

# BUSINESS PLAN OF CARE MINING COMPANY LIMITED TANZANIA

## Business overview

Care Mining Company, headquartered in Tanzania and affiliated with Caremile of South Korea and publicly listed Itoxi of South Korea, specializes in sales and service of mining equipment. We aim to maximize customer satisfaction through high-quality equipment provision and robust technical support and maintenance services.

## Market Analysis

Tanzanian Mining Industry Analysis: Tanzania is rich in various mineral resources, with active mining activities focusing on gold and other minerals.

Equipment Demand: There is a growing demand among Tanzanian mining firms for modern and efficient mining equipment, which presents a favorable market entry opportunity for us.

## Business Strategy

Short-term Goals: Expand the sales network of mining equipment across Tanzania and enhance technical support services to maximize customer satisfaction.

Medium to Long-term Goals: Obtain exploration permits at Kilindi district in Tanga Region and secure necessary licenses for direct gold mine development.

## Gold Mine Development Plan

Location and Land: Identify suitable land at Kilindi district in Tanga Region and acquire exploration permits.

Exploration Activities: Evaluate mineral resources thoroughly and identify prospective mining areas.

Mine Development: Obtain necessary mining development licenses and proceed with technically supported mine development plans.

## Financial Plan

### Investment Needs Analysis

Total Budget: The total budget is \$500,000.

Equipment Purchase: Allocate \$300,000 for initial equipment procurement.

Exploration and Development Costs: Include an additional \$150,000 for exploration and mine development at Kilindi District in Tanga Region.

Operating Funds: Allocate \$50,000 for initial operational expenses.

## Capital Funding Plan

Internal Funds: Raise \$400,000 through Care Mining Company's internal capital contributions.

CEO's Capital Contribution: The CEO of Care Mining will contribute \$100,000.

## Revenue Model

Equipment Sales: Generate revenue primarily from equipment sales during the initial phase.



Technical Support Services: Expect continuous revenue from additional services such as installation, maintenance, and technical support.

Mine Development: Anticipate revenue from gold mine operations following successful development at Kilindi district in Tanga Region.

### **Financial Model**

Expect approximately \$200,000 in revenue from equipment sales and technical support services during the first two years.

Manage operating and financial costs rigorously to increase profitability and plan for capital reinvestment for long-term growth.

### **Marketing Strategy**

Local Network Establishment: Strengthen strategic partnerships with local mining companies in Tanzania to expand market share.

Brand Awareness: Execute marketing campaigns to enhance brand awareness within Tanzania's market.

### **Social Responsibility**

Compliance with Local Laws: Strict adherence to Tanzanian regulatory requirements and commitment to societal contributions.

Social Programs: Initiate programs supporting local community development during mining activities.

Environmental Protection: Implement policies to minimize environmental impact during mining operations.

### **Risk Management**

Legal and Environmental Compliance: Ensure compliance with Tanzanian regulations and manage legal risks during mining development and operations.

Environmental Management: Enhance environmental protection measures and address potential environmental issues from mining operations.

