.
- To invest \$500,000 in machinery in the first year, with similar annual increase in investment for the next three years.
- To fully fund the business without borrowing.

MARKET ANALYSIS

Industry Overview: The Snack industry, especially the segment targeting children is growing rapidly. Combining snacks with toys taps into the worthwhile children's market.

Target Market: Families with children aged 3-12 years.

Market Needs: Safe, Enjoyable, and engaging snack options that entertain children.

Competitive Analysis: SRK food industries Limited differentiates itself with superior taste and unique toy design.

ORGANIZATION AND MANAGEMENT

Organization Structure: Hierarchical structure with clear roles from Top management to production.

Management Team: Experienced professionals in food manufacturing, toy design, marketing and quality and assurance.



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Ownership: Privately held by founders and key Investors.

Board of Directors: Experts in food safety and business growth.

PRODUCTS LINE OR SERVICE

Product Description: Snack pellets in various flavours such as tomato and chicken with a safe small toy inside each package.

Product Lifecycle: Continuous development of new flavours and toy series to maintain interest and repeat purchases.

Research and Development: Ongoing research and development to innovate new snack flavors and toy designs.

Production Process: State of the art manufacturing process ensuring hygiene, safety and quality of both snacks and toys.

MARKETING AND SALE STRATEGY

Marketing Strategy: Collaboration with influencers and child focused events.

Sales Strategy: Distribution through major retail chains and online sales.

Sales Forecast: Detailed projections showing growth in market share and revenue over the next five years.

OPERATION PLAN

Production: High capacity production facility with separate areas for snack and toy assembly.

Suppliers: Reliable suppliers for both food ingredients and toy components.

Inventory Management: Efficient Inventory system to manage stock levels and ensure timely delivery.

Logistics: Robust logistics network to distribute products nationally and internationally.