

## **WALCH COMPANY LIMITED**

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### **BUSINESS PLAN FOR THE PROPOSED ESTABLISHMENT OF A SOAP BARS MANUFACTURING INDUSTRY ON SITE LOCATED ON PLOT NUMBER P7024, NGOBANYA MTAA, KIMBIJI WARD IN KIGAMBONI MUNICIPALITY IN DAR ES SALAAM REGION**

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## EXECUTIVE SUMMARY

**WALCH COMPANY LIMITED** here in known as developer is a limited company incorporated under the Companies Act of 2002 in 05<sup>th</sup> April 2024 and that the company is a limited one and given a certificate of incorporation number 173619030 and also has been registered by the Tanzania Revenue Authority and given a Tax Identification Number (TIN) 173 – 619 – 030

Developer intends to establish Soap Bars Manufacturing Industry on site located on Plot No. P7024, Ngobanya Mtaa, Kimbiji Ward, Kigamboni Municipality in Dar es Salaam. The Industry shall be dealing with Manufacturing of Soap Bars as a washing compound

Soap is an item of daily necessity as a cleaning agent. It is the traditional washing compound. Soap is a salt of high carboxylic acid. Basically, it made from oil fats and caustic alkali. By today, there are lots of soap types on the market. Among them, washing soap, medicated soaps, toilet soaps, kitchen soaps, and baby soaps are few especially soaps. This industry shall be producing washing soap bars

**WALCH COMPANY LIMITED** has designed a new product that provides managers with a quick, easy, and affordable method to effectively monitor human hygiene through washing. Proper hand washing is the most effective preventative measure available to combat communicable diseases.

Improper hand washing contributes to more deaths in the Tanzania each year through the transfer of communicable diseases in restaurants, day cares and hospitals. Studies have shown that proper hand washing procedures in these environments could cut down the spread of disease. The greatest contributing factor to this problem stems from the inability of supervisors to monitor and control proper hand washing. Existing products offer no effective or affordable solutions for enforcing and ensuring hand washing compliance.

**WALCH COMPANY LIMITED** is the among of the soap producer that answers this problem and provides indisputable proof every time a person washes his or her hands. After washing occurs, the unique dye in our soap remains on the hands and fades to the skin's natural color in under six minutes. This would allow supervisors to conclusively verify at a glance whether hand washing has taken place. No other product on the market offers such a high level of assurance of sanitation compliance. The product is safe and meets all current Tanzania Food and Drugs Authority (TFDA) regulatory requirements for soap.

### **The Market**

Although Households have tremendous market need for a product such as ours and represent the best opportunity for our initial target market. They are an ideal market because they have a vested interest in reducing disease transfer amongst persons, "Most of the households' sanitary activities are sophisticated little germ factories, exchanging bacteria and many of those nasty bugs travel home where they can infect the rest of the family."

## The Company

**WALCH COMPANY LIMITED** boasts a strong founding team and experienced personnel. Our primary advisor also brings twenty years of industry experience and networked relationships to accelerate market penetration of the product line. **WALCH COMPANY LIMITED** will outsource the production of its soaps to an existing soap manufacturer. The executive team will first target the Dar es Salaam and eventually the greater throughout Tanzania using direct sales and existing distributor channels to penetrate the market. Initial capital (500,000 USD) will be used to test, patent, approve, produce, and market the products, as well as provide working capital for the first year. boasts a strong founding team and experienced board of advisors.

**WALCH COMPANY LIMITED** will follow three concise strategies to achieve our desired growth:

- Exploit first-mover advantage in a highly fragmented market with a unique and differentiated product.
- Develop a strong branding campaign to build awareness, positive perception and sales of our products within our target markets.
- Continue to develop new products to satisfy an ever-growing set of markets.

Based on detailed financial projections, **WALCH COMPANY LIMITED** will require \$500,000 in start-up capital, but will generate positive cash flow year 1. By the end of Year 3 the company will be generating \$1,500,000 in sales with sizeable net profit. **WALCH COMPANY LIMITED** offers investors a company with substantial growth potential, cushioned by revenue generating stability.

## CHAPTER ONE: INTRODUCTION

### 1.1 BACKGROUND INFORMATION AND RATIONALE

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#### 1.1.1 Initial Project Investment Cost and the Life Span

The proposed project initial Investment Cost is approximately USD 500,000.00 and the life expectancy of the proposed project shall be around 30 years

#### 1.1.2 Mission

Our mission is to create value for customers and shareholders by continually improving health and reducing preventable illnesses through the use of our soap.

#### 1.1.3 Keys to Success

- A first-mover branding campaign to build awareness of WALCH COMPANY LIMITED products as the standard for ensuring hand washing compliance.
- Patent protection to defend our time-sensitive dye and product concept from competitors.
- Complementary relationships with organizations interested in increasing hand washing compliance.

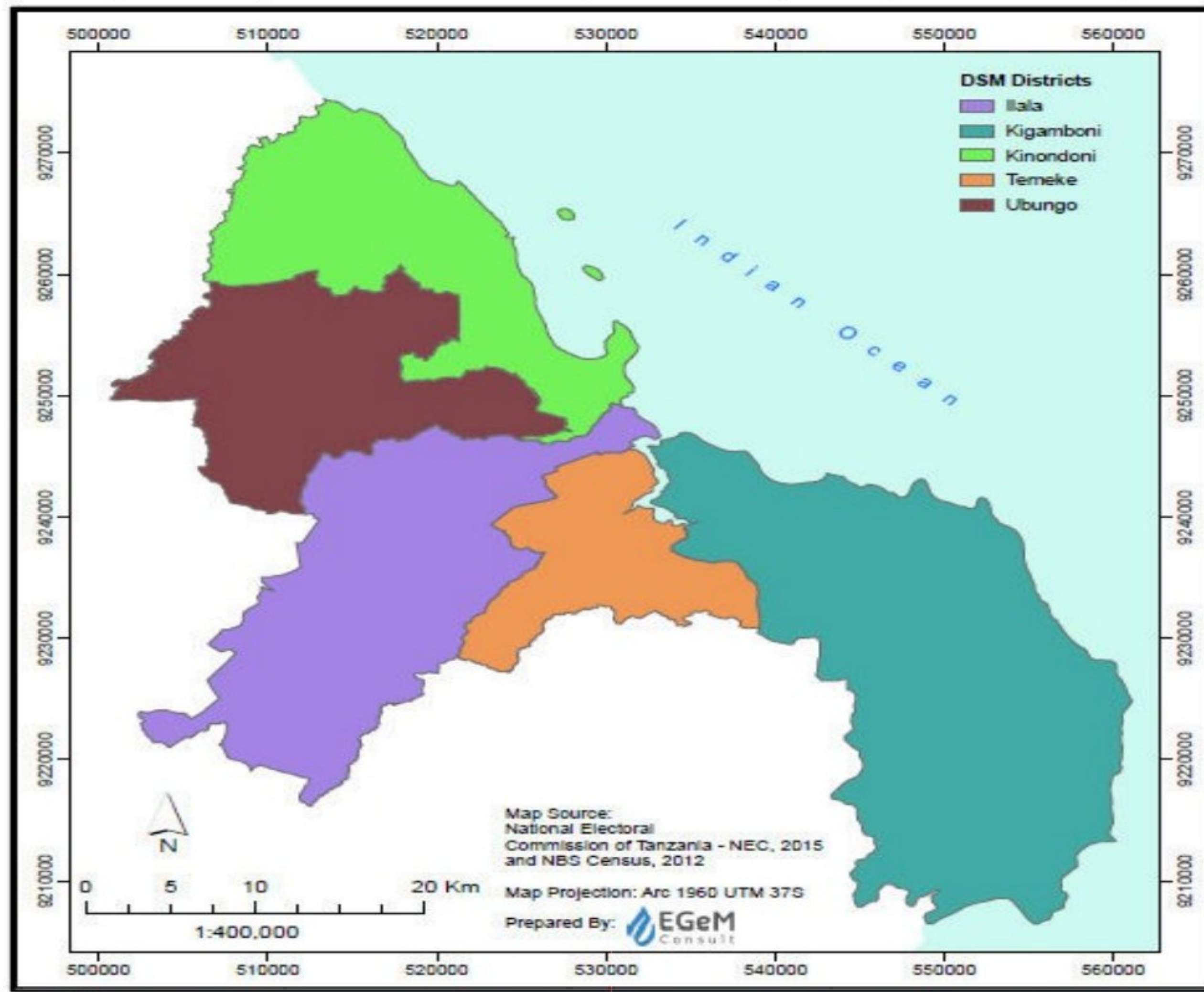
#### 1.1.4 Objectives

- Develop a complete prototype which meets regulatory standards by December of Year 2024.
- Become the specialty soap of choice for Tanzania Citizens by Year 2
- Achieve sales of \$850 million by the end of Year 3.

### 1.2 Location

The proposed project shall be located on Plot Number **P7024, Ngobanya Mtaa, Kimbiji Ward** in **Kigamboni Municipality in Dar es Salaam Region**

**Figure 1: Map of Dar es Salaam Regional showing the Kigamboni Municipal**



### 1.2.1: Geographical Location

The geographical coordinates of the Proposed Project Site Were Recorded using GPS with WGS 84 and the corner point coordinates are illustrated more on table 1.

**Table 1: Geographic position of Proposed Project Site**

Points	Latitude	Longitude
P1	6 Deg, 59 Min, 19 Sec	39 Deg, 31 Min, 03 Sec
P2	6 Deg, 59 Min, 20 Sec	39 Deg, 31 Min, 08 Sec
P3	6 Deg, 59 Min, 21 Sec	39 Deg, 31 Min, 05 Sec
P4	6 Deg, 59 Min, 18 Sec	39 Deg, 31 Min, 07 Sec



### 1.3 Land Ownership

Proponent has leased a piece of land from Ms. Vision Investment Consulting Ltd of P.O Box 7409 Dar es Salaam and the size of land is 22,192 square meters and the land has been designated for industrial (light, medium, heavy and service) purposes only. Use Group (s) use class N (a) as defined in the Urban Planning (Use group and classes) Regulation 2018

## **CHAPTER TWO: PRODUCT AND SERVICES**

The company shall produce soap bars and shall be located at Ngobanya Mtaa in Kimbiji Ward in Kigamboni Municipality in Dar es Salaam Region

### **2.1 PROPOSED PROJECT COMPONENTS AND DESIGN**

#### **2.1.1 Components**

Equipment's that will be used during operation of the Soap Bars Manufacturing Industry shall include among others; Warehouse, Parking lot, Security guard room and Toilets with changing rooms

The Warehouse shall consist of the following components:

- Production Section

Within the warehouse there shall be a partition for production area for which the production machines and equipment shall be installed

- Storage Area

There shall be an area for storage of the raw materials and chemicals and also an area for the storage of the finished products for dispatch within the warehouse

- Toilets with changing rooms

Within the warehouse there shall be toilets with changing rooms separated for female and male workers and also there shall be toilets for administration staffs

- Generator shade

There shall be a place where generator shall be placed to back up power during TANESCO electricity shortage

- Security Room

The entrance shall have a security room for secure the persons inside the building

#### **2.1.2 Proposed Warehouse building Design**

The Building will abide to the approved building permit as well as standards, rules and regulations guiding the construction industry in Tanzania. The design criteria that listed below have been considered during the design of the proposed building structures

- Spacious car parking area;
- Ensured easy flow of clean air;
- Emergency responses appliances
- Aesthetic values added;

Consideration by the design of different hazard likely to occurs like fire hazards, earthquake and others;

- Proper orientation to reduce indoor discomfort and minimize the effect of the sun; and
- Ensure coherence, diversity compatible uses and scale in the context.

Moreover, the design will incorporate all aspects of modern architecture, the current local government building policy guidelines and the latest standards developed by the Tanzania Bureau of Standards. The design of the project has considered various solutions based on the following:

- Solid Waste Management: The project proponent will have an adequate waste storage facility at the site and contract a waste handling company for collection and disposal.
- Sewage Drainage: To be drained into the onsite directed to septic tank and soak away pit
- Ventilation: The design caters for natural ventilation with features that encourage natural air circulation, example windows, doors and balcony where the people can seat and refresh with good air condition.
- Sanitary Accommodation: The number of toilets and wash hand basins will be adequate at the project site.
- Fire protection: The design of the proposed project will incorporate firefighting equipment's to be installed at the project site.
- Lighting: The design caters for various types of energy efficient luminaries including fluorescent lamps and natural lighting through glass windows and doors as appropriate for both security and lighting.

### **2.1.3 The proposed soap bars manufacturing processes**

Typically, the soap mixture is extruded before being formed into the one or more bars. preparing an aqueous phase; preparing an oil phase; mixing the aqueous phase and the oil phase; and homogenizing the mixture to form an emulsion; wherein the aqueous phase and/or the oil phase comprises one or more surfactants.

The raw materials for the production of soap bars are Common oils and fats include palm oil, coconut oil, olive oil, soybean oil, and tallow. Alkali: This is a basic substance used to saponify the oils and fats, creating soap. Sodium hydroxide (NaOH) is the most commonly used alkali in soap production, Brine for glycerin recovery and Additives i.e sodium carbonate, perfumes, sodium silicates and dyes as secondary products

Soap is an item of daily necessity as a cleaning agent. Soap production is one of the large chemical industry because it has a high demand in every part of the world. There are four basic raw materials involved in the manufacturing of soap and also there are three basic process methods that are used industrially; cold process, hot process and semi-boiled process. soap production is mainly done in four steps, saponification, glycerin removal, soap purification and finishing

## 1. Bleaching refining deodorization

Ingredients such as palm oil require some bleaching when making soaps such as toilet sap. But the majority of good quality oils and fats do not require bleaching.

One method is to send the oil through an "Active fuller iron" clay at a temperature of 90 degrees Celsius. Here the dirt, pigments etc. are removed. The clay particles in the oil are then removed. Similarly, bleaching is carried out by oxidation of oil, which is obtained through a stream of hot air at high temperatures.

Refinery is a technology that is rarely used in the manufacture of pure soaps to refine the oil by treating it with alkali to remove free fatty acids.

Deodorization is a costly process, in which a superheated vapor stream passes through the oil. Considering the three processes of making soap, the hot and cold processes, the first of these three processes is saponification.

## 2. Saponification

The refined oils or fats with soda lye ( $\text{NaOH(aq)}$ ) or potash lye ( $\text{KOH(aq)}$ ) in the reaction chamber. Sodium hydroxide or potassium hydroxide granules are not used here and only aqueous solutions are used. First sodium hydroxide is taken and dissolved in water. Here, too, some heat is generated and released. Similarly, when sodium hydroxide reacts and becomes inert, heat is released freely.

## 3. Separation

In the reaction chamber, the reaction chamber consists of two layers of sodium lye or potash lye and oils or fats. The interface here reacts to lye and oils or fats. In this reaction chamber, there is a constant stirring of reactors. It breaks down into small droplets in the reactant, increasing the surface area of the reactant molecules. At this point, the reaction rate increases as the surface area of the reactors increases. Then the saponification process takes place quickly and effectively.

## 4. Purification

The mixture obtained by removing glycerin further contains impurities such as  $\text{H}_2\text{O}$ ,  $\text{NaCl}$  and  $\text{NaOH}$ . Therefore, in this step, the resulting mixture is centrifuged. That is, the mixture is further rotated with the impurities at high speed in a perforated vessel. It removes most of the water and salt that are the main product. But the final soap product contains about  $\text{NaCl}$  0.5% (w/w).

There may be further unreacted sodium hydroxide. Sodium hydroxide can cause itching of the skin and damage to the delicate tissues of the eye. Therefore, any remaining sodium hydroxide should be removed.

Sodium hydroxide can be removed by neutralizing existing caustic soda by adding a weak acid such as citric acid. In addition to citric acid, phosphoric acid can also be used as a weak acid for this process.

## 5. Finishing

By cleaning the soap (the soap from the third step) is heated to a temperature of about 120<sup>0</sup>C. Then, the soap is sprayed into a low-pressure chamber. Next, the water in the soap particles evaporates. That is the temperature of the soap decrease by absorbing the temperature of the soap particles. Then the soap is deposited. That is, dry soap is produced. Dry soap is about 12% (w/w) water. Next, the evaporated water is removed. Fragrances, fillers, pigments, preservatives, etc. are then added.

## CHAPTER THREE: MARKET ANALYSIS

### 3.1 Target Market

The target market shall be consumers in all over Tanzania. The soap products shall be sold to all Region of Tanzania.

### 3.2 Competitive Comparison

- The Company products offer a high value alternative to other soap compliance products.
- As the first soap in the market, the Company will build brand identity, establishing the company as the standard for improving compliance.
- As the Company products become more familiar in a workplace environment, the product will begin to produce a pressure on consumers, whereby they feel compelled to proper hygiene condition out of a consciousness about the perception of all citizens. This "peer pressure" effect will further fuel the use of our products and the recognition of the benefits they deliver.

### 3.3 Sale Literature

In order to sell our product while creating familiarity and a positive brand image, it will be necessary to develop brochures and literature to emphasize the safety and beneficial attributes of soap, many of which may not be readily apparent to an interested party. These will be delivered both in person during a sales presentation and by direct mail.

### 3.4 Sourcing

The key to our success is the time-sensitive soap. The inventory amounts should be sufficient to for the Company to meet the customer demand. Utilizing his production and distribution knowledge, The Company will use existing established relationships in the soap manufacturing industry to help us mix, package and distribute the product line.

### 3.5 Technology

The technology of our products will be pivotal in the success of our company. As soon as cash flow permits, projected to be in 2024, The Company will employ professional personnel with experience developing soap products to further the research into technological innovations that may produce antibacterial and anti-microbial versions of the soap to address additional markets.

### 3.6 Future Products

Additional soap products, manufactured to comply with regulatory minimums for strength and effectiveness in their respective target markets will be developed to address domestic hygiene situations. These soaps will be trademarked under the proposed name

### 3.7 Market Analysis Summary

There is tremendous potential for a product that provides good domestic hygienic condition. Considering the large scope of our potential markets, we feel it is imperative to focus our limited resources on a particular geographic region where we can establish demand for our product. After successful market penetration, we will begin implementation into the neighbouring Countries such as Uganda, Kenya and Rwanda.

### **3.8 Industry Analysis**

The Industrial and Institutional soap industry, of which we are a part, is quite fragmented, but contains several well-known main competitors: Wilmar Tanzania Soap & Detergent Ltd, Arianna Soap Products, Mult Cable Ltd etc. The industry is stable and growing; since 20<sup>th</sup> Century it rapid grew as the population of Tanzania rapid grew. Within the I&I sector there is fierce competition for market share among the existing popular soap offerings, leading to lean profits on soap sales.

### **3.9 Distribution Pattern**

Distribution in the soap industry is provided by regional providers. These distribution companies/Agents usually serve a large portion of the market based on the respective size of the market, delivering to the organizations monthly or bi-monthly depending on demand and usage patterns.

### **4.0 Competition and Buying Patterns**

Domestic and Commercial customers select soap based on the necessary minimum safety regulations for the intended user; regulations require anti-bacterial/microbial. Customers will typically select a product based on price, distributor availability, and convenience. Distributors will deliver a complete order of cleaning products to customers.

### **5.0 Financial Analysis**

Based on detailed financial projections, WALCH COMPANY LIMITED will require \$500,000 in start-up capital, but will generate positive cash flow year 1. By the end of Year 3 the company will be generating \$1,500,000 in sales with sizeable net profit. WALCH COMPANY LIMITED offers investors a company with substantial growth potential, cushioned by revenue generating stability.

## CHAPTER FOUR: STRATEGY AND IMPLEMENTATION

The key element in WALCH COMPANY LIMITED initial strategy is to sell the fading dye soap in Portland's day care facilities. Our executive team will build loyalty for our products with decision-level managers of the organizations in the target markets, and create awareness and support of the benefits of the innovative fading dye attributes of our soap.

### 4.1 Target Market Strategy

Marketing strategy is an organization's promotional efforts to allocate its resources across a wide range of platforms and channels to increase its sales and achieve sustainable competitive advantage within its corresponding market

A "first to mind" branding campaign will build our products as the leader in increasing domestic cleaning compliance. Significant parental support will encourage organizations to implement the products in environments involving their citizens.

The soap bars products shall be supplied to agents of the company that shall be established all over Tanzania Country and the agents shall supply the products to the wholesale and retail business in all over the Country

### 4.1.2 Marketing and Communication Strategy

The market strategy shall be through

1. Advertisement in Radios and Television
2. Website and Internet Marketing
3. Exhibition and Conference
4. Direct Marketing

### 4.2 Strategy Pyramid

Our ultimate strategy is to build WALCH COMPANY LIMITED products into the standard for home and workplace hand washing safety and cleanliness, first regionally and eventually nationally. Our tactics to increase compliance through the use of our product include continual and progressive expansion into new markets and a strong branding campaign in coordination with promotional contracts with the government and possibly insurance companies.

### 4.3 Competitive Edge

Through the successful branding, first-mover advantage, excellent distribution and proprietary position of the company. WALCH COMPANY LIMITED will develop brand recognition beyond any competitor. As a small company, we are aware of the disadvantage we have in legal settings, should we face larger, more resourceful competitors. However, a patent for our unique product will provide us with a degree of protection beyond a first-mover advantage by creating an additional barrier to entry. As the market is quickly penetrated, we may have to consider selling the production and licensing rights outright to an established company, should their tactics pose a direct threat to the survival of the company.

#### **4.4 Positional Statement**

No other product on the market serves the cleaning compliance aspect of workplace safety with such an affordable, direct and complete solution. Unlike other soaps, our product provides conclusive evidence every time consumer uses for only a marginally higher cost than other soaps.

#### **4.5 Promotion Strategy**

One of the most important aspects of a successful launch is positive publicity for our product. We will develop an awareness campaign to promote our product through several avenues. Our management team will fiercely pursue positive public perception through government endorsements promoting the benefits of our products.

We will also attempt to capitalize on the novelty of the solutions provided by our product by actively seeking local news and media coverage to help spread awareness. Buzz will be developed in social hubs by distributing samples to parties with potential interest. Parental support of the product will be garnered through free trials, demonstrations

We will spread awareness with stickers targeted towards children, showing them the process of washing to turn their hands different colours and emphasizing how fun it can be. Pamphlets will be sent to the family homes through the day care roster mailing lists, to calm fears regarding a new product in their child's environment, explain the benefits and encourage the parents to respond and build feedback for the benefits of the product to further increase implementation.

#### **4.6 Distribution Strategy**

Our initial distribution strategy will involve a combination of distributor and direct sales. Relationships with local distributors will be established to increase promotional reach and potential users. The first orders will be available immediately through direct delivery by our executive team.

Distributors will pay for the inventory up-front, and although this cuts our profit margins it helps the products to maintain a more flexible structure.

#### **4.7 Marketing Programs**

Our most important marketing program is our branding program, aimed initially at regional chain and franchise managers. This program is intended to penetrate the target markets, and establish the products as the soap of choice. Achievement should be measured against our projected 45% monthly sales growth rate for the first year.

Emphasizing the risks associated with cleaning non-compliance, our marketing program will employ the fear of disease, costs of illness and government regulations extensively. Written materials will convey urgency, connect users to the underlying problem and suggest the products as the optimal solution to the problem.

#### **4.8 Personnel Plan**

In order to free up enough capital to continue operations and possible expansion, our executive team will not receive more than a living wage salary until the product is well into the black.

## CHAPTER FIVE: ORGANIZATION AND MANAGEMENT TEAM

### 5.1 Management Summary

Two of our strengths are the low-cost structure and flexible personnel needs. Sales people with experience relevant to each new respective target market can be attained as need dictates, but the initial management team consists of the founders themselves, with little operational support. The Board of Advisors will be a critical foundation for the successful growth and development of WALCH COMPANY LIMITED.

### 5.1 Management Team

Initially, both founders will share in the operational and financial responsibilities of the company. They will be responsible for finding, attaining and managing new accounts. Both founders will be responsible for making direct sales, marketing, and all other operational tasks involved with making this company successful. The CEO will oversee all company decisions.

#### **Principals:**

- **President/Founder/CEO**

Chief Executive Officer (CEO) will oversee operations in all aspects of the business. In addition to managing client relationships, marketing and product expansion. CEO will be responsible for hiring new personnel members to enhance the management team

- **Founder/COO**

COO will contribute in both sales and financial management for WALCH COMPANY LIMITED.

#### **Departments:**

- **Administration Department**

The Department shall have a human resource manager, CEO for management of the factory operation

- **HSSEQ Department**

The company shall have a department responsible for Health, Safety, Security, Environment and Quality Department (HSSEQ). The department shall have personnel such as Environmental, Health and Safety Manager, Security Manager and Quality Assurance Manager. All managers shall have supporting personnel's

- **Finance and Sales Department**

The company shall have a finance and sales department who will be responsible for all finance issues and also the products sales, research and marketing issues and dispatch of products

