

BUSINESS PLAN

FOR

DODOMA EDIBLE OILS LIMITED

DODOMA EDIBLE OILS LTD
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THE COMPANY LIMITED OF SHARES BY;

MR. KARAN DEWAN &

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EXECUTIVE SUMMARY6

Establishing a Manufacturing for the **processing of edible oils extraction and refining edible oils solvent extraction** is the primary line of production for **DODOMA EDIBLE OILS LIMITED**, a private liability company incorporated in the United Republic of Tanzania on **January 20, 2024**, with **Certificate of Incorporation No. 171546907**. Tanzania's knowledge and experience about 10 years in closing the edible oil demand gap have led to the creation of the suggested business strategy. Around fifty individuals are projected to be employed by the proposed new project, Edible Oils Manufacturing, which is expected to cost **US\$ 2,000,000**.

DODOMA EDIBLE OILS LIMITED is a registered manufacturing processing enterprise which deals with of edible oils extraction and refining edible oils solvent extraction its main product whereby.. DODOMA EDIBLE OILS LIMITED products including sunflowers offer varieties of benefits to the society including poverty eradication at all levels especially in Agriculture as it ensures provision of employment. Not only that but we also ensure healthy lives and promote well-being at all ages as well as achieving food security and improved nutritional and promoting sustainable agriculture through edible oils manufacturing process.

1. DESCRIPTION OF THE BUSINESS

1.1 PROJECT OBJECTIVES

The primary goals of the DODOMA EDIBLE OILS is to establish a manufacturing for the processing of edible oils extraction and refining edible oils solvent extraction and, the project are expected to increase the efficacy and efficiency of the delivery of services related to the processing of edible oils by means of improved financial and business management, consequently supporting the nation's economic development.

Since we think the initiative would close Tanzania's edible oil demand gap, the goal is to better serve the general population in the food chain domain. across the domestic and international markets, as they provide the business with advantageous circumstances for the smooth sale of its goods and the integration of a diverse clientele.

The project will ensure healthy lives and promote well-being at all ages; to promote sustained economic growth; to ensure full and productive employment and decent work for all; to promote sustainable agriculture; to achieve food security and improved nutrition; and to expand our supply chain.

1.1 THE PROJECT FOUNDERS

The shareholders of this project are all entrepreneurs with a diverse professional and business backgrounds. The company is owned by two (2) shareholders, namely:-

Na.	Full Name	Share (%)	Nationality
1.	ANUJ DEWAN P.O. BOX 8 DODOMA TANZANIA	95	India
2.	KARAN DEWAN P.O. BOX 8 DODOMA TANZANIA	5	India

1.2 Project Mission

The company to use cutting-edge technology, superior manufacturing and research, a creative marketing campaign, and an extensive distribution network utilizing the company's current marketing strategy to establish DODOMA EDIBLE OILS COMPANY LIMITED products as the most and premier East African brand that represents quality in edible oils.

1.2.1 Project vision

To become the industry leader in edible oil production in four years by expanding our supply chain to new areas and satisfying market expectations. In addition, the business aims to hire at least 50 people permanently, with a preference for women for positions for which they are more suited.

1.2.2 Project values

Lies on the following pillars; discipline, responsibility, excellence, dedication, and integrity.

2. PROJECT INVESTMENT

The project is expected to require a total of **USD 2,000,000** in investment capital. As stated in this proposal document, foreign equity will provide the project's entire funding during five (5) years of project implementation period.

2.1 PRODUCTION CAPACITY AND SUPPLY OF INPUTS

A total number of **20,000 units** of edible oils will be produced monthly. The company will expect and forecasting the only things holding us back from developing new products and expanding will be our creativity and our capacity to draw in exceptional people who share our vision for a high-quality brand through sunflower seeds pretreatment process of cleaning → shelling → flaking → steaming → pre-pressing → pressing → Sunflower Oil and Cake. The Supply of inputs will be from Dodoma, Iringa, Morogoro and Singida areas with high production from out growers and contract farming.

3. MARKET ANALYSIS

3.1 Overview of Agricultural products

3.2 Edible oils industry structure

The Dodoma Edible company Limited intended to use a commercialized natural processing system of sunflower to produce the edible oils extraction and refining edible oils solvent extraction. The sunflower oil production line mainly includes sunflower seed pretreatment equipment, oil pressing equipment, oil cake solvent extraction equipment, and crude oil refining equipment to be injected in Dodoma City, Tanzania.

3.3 Tanzania Market Analysis

3.3.1 Targeted Regions

The market for edible oils is growing among Tanzanian consumers, with an estimated annual demand of 400,000 to 570,000 tones. By 2030, the amount of edible oil consumed annually could rise from the present 500,000 tones to 700,000 tones. Tanzania's market is shifting to double as much refined oil that has been bio fortified with vitamins and nutrients due to rising consumer awareness of its purported health benefits and enhanced purchasing power among consumers. Additionally, it is possible to export double-refined oil that satisfies all

health, safety, and traceability regulations. As stated in its policy for the growth of the sunflower sector, the Tanzanian government is actively supporting double refined cooking oil.

3.3.2 Projected Product Sales

3.3.3 Competition Analysis

Direct Competition: Currently prominent firms in Tanzania's edible oil industry. As reflected in the sector structure overall, sunflower seed cultivation and processing account for the majority of top enterprises. About 70 of the businesses make sunflower seed oil; four of them additionally make edible oils from other sources, including palm, baobab, sesame, cotton, and sesame seeds.

4. MARKETING PLAN

4.1 Projected Growth Rate of The Targeted Market

4.2 Product

The Manufacturing industry includes the provision of cooking oil processing services. Due to the growing population in Tanzania and its neighboring countries, there is a growing demand for edible oils in this industry. Tanzania's political stability has drawn in a huge number of investors from all over the world.

The landlocked neighboring countries of Malawi, Zambia, Democratic Republic of the Congo, Burundi, Rwanda, and even Uganda are the project's designated customers. The management is sure it can conduct lucrative business because it has already investigated these markets.

A wide spectrum of consumers in need of high-quality goods at reasonable rates will be served by the planned manufacturing operation. An additional benefit that will draw clients is its closeness to the Dodoma and Singida regions. Based on the evolution, it can be said that there is a sizable market where the raw materials for the project are coming from.

4.3 Distribution Strategies

The key customer segments for our products include wholesalers, retailers, food stores, restaurants & hotels. So as to reach the final consumers, the Dodoma Edible Oils Limited will utilize both direct and indirect product distribution as channel.

4.4 Pricing Strategies

The pricing strategies of the Dodoma Edible Oils Limited it will include both the market penetration and sales maximization.

4.5 Promotional Strategies

The enterprise Plans to utilize promotional materials (e.g, posters, t-shirts, calendars etc) as it will be displayed to all distribution and retail sales points. The enterprise plans to use brand influencers on its social media platforms as they can boost the growth of the enterprise. Furthermore, the enterprise also plans to engage TV/radio spots, interviews and shows using local or international platform.

4.6 Competitive Advantage and Selling Strategies

Currently in Tanzania, the enterprise faces fewer competitors but still it has a greater chance of leading in the market as the customers prefer these products. The followings are strategies established So as to reach the enterprise objectives.

- ❖ Constant supply of quality products to our customers.
- ❖ Special and customized products to our regular and loyal customers.
- ❖ Organizing marketing events and exhibition at Regional and International level.
- ❖ Preparing and executing awareness of the products and its benefits to the users.

5. OPERATIONS PLAN

5.1 Planned Capacity

The first three years the enterprise targets to go viral by producing 2 times more than current production capacity and 4 times more in 2030. This can be achieved by improving the production unit through increasing the production capacity of the enterprise.

5.2 Quality Control

The enterprise ensures the quality of its products through having partnership with food scientist from TBS and other authorized Agencies as they guide the enterprise on hygienic production of quality products

5.3 Legal Environments

The enterprise has already been registered under BRELA and other legal entities as required by the Government law of Tanzania to operate the business.

5.5 Suppliers

The enterprise will ensure that it will place its suppliers countrywide as to ensure availability of its products across the country and neighbor countries.

5.6 MANAGEMENT

Management of the project will be under **Directors and Managers** However a qualified manager will be permanently employed who will assisted by other supporting staff.

5.7 Employment

This Manufacturing project is expected to create 50 jobs from 40 local employees and 10 foreign employees during and after project implementation period. The enterprise is greatly relying on the contribution of its members who both act as employees and leaders of the enterprise. To ensure that the enterprise is planning to have external employees who are food scientist, delivery guys, control expert and external marketing agents.

JOBS (GENDER)	FOREIGN SKILLED JOBS	LOCAL SKILLED JOB	TOTAL
Male	6	28	34
Female	4	12	16
TOTAL	10	40	50

6. MANAGEMENT AND ORGANIZATIONAL PLAN

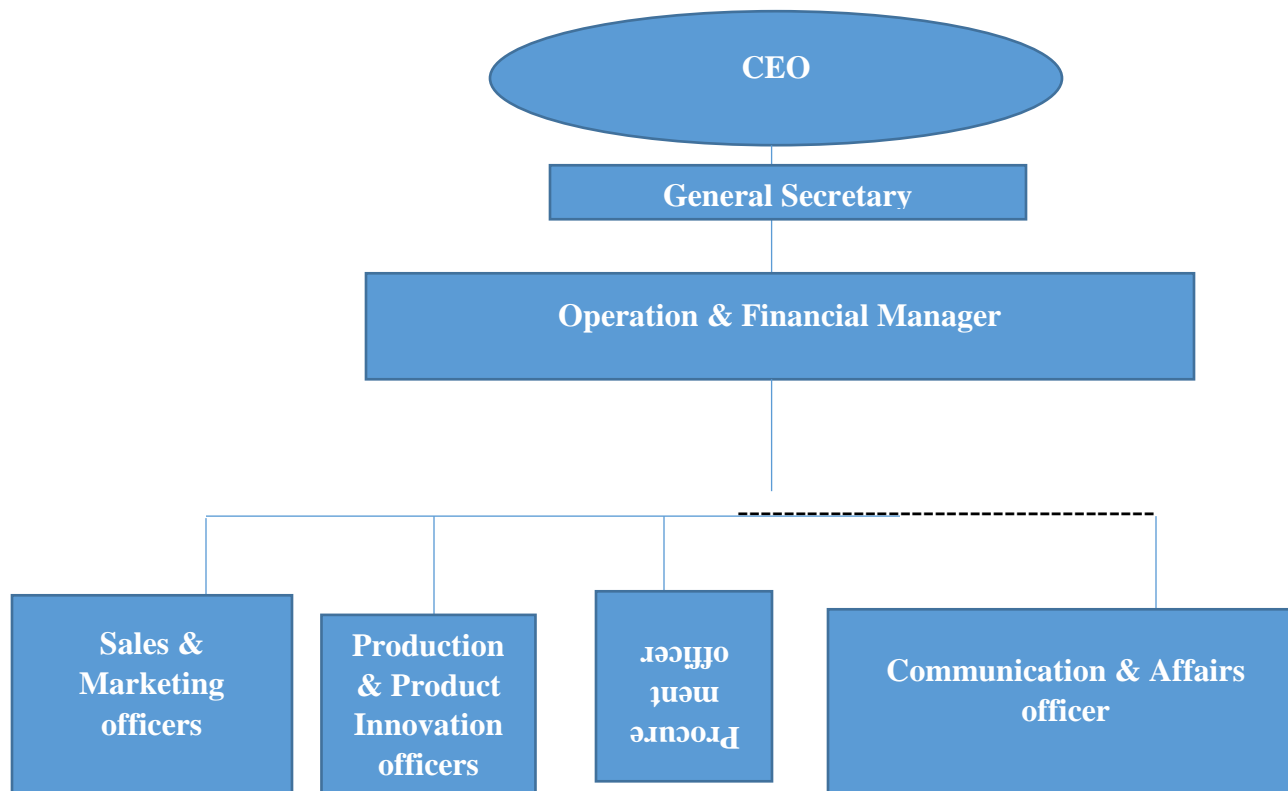
6.1 Organizational Structure

The Enterprise is managed by the Managing Director who reports to the board of directors. Director reports to the CEO including the Operational Manager and the Financial Officer going down to Sales and Marketing Officers, Procurement Officer, Production & Product Innovation Officer and Communication & Affairs Officer.

6.1.1 HEALTH HAZARDS INCLUDING ENVIRONMENTAL ISSUES

Since the management plans to hire specialists in this field, we don't anticipate any health risks interfering with the project's ability to proceed smoothly as a whole.

6.1.2 DODOMA EDBLE OILS COMPANY LIMITED



7.0**DODOMA EDIBLE OILS PROJECT COST STRUCTURES**

PARTICULAR	EQUITY US\$	LOAN US\$	TOTAL US\$
Land and Buildings	900,000	-	900,000
Machinery and Equipment	510,000	-	510,000
Motor Vehicles	150,000	-	150,000
Furniture & Fixtures	20,000	-	20,000
Pre Expenses	50,000	-	50,000
Working Capital	300,000	-	300,000
Others	70,000	-	70,000
TOTAL	100%	0%	2,000,000

7.1**PROJECT IMPLEMENTATION SCHEDULE**

We Dodoma Edible Oils Limited expect Project will take three (3) years to complete as shown below:

Na.	ACTIVITIES SCHEDULE	DURATION
1.	Processing TIC Certificate of Incentives	May 2024
2.	Funds Mobilization	August 2024 – December 2025
3.	Ordering of Vehicles and Machines	June 2024 – December 2027
4.	Trial Operations	January – March 2025
5.	Manufacturing Operations	May 2025 – April 2027

7.2

DODOMA EDIBLE OILS COMPANY LIMITED
PROJECTED PROFIT AND LOSS STATEMENT US\$

Period	Year One	Year Two	Year Three	Year Four	Year Five
Revenue	325,000	325,000	325,000	325,000	325,000
Operating Expenses:	202,500	202,500	202,500	202,500	202,500
Profit before Depreciation & Interest	130,000	130,000	130,000	130,000	130,000
Interest	36,000	36,000	36,000	36,000	36,000
Depreciation	2,050	2,050	2,050	2,050	2,050
Gross Profit	122,500	122,500	122,500	122,500	122,500
Tax (30%)	36,750	36,750	36,750	36,750	36,750
Profit After Tax	85,750	85,750	85,750	85,750	85,750
Accumulated Profit	79,750	79,750	79,750	79,750	79,750

7.3

DODOMA EDIBLE OILS COMPANY LIMITED PROJECTED CASH FLOWS US\$

PERIOD	Zero (0)	Year 1	Year 2	Year 3	Year 4	Year 5
SOURCES:						
Profit before interest and depreciation	0	130,000	130,000	130,000	130,000	130,000
Equity	2,000,000					
Loan	-	-	-	-	-	-
Total Sources	2,000,000	500,000	500,000	500,000	500,000	500,000
Applications:						
Capital expenditure		120,000	120,000	120,000	120,000	120,000
working Capital & Others	300,000					
Cash	0	200,000	200,000	200,000	200,000	200,000
Tax	30%					
Sub total	1,700,000	430,000	430,000	430,000	430,000	430,000
Total applications	1,700,000	430,000	430,000	430,000	430,000	430,000

7.4 Projected Statement of Financial Position US\$

As at the end of	2024	2025	2026	2027	2028
Assets					
Current assets					
Cash in hand and bank	1,560,000	800,000	800,000	900,000	1,500,000
account receivable	300,000	200,000	200,000	300,000	300,000
Inventory	200,000	400,000	400,000	800,000	400,000
Total current asset	1,460,000	1,400,000	1,400,000	2,000,000	2,200,000
Non-current assets					
furniture	20,000	20,000	10,000	10,000	20,000
Machinery	310,000	300,000	200,000	200,000	300,000
Equipment	200,000	150,000	100,000	100,000	150,000
Total non-current asset	2,000,000	1,870,000	1,710,000	2,310,000	2,670,000
Total assets	2,000,000	1,870,000	1,710,000	2,310,000	2,670,000
Equity and liabilities	2,000,000	1,870,000	1,710,000	2,310,000	2,670,000
Current liability					
Account payable	200,000	250,000	250,000	300,000	300,100
Short term loan	500,000	400,000	400,000	400,000	500,000
Long term liability					
Loan from bank	500,000	500,000	500,000	500,000	500,000
Total liabilities	1,200,000	1,150,000	1,150,000	1,200,000	1,300,000
Add retained profit	180,000	200,000	300,000	300,000	200,000
Grand total	1,380,000	1,350,000	1,450,000	1,500,000	1,500,000

8. CONCLUSION

The Dodoma Edible Oil Limited has the potential to be a profitable business. The management is determined to make this happen in Central Tanzania. It is expected that starting 2026, the enterprise will embark on a growth trajectory that will make it one of the most competitive businesses in the food processing industry especially edible oil.