

RAFIKI SOFT LIMITED

BUSINESS PLAN

2024

EXECUTIVE SUMMARY

With the rising demand for sanitary napkins and baby care products, fueled by awareness programs and improvements in the healthcare industry, Rafiki Soft Limited aims to cater to this growing need. Backed by a strong R&D focus, the plant will offer high-quality, affordable products to the market, ensuring a safe and sterile solution for women and children.

Rafiki Soft Limited is emerging as a prominent manufacturer of high-quality Sanitary Napkins, Papers and Baby Products in Tanzania, poised to meet the rising demand across various areas including villages and suburban and urban areas. With a commitment to excellence and innovation, the company specializes in Manufacturing of Sanitary Napkins, Papers and Baby Products. Situated strategically at Rose Garden Street Kinondoni, Tanzania, Rafiki Soft Limited benefits from convenient access to raw materials and markets, laying a strong foundation for its forthcoming growth trajectory in the industry.

Fueled by a vision for sustainable expansion and profitability, Rafiki Soft Limited is embarking on a journey to broaden its operations by establishing new manufacturing facilities, diversifying its product portfolio, and investing in workforce development and social responsibility initiatives. Emphasizing quality, integrity, and customer satisfaction, the company is primed to seize emerging opportunities and solidify its position as a key player in Tanzania's Sanitary Napkins, Papers and Baby Products market

CHAPTER ONE

COMPANY

PROFILE

Background

Rafiki Soft Limited is a forward-thinking enterprise specializing in the production of various Sanitary Napkins, Papers and Baby Products. Since its establishment in April 2024, the company has rapidly ascended to a prominent position within the industry, propelled by its unwavering dedication to superior quality, innovation, and customer satisfaction. Registered under the number 173593260, Rafiki Soft Limited offers a diverse portfolio of Sanitary Napkins, Papers and Baby Products meticulously tailored to cater to the multifaceted requirements. Bolstered by cutting-edge technology and sustainable practices, the company takes pride in its state-of-the-art manufacturing facilities and proficient workforce, ensuring the delivery of products that adhere to stringent quality benchmarks while also prioritizing environmental responsibility.

Situated strategically along Rose Garden Road within Kinondoni's bustling commercial hub, Rafiki Soft Limited underscores its commitment to operational excellence and customer-centricity with its permanent address at P.O. Box 13416, Dar Es Salaam, boasting a postal code of 14112. This prime location not only facilitates convenient access for clients and partners but also signifies the company's steadfast dedication to fostering seamless business transactions and cultivating enduring collaborations. The inception of Rafiki Soft Limited was inspired by a thorough assessment of the escalating demand for Sanitary products. This discerning analysis identified an opportunity to address the surging need for high-quality products, driving the company's founding principles rooted in excellence in manufacturing and service provision.

Rafiki Soft Limited engages in the manufacturing of a wide array of sanitary products, including Diapers, napkins, paper tissues, toilet papers, among others. Through its relentless pursuit of innovation, commitment to quality, and customer-focused approach, Rafiki Soft Limited continues to set new benchmarks in the Sanitary Napkins, Papers and Baby Products manufacturing landscape, poised for sustained growth and impactful contributions to the industry and beyond.

The company is owned by three shareholders who listed on the following table with their respective shares: -

Name	Citizenship	No of shares
MBAZILA JAJA KANAMWANGI	Tanzanian	450
JANET CHARLES MBELWA	Tanzanian	450
SKYE BUSINESS LIMITED	Tanzanian	100

Company Objectives

Quality Excellence: To consistently manufacture and deliver top-quality Sanitary Napkins, Papers and Baby Products, meeting or exceeding industry standards to ensure durability, reliability, and performance for our customers.

Customer Satisfaction: To prioritize customer needs and expectations, offering prompt and efficient service, tailored solutions, and responsive support to ensure complete satisfaction and foster long-term partnerships.

Innovation and Technology: To foster a culture of innovation and embrace cutting-edge technologies in the manufacturing processes, product development, and service delivery, staying ahead of market trends and continuously improving our offerings in plastic pipe solutions.

Sustainability: To operate in an environmentally responsible manner, implementing sustainable practices throughout our manufacturing operations to minimize our ecological footprint and contribute positively to the communities we serve.

Market Leadership: To solidify our position as a market leader in the Sanitary Napkins, Papers and Baby Products manufacturing industry, expanding our market reach, diversifying our product portfolio, and consistently outperforming competitors in terms of quality, reliability, and customer service.

Employee Development: To invest in the professional development and well-being of our employees, fostering a supportive work environment, providing opportunities for growth and advancement, and cultivating a team of skilled and motivated individuals dedicated to achieving our company objectives in Sanitary Napkins, Papers and Baby Products manufacturing.

Ethical Conduct: To conduct business with integrity, transparency, and ethical responsibility, adhering to the highest standards of corporate governance, legal compliance, and ethical behavior in all our dealings with stakeholders, partners, and the community at large.

Mission

At Rafiki soft Limited, our mission is to be a leading provider of high-quality Sanitary Napkins, Papers and Baby Products solutions, driven by innovation, excellence, and a commitment to customer satisfaction. We strive to meet the evolving needs of our customers by delivering durable, reliable, and sustainable sanitary products while maintaining the highest standards of integrity, professionalism, and environmental responsibility. Through our dedication to continuous improvement and innovation, we aim to create value for our customers, employees, and stakeholders, contributing positively to the communities we serve.

Vision

Our vision at Rafiki Soft Limited is to redefine the standards of excellence in the Sanitary Napkins, Papers and Baby Products manufacturing industry. We aspire to be recognized as a trusted partner and preferred choice for sanitary solutions, known for our uncompromising commitment to quality, reliability, and customer service. By leveraging advanced technologies, sustainable practices, and a culture of innovation, we seek to expand our market presence, drive sustainable growth, and become a globally respected leader in the field. We envision a future where Rafiki Soft Limited is synonymous with excellence, integrity, and environmental stewardship, making a meaningful and lasting impact on the industries we serve and the world around us.

Core Values

At Rafiki soft Limited, core values serve as the foundation of company culture and guide our actions and decisions every day. These values include:

Quality: We are committed to maintaining the highest standards of quality in everything we do, from product manufacturing to customer service, ensuring that our customers receive reliable and quality Sanitary Napkins, Papers and Baby Products solutions that meet or exceed their expectations.

Integrity: Rafiki Soft Limited conduct business with honesty, transparency, and ethical integrity, adhering to the highest standards of moral and professional conduct in all our interactions with customers, suppliers, employees, and stakeholders.

Innovation: Rafiki Soft Limited foster a culture of innovation, creativity, and continuous improvement, embracing new ideas, technologies, and processes to drive efficiency, excellence, and competitiveness in our industry.

Customer Focus: Rafiki Soft Limited prioritize the needs and satisfaction of our customers, striving to understand their requirements, exceed their expectations, and build long-lasting relationships based on trust, reliability, and responsiveness.

Sustainability: Rafiki Soft Limited is committed to environmental sustainability and social responsibility, minimizing our ecological footprint, promoting eco-friendly practices, and contributing positively to the communities in which we operate.

Teamwork: Rafiki Soft Limited value collaboration, respect, and diversity, recognizing that our success is built on the collective efforts, talents, and contributions of our employees, working together towards common goals and shared success.

Excellence: Rafiki Soft Limited pursue excellence in all aspects of our business, striving for continuous improvement, flawless execution, and superior performance in order to deliver the best possible outcomes for our customers, employees, and stakeholders.

CHAPTER TWO

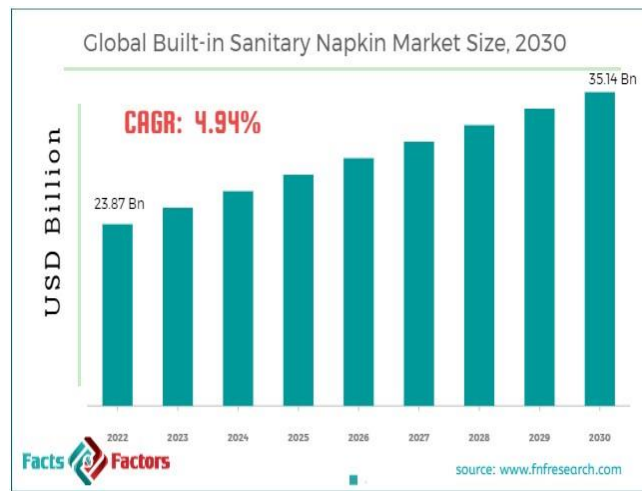
INDUSTRY ANALYSIS

Introduction

This chapter provides a comprehensive analysis of sanitary napkins and baby care products, exploring its global significance, market trends, and key factors that influence supply and demand dynamics. Understanding the industry landscape is crucial for Rafiki Soft Limited to effectively position itself within the sanitary product market and capitalize on emerging opportunities.

Global Sanitary Industry

The global sanitary is a cornerstone of modern manufacturing, encompassing a wide range of sectors vital to everyday life. From packaging materials to manufacturing components, sanitary play an indispensable role worldwide. In recent years, the industry has experienced significant growth driven by urbanization, population expansion, and technological advancements. Key trends such as sustainability, technological innovation, and the circular economy are reshaping the landscape, prompting companies to adopt eco-friendly practices and develop new materials and processes. Regulatory pressures aimed at reducing pollution and promoting recycling further influence industry dynamics. Raw material availability, economic growth, consumer preferences, and environmental regulations are among the key factors shaping supply and demand within the industry. Despite challenges related to sustainability and environmental concerns, the global sanitary industry presents ample opportunities for companies like Rafiki Soft Limited to innovate, adapt, and thrive in a dynamic and evolving marketplace.



Global Sanitary Production Market Size

Tanzania Sanitary Industry

The sanitary in Tanzania is a vital component of the country's manufacturing sector, playing a significant role in various economic activities and sectors. As one of the fastest-growing industries in Tanzania. With increasing urbanization, population growth, and infrastructure development, the demand for sanitary products in Tanzania has been on the rise. This growth is fueled by factors such as the population growth, the rise of consumerism, and the increasing adoption of plastic packaging in various industries.

Despite its growth potential, the Tanzanian sanitary faces challenges such as limited access to raw materials, inadequate infrastructure, and competition from imported products. However, efforts are underway to address these challenges and promote the growth and sustainability of the industry. Government initiatives to support local manufacturing, investment in infrastructure development, and promotion of sustainable practices are expected to drive the growth of the sanitary in Tanzania.

Moreover, there is a growing awareness of environmental issues related to plastic waste and pollution, prompting stakeholders in the Tanzanian sanitary to explore sustainable alternatives and adopt environmentally friendly practices. This includes initiatives to promote recycling, reduce plastic waste, and develop biodegradable plastics. Overall, the sanitary

in Tanzania presents opportunities for innovation, investment, and job creation, contributing to economic growth and industrial development in the country.

Target Market

To generate a market target for Rafiki Soft Sanitary Products in Tanzania, we need to consider several factors such as demographics, economic conditions, cultural attitudes, and existing market conditions. Here's a detailed approach to identifying and targeting the market for Rafiki Soft Sanitary Products:

Market Segmentation

Demographic Segmentation

Age: Focus on women aged 12-50, covering the typical menstrual age range.

Income Level: Target middle and lower-middle-income groups, as they represent a significant portion of the population.

Education Level: Higher awareness and acceptance in educated segments; however, also aim to educate less-informed groups.

Geographical Area: Urban areas (e.g., Dar es Salaam, Dodoma) for initial penetration, expanding to semi-urban and rural areas later.

Behavioral Segmentation

Usage Rate: Identify frequent users who buy sanitary products regularly.

Brand Loyalty: Target women loyal to current brands but open to switching due to quality, affordability, or social responsibility.

-Buying Patterns: Focus on women who purchase sanitary products monthly.

Target Market Segments

Primary Target Market

Urban Working Women (Aged 18-45): They seek convenience, quality, and discreet packaging. This group is likely to have higher disposable income and more access to retail outlets.

School and College Students (Aged 12-24): They require affordable yet reliable products. Collaborations with

educational institutions for awareness programs can be beneficial.

Young Mothers (Aged 25-35): Often concerned about quality and safety, and likely to prefer products that are perceived as healthier or more eco-friendly.

Secondary Target Market

Rural Women (Aged 12-50): Often underserved, this segment represents a large potential market. Emphasis on affordability and education about menstrual hygiene is crucial.

Healthcare Providers: Partner with clinics, hospitals, and NGOs to distribute products and educate women about menstrual hygiene.

Market Needs and Preferences

Product Preferences

Comfort and Fit: Women prefer sanitary napkins that are comfortable and fit well without causing irritation.

Absorbency: High absorbency is crucial, especially for overnight use.

Affordability: Products need to be priced reasonably to be accessible to a broader audience.

Eco-friendliness: Increasing awareness about environmental impact may lead to a preference for biodegradable products.

Additional Considerations

Cultural Sensitivity: Understanding and respecting local cultural attitudes towards menstruation is essential.

Educational Efforts: Providing information about menstrual hygiene can help increase product acceptance and usage.

Marketing Strategy

Product Positioning

Quality and Comfort: Position Rafiki Soft Sanitary Products as high-quality, comfortable, and reliable.

Affordability: Emphasize the value-for-money aspect to attract middle and lower-middle-income groups.

Health and Safety: Highlight any health benefits or safety features, such as hypoallergenic materials or organic options.

Promotion and Awareness

Awareness Campaigns: Collaborate with NGOs and health organizations to educate women about menstrual hygiene.

School Programs: Implement programs in schools and colleges to raise awareness and provide free samples.

Media and Advertising: Use radio, television, social media, and influencers to reach a broad audience.

Distribution Channels

Retail Outlets: Ensure availability in supermarkets, pharmacies, and local shops.

Online Sales: Utilize e-commerce platforms to reach tech-savvy consumers and offer subscription services.

Direct Sales: Partner with local women's groups and cooperatives for direct sales in rural areas.

By targeting urban working women, school and college students, and young mothers initially, Rafiki Soft Sanitary Products can establish a strong foothold in the Tanzanian market. Expanding to rural areas and focusing on education and affordability will further enhance market penetration. Leveraging strategic partnerships, awareness campaigns, and a multi-channel distribution approach will ensure widespread availability and acceptance of Rafiki Soft Sanitary Products.

CHAPTER THREE

BUSINESSOPERATION

This chapter provides an in-depth overview of the business operations of our company. It delves into the key components and processes that drive our sanitary manufacturing activities, ensuring operational efficiency, environmental sustainability, and the delivery of high-quality Sanitary Napkins, Papers and Baby Products to the market. Within this framework, we examine the intricate operations that govern the manufacturing, quality control, and distribution of our products, highlighting our commitment to excellence and responsible stewardship throughout every stage of the process.

Location

The company's location in Rose Garden Street within Kinondoni Municipality vibrant commercial district at P.O. Box 13416, Dar es Salaam, with a postal code of 14112, has been carefully chosen to strategically position its operations for success. Situated amidst a central hub, this location offers unparalleled connectivity to major transportation networks, facilitating the efficient movement of raw materials to the manufacturing facilities and the distribution of finished products to customers. Moreover, Kiniondoni's proximity to key markets and industrial zones enhances accessibility to target customers, minimizing transportation costs and lead times, thereby boosting competitiveness in the market.

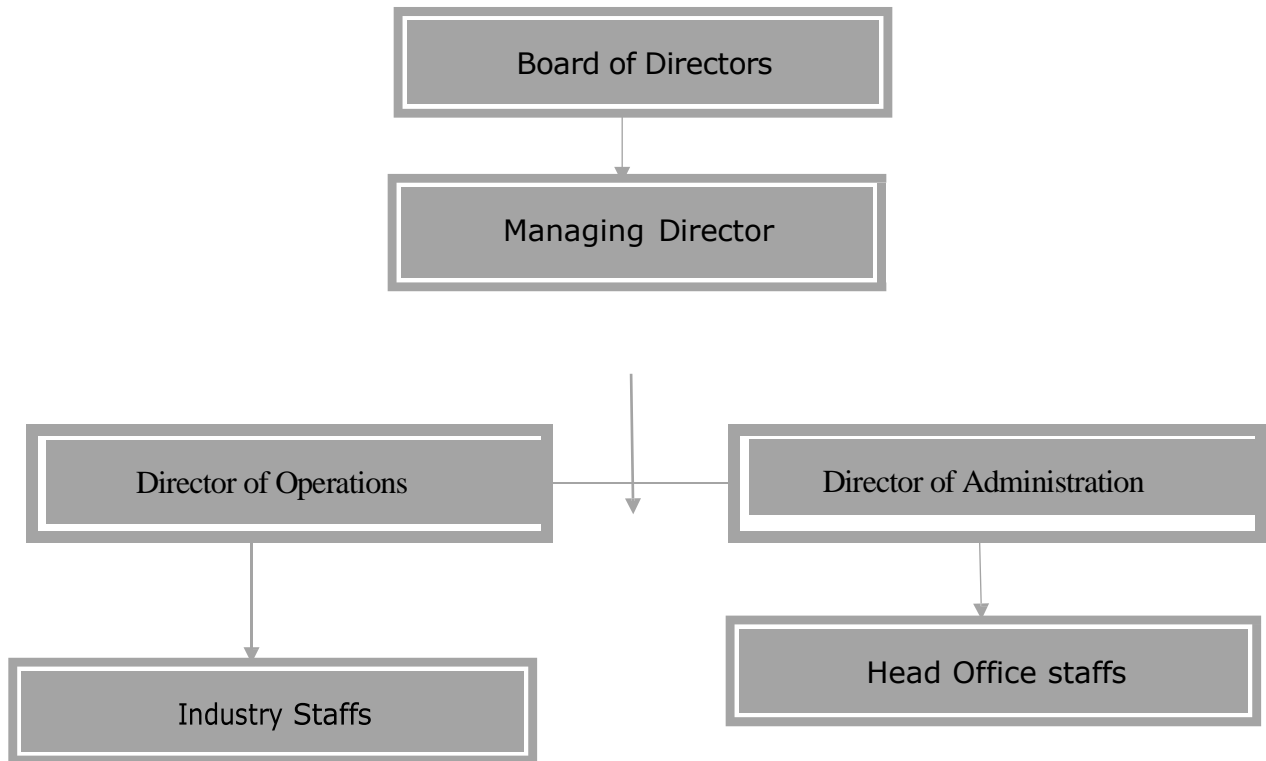
In addition to its strategic location, Kinondoni provides a conducive business environment with access to skilled labor, essential support services, and amenities vital for seamless business operations. The presence of other businesses and industries in the area fosters opportunities for collaboration and synergies, further optimizing operational efficiency and growth potential. Kinondoni strikes a balance between urban convenience and cost-effectiveness, offering a compelling proposition for the company. With relatively lower operating costs compared to major urban centers, Rafiki Soft Limited can maintain competitive pricing for its products while still benefiting from being situated within a bustling commercial district. Overall, the company's choice of location reflects its commitment to positioning for long-term success, leveraging the advantages of accessibility, efficiency, and sustainability for continued growth and prosperity.

Operational Structure

Rafiki Soft Limited has established a robust operational structure to facilitate effective manufacturing operations. This structure encompasses various departments and functions, ensuring seamless coordination and execution of activities. The operational structure includes manufacturing and production, quality control, research and development, and environmental sustainability.

Organizational Chart

The following include the structure which show the position of employees of Rafiki soft Limited.



Responsibilities of Managing Director

- i. Provide strategic leadership and direction to the company.
- ii. Make critical decisions regarding operations, investments, and resource allocation.
- iii. Manage relationships with stakeholders including the board, shareholders, and external parties.
- iv. Oversee financial performance, budgeting, and financial planning processes.

Responsibilities of Director of Operations

- i. Develop and implement operational plans and strategies to meet company objectives.
- ii. Optimize resource allocation to maximize efficiency and productivity.
- iii. Lead and manage teams across various operational functions.
- iv. Identify and implement process improvements to enhance operational effectiveness.
- v. Monitor and analyze key performance indicators to track operational performance.
- vi. Ensure compliance with quality standards and regulatory requirements.
- vii. Manage relationships with suppliers and vendors to ensure timely delivery of goods and services.
- viii. Coordinate with other departments to ensure seamless execution of operational activities.
- ix. Develop and implement risk management strategies to mitigate operational risks.
- x. Provide regular reports and updates to senior management on operational performance and initiatives.

Responsibilities of Director of Administration

- i. Oversee human resources functions, including recruitment, training, and performance management.
- ii. Develop and implement HR policies and procedures to ensure compliance and best practices.
- iii. Manage employee benefits and compensation programs.
- iv. Ensure compliance with labor laws and regulations.
- v. Manage facilities and office operations to ensure a safe and productive work environment.
- vi. Oversee administrative staff and functions, including reception, mailroom, and facilities maintenance.
- vii. Develop and implement policies and procedures for office management and administration.
- viii. Manage relationships with external service providers, including cleaning, security, and maintenance vendors.
- ix. Ensure compliance with health and safety regulations and protocols.

- x. Provide support to senior management and other departments as needed

CHAPTER FOUR COMPETITIVE ANALYSIS

Introduction

In the competitive landscape of today's business world, understanding the market and the players within it is crucial for the success of any company. The ability to identify strengths and weaknesses, anticipate opportunities, and recognize threats is paramount in crafting a robust business plan. This chapter will delve into the competitive analysis of Rafiki Soft Limited, exploring the key elements that define its position within the marketplace.

The purpose of this chapter is to provide a comprehensive assessment of Rafiki Soft Limited's competitors and their respective offerings. By conducting a thorough analysis, we aim to identify competitive advantages and areas for improvement, allowing the company to make strategic decisions that foster growth and maintain a strong market presence.

Industry Competition

The Sanitary products manufacturing industry in Tanzania is marked by a mix of established companies and emerging players, each contributing to meet the country's growing demand for quality sanitary solutions. While larger manufacturers leverage advanced technologies and economies of scale, smaller companies often specialize in niche markets or cater to specific customer segments.

The sanitary manufacturing business in Tanzania is characterized by a competitive landscape, with companies competing on factors such as product quality, pricing, innovation, and customer service. The following overview highlights key elements shaping the competition within the industry:

Major Players and Established Manufacturers

Leading the competition are major manufacturers with extensive experience and infrastructure. Companies such as Pam Pas, Lavi, HQ, etc have established themselves as key players in Tanzania's sanitary manufacturing sector. They possess advanced production facilities, strong distribution networks, and brand recognition, giving them a competitive edge in the market.

Local and Regional Competitors

In addition to established manufacturers, the industry also features a range of local and regional competitors. These companies often cater to specific regional markets or niche segments, offering specialized products or services. While they may lack the scale of larger manufacturers, they compete by being agile, responsive to market demands, and building strong relationships with local customers.

Technological Advancements and Innovation

Innovation plays a significant role in shaping competitive dynamics within the plastic pipe manufacturing industry. Companies that invest in research and development, adopt advanced technologies, and offer innovative products gain a competitive advantage. This may include developing new materials, improving manufacturing processes, or introducing innovative product features that address customer needs and preferences.

Cost Efficiency and Pricing Strategies

Cost efficiency and pricing strategies are key determinants of competitiveness in the industry. Companies that can optimize their production processes, minimize overhead costs, and offer competitive pricing to customers are better positioned to capture market share. However, maintaining a balance between cost competitiveness and product quality is essential to sustain long-term profitability.

Quality Assurance and Compliance

Ensuring product quality and compliance with industry standards are critical for maintaining competitiveness and building customer trust. Companies that prioritize quality assurance, invest in quality control measures, and adhere to regulatory requirements differentiate themselves in the market. Certification and accreditation from relevant authorities further validate their commitment to quality and compliance.

Customer Relationships and Service Excellence

Strong customer relationships and excellent customer service are essential competitive factors in the plastic pipe manufacturing industry. Companies that understand their

customers' needs, provide personalized solutions, and offer reliable support before and after sales stand out from competitors. Building trust, fostering loyalty, and responding promptly to customer feedback are key to maintaining a competitive edge.

Market Expansion and Distribution Channels

Expanding market reach and establishing efficient distribution channels are crucial for competitiveness. Companies that penetrate new geographical markets, forge strategic partnerships with distributors, or leverage e-commerce platforms to reach customers gain a competitive advantage. Access to diverse sales channels allows them to serve a broader customer base and capitalize on market opportunities.

SWOT Analysis

SWOT analysis provides a structured framework for evaluating Rafiki soft Limited's internal strengths and weaknesses, as well as external opportunities and threats within the Tanzanian plastic pipe manufacturing industry. By analyzing these factors, the company can develop strategies to capitalize on its strengths, address weaknesses, exploit opportunities, and mitigate threats effectively.

Strengths

Strategic Location: Rafiki Soft Limited benefits from its strategic location in Tanzania, facilitating access to raw materials, distribution networks, and target markets.

Technological Innovation: The Company has the opportunity to leverage technological advancements in plastic pipe manufacturing, enhancing product quality, efficiency, and competitiveness.

Industry Expertise: With a team of experienced professionals in the plastic manufacturing sector, Rafiki Soft Limited possesses industry-specific knowledge and insights.

Product Diversification: Offering a diverse range of plastic piping solutions allows the company to cater to various customer needs and market segments effectively.

Quality Assurance: Rafiki Soft Limited emphasizes quality assurance and compliance with industry standards, ensuring customer satisfaction and trust.

Weaknesses

Limited Brand Recognition: As a relatively new entrant in the market, Rafiki Soft Limited may face challenges in establishing brand awareness and recognition compared to established competitors.

Production Capacity Constraints: Initial production capacity limitations may hinder the company's ability to meet growing market demand and compete effectively with larger manufacturers.

Distribution Network Development: Building an efficient distribution network to reach customers across Tanzania and beyond requires time, investment, and logistical planning.

Regulatory Compliance: Ensuring compliance with regulatory requirements and obtaining necessary permits for manufacturing operations may pose administrative challenges and delays.

Research and Development: Limited resources allocated to research and development initiatives may restrict the company's ability to innovate and introduce new products to the market.

Opportunities

Market Growth: Tanzania's growing construction, infrastructure, and agricultural sectors present opportunities for increased demand for plastic piping solutions, providing a fertile market for Rafiki Soft Limited's products.

Technological Advancements: Leveraging emerging technologies such as automation, digitalization, and sustainable manufacturing practices can enhance operational efficiency, product quality, and competitiveness.

Strategic Partnerships: Collaborating with suppliers, distributors, and industry associations can expand market reach, access new customers, and strengthen the company's position in the industry.

Export Market Expansion: Exploring export opportunities to neighboring countries and regional markets can diversify revenue streams and reduce dependence on domestic demand.

Product Innovation: Investing in research and development to develop innovative products

Threats

Intense Competition: The industry is highly competitive with numerous established and emerging players vying for market share. Intense competition may lead to price wars, margin pressures, and challenges in differentiating products and services.

Economic Instability: Tanzania's economy may face fluctuations due to factors such as currency devaluation, inflation, or changes in government policies. Economic instability can impact consumer spending, construction activities, and overall demand for plastic piping products.

Raw Material Price Volatility: Fluctuations in the prices of raw materials, such as PVC resin, due to factors like changes in global supply and demand, currency fluctuations, or geopolitical tensions, can affect production costs and profitability.

Technological Disruption: Rapid advancements in technology and manufacturing processes may disrupt the industry landscape. Failure to adopt or adapt to new technologies could render Rafiki Soft Limited less competitive compared to more technologically savvy rivals.

Regulatory Changes: Changes in regulations related to environmental standards, safety requirements, or import/export regulations may impose additional compliance costs and administrative burdens on the company. Non-compliance could result in fines, legal issues, and reputational damage.

Supply Chain Disruptions: Disruptions in the supply chain due to factors such as natural disasters, transportation issues, or political unrest can disrupt production schedules, delay deliveries, and impact customer satisfaction.

Environmental Concerns: Increasing awareness of environmental issues may lead to stricter regulations or consumer preferences for eco-friendly products. Failure to address

Environmental concerns or adopt sustainable practices could result in reputational damage and loss of market share.

Currency Fluctuations: Changes in exchange rates can affect the cost of imported raw materials, equipment, and machinery. Currency fluctuations may lead to higher production costs or pricing challenges in international markets.

Trade Barriers: Trade barriers such as tariffs, quotas, or trade restrictions imposed by governments could hinder export opportunities and limit market access for Rafiki soft Limited's products.

Emergence of Substitute Materials: Technological advancements or shifts in consumer preferences may lead to the emergence of substitute materials or alternative piping solutions. Increased competition from alternative materials could pose a threat to the demand for plastic piping products.

CHAPTER FIVE

FINANCIAL PROJECTION

Introduction

This chapter aims to present a comprehensive and well-calculated financial outlook, which plays a pivotal role in convincing stakeholders, investors, and lenders about the viability and potential success of the business venture. It not only reflects the financial health of the company but also demonstrates the management team's proficiency in planning, executing, and achieving the business's objectives. It provides a detailed forecast of the organization's financial outcomes, including revenue, expenses, profitability, and cash flow, over a specified period, typically spanning three to five years.

Throughout this chapter, the company will delve into the financial projections of our business, meticulously outlining our revenue sources, cost structures, capital requirements, and anticipated financial milestones. By providing a clear, data-driven financial roadmap, we aim to instill confidence in our stakeholders and assure them of our business's sustainability and growth potential.

This chapter will be divided into several sections, each focusing on a different aspect of our financial projections:

Sales Forecast: We will start by presenting our sales forecast, detailing our revenue projections based on our market research, sales strategy, pricing model, and anticipated market demand.

Cost of Goods Sold (COGS): The COGS section will outline the direct costs associated with delivering our products or services. This includes the expenses directly tied to production or service delivery, such as raw materials, labor, and manufacturing costs.

Operating Expenses: In this section, we will analyze and project our operating expenses, encompassing both fixed and variable costs. This includes items like rent, utilities, salaries, marketing expenses, and administrative costs.

Profit and Loss Statement: The Profit and Loss (P&L) statement will bring together the revenue, COGS, and operating expenses, resulting in a comprehensive overview of our projected profitability over the forecasted period.

Cash Flow Projection: We will present a detailed cash flow projection to demonstrate the inflow and outflow of funds over time. This will provide insights into our ability to manage cash effectively and ensure our financial stability.

Balance Sheet Projection: The Balance Sheet projection will showcase the company's financial position at the end of each forecasting period, reflecting assets, liabilities, and shareholders' equity.

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. Rent of Mines will be 30% of Sales that will be considered as commission
- iv. No massive inflation will occur within year of income
- v. Security services are paid in one year basis
- vi. Sales revenue will be increasing yearly by 20%
- vii. Cost of sales will increase by 20%
- viii. There will no outbreak of epidemic diseases like corona, cholera etc. for three consecutive years.
- ix. There will no change of weather seasons for three consecutive years.
- x. Financial year of the company starts on 1st January to 31st December
- xi. Salary increments per year will be 20%.
- xii. All transactions will be in Tanzania shillings

OPERATION EXPENSES

Expenses	2024	2025	2026	2027	2028
Purchase	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Rent expenses	12,000,000.00	14,400,000.00	17,280,000.00	20,736,000.00	24,883,200.00
Salary and Wages	97,000,000.00	116,400,000.00	139,680,000.00	167,616,000.00	201,139,200.00
NSSF	9,700,000.00	11,640,000.00	13,968,000.00	16,761,600.00	20,113,920.00
Electricity & Water	12,060,000.00	14,472,000.00	17,366,400.00	20,839,680.00	25,007,616.00
Telephone and Internet	11,785,000.00	14,142,000.00	16,970,400.00	20,364,480.00	24,437,376.00
Fuel Expenses	59,500,000.00	71,400,000.00	85,680,000.00	102,816,000.00	123,379,200.00
Repair and Maintenance - Office and Furniture	3,100,000.00	3,720,000.00	4,464,000.00	5,356,800.00	6,428,160.00
Repair and Maintenance - Motor Vehicle	31,650,000.00	37,980,000.00	45,576,000.00	54,691,200.00	65,629,440.00
Transport Expenses	2,100,000.00	2,520,000.00	3,024,000.00	3,628,800.00	4,354,560.00
Security	24,630,000.00	29,556,000.00	35,467,200.00	42,560,640.00	51,072,768.00

Cleaning expenses	7,456,000.00	8,947,200.00	10,736,640.00	12,883,968.00	15,460,761.60
Training and Seminars	3,210,000.00	3,852,000.00	4,622,400.00	5,546,880.00	6,656,256.00
Newspapers & periodicals expenses	12,000,000.00	14,400,000.00	17,280,000.00	20,736,000.00	24,883,200.00
Printing & Stationery	6,100,000.00	7,320,000.00	8,784,000.00	10,540,800.00	12,648,960.00
Marketing and Advertisements	17,450,000.00	20,940,000.00	25,128,000.00	30,153,600.00	36,184,320.00
Staff uniforms	5,230,000.00	6,276,000.00	7,531,200.00	9,037,440.00	10,844,928.00
Meals and Accomodation	14,500,000.00	17,400,000.00	20,880,000.00	25,056,000.00	30,067,200.00
legal fee	3,100,000.00	3,720,000.00	4,464,000.00	5,356,800.00	6,428,160.00
Staff Meals	6,590,000.00	7,908,000.00	9,489,600.00	11,387,520.00	13,665,024.00
Auditing Fee	2,500,000.00	3,000,000.00	3,600,000.00	4,320,000.00	5,184,000.00
Government charges and Business Licenses	2,000,000.00	2,400,000.00	2,880,000.00	3,456,000.00	4,147,200.00
TOTAL	573,661,000.00	688,393,200.00	826,071,840.00	991,286,208.00	1,189,543,449.60

STATEMENT OF PROFIT AND LOSS

	2024	2025	2026	2027	2028
Sales	580,000,000.00	696,000,000.00	835,200,000.00	1,002,240,000.00	1,202,688,000.00
Direct Cost	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Gross Profit	350,000,000.00	420,000,000.00	504,000,000.00	604,800,000.00	725,760,000.00
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Administration Expenses	343,661,000.00	412,393,200.00	494,871,840.00	593,846,208.00	712,615,449.60
Profit before Tax	6,339,000.00	7,606,800.00	9,128,160.00	10,953,792.00	13,144,550.40
Tax 30%	1,901,700.00	2,282,040.00	2,738,448.00	3,286,137.60	3,943,365.12
Net profit after Tax	4,437,300.00	5,324,760.00	6,389,712.00	7,667,654.40	9,201,185.28

STATEMENT OF FINANCIAL POSITION

	2024	2025	2026	2027	2028
	TZS				
Assets					
Non-Current Assets					
Motor Vehicle	120,000,000.00	105,000,000.00	91,875,000.00	80,390,625.00	70,341,796.88
Machine and Equipments	210,000,000.00	183,750,000.00	160,781,250.00	140,683,593.75	123,098,144.53
Furniture and fittings	27,456,000.00	24,024,000.00	21,021,000.00	18,393,375.00	16,094,203.13
Computers and IT Equipment	15,450,000.00	9,656,250.00	6,035,156.25	3,771,972.66	2,357,482.91
Total Non-current Assets	372,906,000.00	322,430,250.00	279,712,406.25	243,239,566.41	211,891,627.44
Current Assets					
Cash and Cash Equivalent	106,975,000.00	173,894,000.00	208,672,800.00	250,407,360.00	255,924,635.00
Prepaid Tax	10,000,000.00	10,000,000.00	10,000,000.00	10,000,000.00	5,000,000.00
Debtors	119,618,800.00	109,512,810.00	125,056,565.75	185,154,809.90	170,701,949.24
Total Current Assets	236,593,800.00	293,406,810.00	343,729,365.75	389,327,859.99	431,626,584.24

Total Assets	609,499,800.00	615,837,060.00	623,441,772.00	632,567,426.40	643,518,211.68
Capital and Liabilities					
Capital	600,000,000.00	604,437,300.00	609,762,060.00	616,151,772.00	623,819,426.40
Accumulated Profit/loss	4,437,300.00	5,324,760.00	6,389,712.00	7,667,654.40	9,201,185.28
Total Capital	604,437,300.00	609,762,060.00	616,151,772.00	623,819,426.40	633,020,611.68
Liabilities					
Creditors	5,062,500.00	6,075,000.00	7,290,000.00	8,748,000.00	10,497,600.00
Loan	-	-	-		
Total Liabilities	5,062,500.00	6,075,000.00	7,290,000.00	8,748,000.00	10,497,600.00
Total Capital and Liability	609,499,800.00	615,837,060.00	623,441,772.00	632,567,426.40	643,518,211.68

STATEMENT OF CASH FLOW

	2024	2025	2026	2027	2028
Beginning Balance	0	6,339,000.00	13,945,800.00	23,073,960.00	34,027,752.00
Cash Inflow					
Revenue	580,000,000.00	696,000,000.00	835,200,000.00	1,002,240,000.00	1,202,688,000.00
Cash Outflow					
Cost of Sales	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Operating expenses	343,661,000.00	412,393,200.00	494,871,840.00	593,846,208.00	712,615,449.60
Total Cash Outflow	573,661,000.00	688,393,200.00	826,071,840.00	991,286,208.00	1,189,543,449.60
Closing Balance	6,339,000.00	13,945,800.00	23,073,960.00	34,027,752.00	47,172,302.40

