



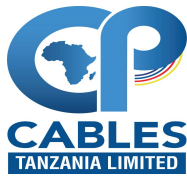
**CABLES**  
**TANZANIA LIMITED**

**BUSINESS PLAN**

2024

**OFFICE LOCATION**

15th Floor DERM PLAZA located on Plot No. 18 Block  
45A, Bagamoyo Road, Kijitonyama Area, Dar es Salaam



## EXECUTIVE SUMMARY

CP Cables Tanzania specializes in supplying high-quality fiber optic cables and accessories tailored for data centers, telecommunications, and industrial automation. Our mission is to provide exceptional, customized solutions with a commitment to sustainability. With a vision to become the leading supplier of network devices and accessories across Africa, we aim to deliver innovative solutions, unparalleled quality, and value to our clients.

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### 1. Mission, Vision, and Values

**Mission:** Our mission is to be the go-to supplier of high-quality fiber optic products, providing customized solutions and exceptional customer service to meet the unique needs of our clients while promoting sustainability.

**Vision:** Our vision is to be the leading supplier of high-quality network devices and accessories, known for our innovative solutions, exceptional quality, and commitment to sustainability. We aim to be the go-to source for customized fiber optic and computer network solutions in Africa, delivering value to our customers while promoting a culture of excellence within our organization.

#### Values:

- **Customer Satisfaction:** Ensuring that our clients and customers are served to their satisfaction.
  - **Integrity:** Consistency, transparency, and commitment to delivering on our promises.
  - **Excellence:** Setting clear goals, measuring progress, and continuously enhancing performance.
  - **Teamwork:** Striving to do what is right, upholding company values and standards.
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### 2. Product Line-Up

1. **Survey Equipment:**
  - GPS devices
  - Laser distance meters
  - Mapping software
2. **Design Tools:**
  - CAD software
  - Fiber network design software
3. **Network Infrastructure:**
  - Fiber Optic Cables (Single-mode fiber (SMF) / Multi-mode fiber (MMF))
4. **Cabling and Ducting:**
  - Outdoor and indoor conduits
  - Manholes and handholes
  - Cable trays and raceways
  - Cable ties and clips
5. **Fiber Splicing Materials:**
  - Fiber optic splice closures
  - Fusion splicing equipment
  - Splice trays

- Splice protectors
- Strippers and cleavers
- 6. **Fiber Distribution Equipment:**
  - Optical Line Terminals (OLTs)
  - Optical Network Units (ONUs) / Optical Network Terminals (ONTs)
  - Optical Splitters
  - Distribution frames
  - Wireless routers and access points
- 7. **Connectivity and Termination:**
  - Fiber patch panels
  - Fiber optic connectors (SC, LC, ST, MTP/MPO)
  - Patch cords and pigtails
- 8. **Installation:**
  - Fiber optic fusion splicer
  - Optical power meters
  - Optical time-domain reflectometer (OTDR)
  - Cleavers and strippers
  - Fiber optic microscope
  - Testers for light and signal
- 9. **Test Equipment:**
  - OTDR
  - Light source and power meter
  - Optical spectrum analyzer (optional for advanced testing)
- 10. **Management Software:**
  - Network management system (NMS) software
  - Configuration management tools

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### 3. Market Analysis

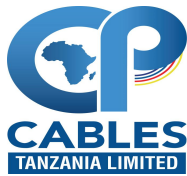
**Industry Overview:** The fiber optic industry is expanding rapidly, driven by the increasing demand for high-speed internet and advanced network infrastructure across various sectors including telecommunications, data centers, and industrial automation.

**Target Market:**

- Data Centers
- Telecommunications Providers
- Industrial Automation Firms
- Government and Educational Institutions

**Competitive Landscape:**

- Major competitors include regional and international fiber optic suppliers.
  - Differentiation will be achieved through high-quality products, exceptional customer service, and customized solutions.
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#### 4. Marketing and Sales Strategy

##### Market Penetration:

- Leverage relationships with key industry players.
- Attend industry trade shows and conferences.
- Implement a robust digital marketing strategy, including SEO, social media, and content marketing.

##### Sales Channels:

- Direct sales through a dedicated sales team.
- Partnerships with local and regional distributors.
- Online sales platform for easy access and order placement.

##### Customer Service:

- Dedicated customer support team.
  - Comprehensive product training and technical support.
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#### 5. Operations Plan

##### Supply Chain Management:

- Partner with reputable manufacturers and suppliers.
- Implement efficient inventory management practices to ensure product availability and minimize lead times.

##### Logistics:

- Utilize local and international logistics partners for timely delivery.
- Develop warehousing solutions to manage inventory effectively.

##### Quality Control:

- Regular inspections and testing of products to ensure compliance with industry standards.
  - Implement feedback mechanisms for continuous improvement.
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#### 6. Human Resources Development Strategy

##### Recruitment and Hiring:

- Attract top talent through competitive salaries, benefits, and career growth opportunities.
- Develop partnerships with educational institutions for internship and recruitment programs.

##### Training and Development:

- Provide ongoing training programs to keep employees updated with industry trends and technology.

- Offer leadership and skill development workshops to foster career growth.

#### Performance Management:

- Implement a performance appraisal system with clear metrics and goals.
- Provide regular feedback and recognition to encourage high performance.

#### Employee Engagement:

- Foster a positive work environment through team-building activities and open communication.
- Encourage employee involvement in decision-making and company initiatives.

#### Retention Strategies:

- Offer competitive compensation packages and benefits.
- Create a supportive and inclusive workplace culture that values employee contributions.

## 7. Financial Plan

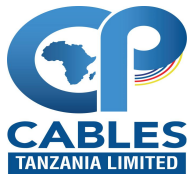
#### Financial Statements:

- **Expected Revenue:** \$6.4 million in 2029
- **EBITDA:** \$2.6 million in 2029
- **Operating Free Cash Flow (OPFCF):** \$1.69 million in 2029

Financial Summary		2024	2025	2026	2027	2028	2029	TOTAL
<b>Revenue</b>								
<b>Total Revenue</b>	\$k	1,351	5,191	5,722	5,916	6,196	6,412	30,789
<b>COGS</b>	\$k	3,651	2,691	2,871	3,027	3,232	3,345	18,818
<b>Gross Profit</b>	\$k	-2,299	2,501	2,851	2,889	2,963	3,067	11,972
<i>Gross Margin %</i>	%	270%	52%	50%	49%	48%	48%	39%
<b>Gross Opex</b>	\$k	820	808	871	723	571	463	4,256
<b>EBITDA Trading</b>	\$k	-3120	1,693	1,980	2,166	2,392	2,604	7,715
<i>EBITDA Margin</i>	%	-231%	33%	35%	37%	39%	41%	25%
<b>Capex</b>	\$k	542	624	711	805	870	914	4,466
<b>OpFCF</b>	\$k	-3,662	1,069	1,269	1,361	1,522	1,690	3,249
<i>Capex Intensity</i>	%	40.1%	12.0%	12.4%	13.6%	14.0%	14.3%	10.6%

#### Financing Plan and Capital Investment Ratios:

- **Funding:** The project is fully equity-funded by the principals.
- **Banking Support:** Attached letter from bankers on the availability of funding operations.



## 8. Risk Management

### Potential Risks:

- Market fluctuations and economic downturns
- Supply chain disruptions
- Technological advancements and obsolescence

### Mitigation Strategies:

- Diversify suppliers and maintain strong relationships.
  - Invest in technology and innovation to stay ahead of industry trends.
  - Implement robust financial controls and contingency plans.
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## 9. Conclusion

CP Cables Tanzania is well-positioned to capitalize on the growing demand for high-quality fiber optic products and solutions across Africa. With a clear mission, vision, and values, coupled with a strategic approach to market penetration, operations, and human resources, the company is set to achieve its goals and deliver exceptional value to its clients.