

RAWASI COMPANY LIMITED

BUSINESS PLAN

DECEMBER 2023

SUBMITTED BY

RAWASI COMPANY LIMITED

DAR ES SALAAM, KISUTU

CORE BUSINESS

INDUSTRIAL PLASTICS

1. Introduction

RAWASI COMPANY LIMITED, established under the Company Act of 2002 with Registration No. 169640270, specializes in industrial plastics. The company is situated in Kisutu, Dar es Salaam, Tanzania.

The demand for recycled plastic materials and products has increased because of the growing awareness of solid waste recycling and the expanding use of plastics in consumer and industrial applications. RAWASI COMPANY LIMITED concentrates on packaging and recycling to take advantage of opportunities in the plastic market. The company has started to establish the plastic sector in Dar es Salaam by using input made from post-consumer bottles that is collected locally.

2. Marketing Plan

2.1 Market Area

The industry is located at Kisutu, Dar es Salaam in Tanzania.

2.2 Market Size and Trends

Because key users of plastic packaging incorporate recycled content, the industry benefits from a robust demand for recycled plastics. Thirty percent (30 %) of all retail soft drink bottles are recycled at home, a percentage that has doubled in recent years. Industry analysts predict that by 2025, 50% of all containers will be recycled, suggesting a bright future for plastic recycling. Despite this, local cleaning and recycling facilities are currently in need of bottles to be converted into plastics suitable for recycling at a below-average rate.

2.3 Competition

More than 20 companies, including Bakhresa Group of Food Products, Morogoro Plastic, and Enviropet Tanzania Ltd., are involved in the recycling sector in Tanzania. In Dar es Salaam, the network of recycling businesses driven by the private sector is expanding and is characterized by collaborations between small recycling operators and plastics manufacturers. On the other hand, the recycling technology industry's by-products are now subject to increased competition.

2.4 Marketing Plan

RAWASI COMPANY LIMITED uses the Recycle concept to design goods that are environmentally beneficial. In contrast to the misconception that items made from recycled materials are always more costly, RAWASI COMPANY LIMITED uses rapid penetration pricing and raises customer knowledge of environmental issues. The company promotes cost competitiveness, disputes stereotype regarding recycled items' degraded quality, and supports ethical consumer behavior. Approval ratings and labeling reactions are studied through market research.

3. Industrial Descriptions

3.1 Product Description

The goal of RAWASI COMPANY LIMITED is to turn production waste and post-consumer beverage bottles into cleaned and recycled plastic.

3.2 SWOT Analysis

Supply agreements for post-consumer bottles and manufacturing waste materials, contractual arrangements for sales of the first production run, and an effective senior management team are critical requirements for success. The scarcity of raw materials, the high cost of equipment, the significance and challenge of vertical integration, firm contracts for sales and supply, and substantial freight expenses are some of the obstacles to entry.

4. Technical Aspects

4.1 Production and Operational Process

Every day, Tanzania produces over 200 tons of plastic. Sorting, cleaning, and extrusion of plastic waste are steps in the production process of RAWASI COMPANY LIMITED. This is followed by grinding and washing.

4.2 Labor and Skills Requirements

The company gives both qualified and unskilled people equal chances, with an emphasis on women with prior industrial experience.

4.3 Utilities Availability

This urban area is guaranteed to have modern communications, an abundant quantity of low-cost water, and a dependable and cost-effective industrial power supply.