

**BUSINESS PLAN FOR
INVESTMENT ON
MANUFACTURING
AND PRODUCING OF
DAILY USE
PORCELAIN**

**GOODWILL
(TANZANIA) CERAMIC
COMPANY LIMITED**

1. EXECUTIVE SUMMARY

GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED is a private company incorporated in the United Republic of Tanzania under the Companies Act of 2002. The Company was incorporated 09th, September 2015, and bears Certificate of Incorporation No. 120132.

GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED will be located at Plot No. 1& 2 Block A, Mkiu Village, Mkuranga District, Coast Region, Tanzania.

2. COMPANY GOALS AND OBJECTIVES:

In Summary **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** aims to;

- ❖ To manufacture and supply high-quality daily use porcelain and daily use porcelain products.
- ❖ Reduce Tanzania's reliance on imported daily use porcelain and daily use porcelain by producing locally and competitively.
- ❖ Promote environmental sustainability through responsible manufacturing practices.
- ❖ Enhance regional trade by exporting daily use porcelain and daily use porcelain products to neighboring countries.
- ❖ Create employment opportunities, with a projected 1,500+ direct jobs and 5,000+ indirect jobs.
- ❖ Contribute to Tanzania's GDP through industrial growth and increased exports.
- ❖ Adopt modern technology to ensure high efficiency and compliance with environmental standards.
- ❖ ***To reduce the country's trade deficit with exporter countries and increase foreign exchange*** expenditure by the Tanzanian Business community when importing daily use porcelain and daily use porcelain from abroad. This objective will be realized through the establishment of a daily use porcelain and daily use porcelain factory in Tanzania which will produce similar

products locally and sell the same products at a competitive price since logistics and transport costs will be reduced.

- ❖ *To stimulate investment for the mutual interest of Tanzania and its neighboring countries* by enhancing bilateral trade and Economic cooperation between the countries.

Business & Financial Objectives

- Achieve an annual revenue growth of 20–25% over the next 5 years.
- Maintain a profit margin of at least 15% per project.
- Secure funding and investments for land acquisition and development.
- Diversify portfolio across residential, commercial, and plotted developments.

Project Development Objectives

- Acquire and develop strategically located land parcels in emerging markets.
- Complete all projects within planned timelines and budget.
- Incorporate smart technologies and sustainable design practices in all developments.
- Achieve and maintain 90%+ occupancy within one year of project handover.

Customer & Market Objectives

- Deliver top-quality homes with a customer satisfaction score above 90%.
- Establish a strong brand presence in key metropolitan and Tier 2 cities.
- Build long-term relationships with buyers, investors, and agents.
- Launch customer-centric programs (e.g., referral bonuses, loyalty plans).

The project will be managed and operated by **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** is owned by Chinese citizens from China with the following share distribution;

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
BORDAR GROUP LIMITED	CHINA	33.5%
CHANGE ENTERPRISE DMCC	DUBAI	66.5%

3. PURPOSE OF BUSINESS PLAN

The primary objective of this investment is to produce high-quality and eco-friendly and daily use porcelain and daily use porcelain products by utilizing locally available raw materials, such as such as clay, feldspar, quartz, and other ceramics. This initiative will contribute to environmental sustainability while meeting the growing demand for daily use porcelain and daily use porcelain products in Tanzania and neighboring countries.

The daily use porcelain and daily use porcelain factory will be developed in phases, with the first phase focusing on Daily use porcelain products based on items made from durable, high-quality porcelain (a type of ceramic) that are designed for everyday household or commercial use. These products are valued for their strength, smooth finish, resistance to staining, and thermal stability. Subsequent phases will include the expansion into fittings and ceramic tiles. The factory will be built to international standards and will incorporate cutting-edge machinery to ensure efficiency and environmental compliance.

The idea of establishing a manufacturing enterprise/plant for producing daily use porcelain and daily use porcelain products is aimed towards readily providing quality and affordable use of daily use porcelain and daily use porcelain products under one umbrella in the Tanzanian market. The company will develop, construct, market, manage and maintain the manufacturing establishment in Tanzania.

The factory will be constructed according to international standards and the project will be developed in phases and operated by Goodwill (T) Ceramic Company Limited. The project implementation will commence immediately by setting up a factory at Mkiu- Mkuranga.

4. WHY ESTABLISHMENT OF DAILY USE PORCELAIN AND DAILY USE PORCELAIN FACTORY IN TANZANIA

- Abundant Raw Materials: Tanzania has a supply of clay and other minerals that can be used in daily use porcelain and daily use porcelain production.
- Reduced Import Dependency: Currently, Tanzania imports a significant portion of its daily use porcelain and daily use porcelain. Local manufacturing will reduce costs, create jobs, and boost the economy.

- Growing Market Demand: The increasing need for daily use porcelain and daily use porcelain in housing and public infrastructure presents a lucrative opportunity.
- Sustainability Goals: The project will focus on eco-friendly production, including waste recycling and responsible sourcing of raw materials.
- The project location in Mkiu- Mkuranga within Coastal region has the available Natural Gas pipeline that is strategically located adjacent to the parcel of land acquired for the implementation of the project.
- The project will import advanced equipment and technology to accelerate Tanzania's Industrialization and lay the foundations for it.
- Meeting demands for the expansion of markets in Tanzania, the local manufacture and sales will save transportation time and importation of goods to Tanzania. Raising the turnover efficiency of capital and inventory.
- The strategic location of Tanzania will help expand the markets to countries around, such as Zambia, Uganda, Congo DRC, Malawi, Mozambique, Rwanda, and Burundi, and all the neighboring countries thereby boosting trade and business relations between Tanzania and its neighbors in the east and central part of Africa, even south Africa.

5. INDUSTRY OVERVIEW:

The daily use porcelain and daily use porcelain and construction industry in Tanzania is a vital contributor to the national economy, providing employment and contributing significantly to GDP.

With rapid urbanization, infrastructure expansion, and rising living standards, demand for modern daily Porcelain solutions is increasing.

GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED is positioning itself within this dynamic industry by engaging in daily use porcelain and daily use porcelain manufacturing and integrated operations

in the Dar es Salaam Region of Tanzania. The company will deliver high-quality ceramic, metal, and plastic daily Porcelain products supported by in-house production to ensure quality and supply chain efficiency.

Rising demand for affordable, durable, and aesthetically pleasing daily use porcelain and daily use porcelain is fueled by population growth and new housing developments.

This offers an ideal opportunity for the company to introduce innovative, eco-friendly products aligned with global design trends and local preferences.

The company will also explore value-added services such as after-sales support, installation, and exportation of daily use porcelain and daily use porcelain products. By adopting modern technologies and environmentally responsible practices, the company will contribute meaningfully to regional infrastructure and uphold environmental and social governance (ESG) principles.

6. MARKET ANALYSIS:

GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED is strategically entering in this sector at a time of sustained growth in Tanzania's construction and housing markets. With a population of approximately 65 million people and a growing urban middle class, the demand for stable, modern daily use porcelain is on the rise.

The increasing population, combined with rural-to-urban migration, is creating a significant and expanding need for quality daily use porcelain. The Tanzanian daily use porcelain ware market is expected to grow alongside the broader construction industry, which is projected to expand at a compound annual growth rate (CAGR) of 5% over the next five years.

As a vertically integrated daily use porcelain company, **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** will leverage its capabilities in both product manufacturing and raw material sourcing to ensure high-quality, cost-efficient production. This dual capacity gives the company a competitive edge in controlling both pricing and delivery timelines, ensuring customer satisfaction and distributor confidence.

Additionally, government-led infrastructure initiatives and housing projects are reinforcing demand for daily use porcelain fittings and construction. Fiscal spending on public housing and sanitation is contributing to national development, which is projected to average 6.3% annual GDP growth through 2025 and beyond. Tanzania's transition to a lower-middle-income economy signals enhanced investment potential, particularly in affordable housing, urban style infrastructure, and export-oriented building products.

7. INVESTMENT OBJECTIVE:

The primary investment objective of **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** is to establish a large-scale, sustainable daily use porcelain manufacturing and distribution operation in the Dar es Salaam Region of Tanzania. The company aims to design, produce, and deliver high-quality Porcelain and kitchen products, addressing the increasing demand for modern, and affordable solutions across the country and East Africa. The company's foundation is rooted in the production of essential daily use porcelain fixtures and accessories and will leverage this capacity to support broader market goals. This integrated approach ensures cost efficiency, quality assurance, and streamlined operations across the product development lifecycle. In addition to manufacturing, the company will explore value-added opportunities through the vertical integration of operations, such

as branding, marketing, and exportation of daily use porcelain products. By aligning production with market needs and innovation, **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** can offer premium products at competitive prices. By focusing on efficient production practices, strategic market entry, and customer expansion, the company will contribute significantly to the region's Porcelain sector while maintaining a core commitment to sustainability, social responsibility, and long-term profitability.

8. PRODUCTS:

GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED is committed to delivering high-quality, sustainable daily use porcelain solutions across Tanzania and the East African region. Among the products that will be produced by the company are as follows;

a. Tableware and Kitchenware:

- Plates (dinner, dessert, salad)
- Bowls (soup, rice, cereal)
- Cups and mugs
- Teapots and coffee pots
- Serving trays and platters
- Sauce dishes, condiment holders

b. Cookware (Porcelain-Coated or Heat-Resistant Types):

- Baking dishes
- Casserole dishes
- Ramekins
- Oven-safe trays

c. Drinkware:

- Tea sets
- Espresso cups
- Milk jugs and creamers

d. Decorative and Utility Items:

- Vases
- Porcelain storage jars (for sugar, tea, spices)
- Candle holders
- Porcelain tiles (used in kitchens)

c. Customized and Mixed-use Product Solutions The company will invest in product lines that integrate functionality, style, and sustainability into comprehensive kitchen packages.

d. Product Servicing and Customer Support In addition to manufacturing, **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** will offer after-sales services and customer support for its Daily Use Porcelain Products: This includes:

- Installation services
- Warranty and repairs
- Product upgrade consultations This recurring revenue model ensures long-term profitability and customer retention for the company and its partners.

e. Porcelain, a type of ceramic, is widely used in everyday products due to its strength, durability, and aesthetic appeal. It's commonly found in dinnerware, kitchen fixtures, and electrical insulators. Porcelain is known for being non-stick, easy to clean, and dishwasher safe

9. INVESTMENT COSTS AND SOURCES OF FINANCES:

The total investment required for the project is estimated around \$1 million. The funding will be an equity financing from shareholders.

10. JOB CREATION:

The proposed daily use porcelain business by **GOODWILL (TANZANIA) CERAMIC COMPANY LIMITED** is expected to generate significant employment opportunities in Tanzania. The company projects the creation of over 200 direct jobs and an additional 400 indirect jobs throughout this business;

a. Direct Employment:

- Mechanical Engineers and Technicians
- Factory Managers and Line Supervisors
- Skilled Machine Operators and Technicians
- Sales, Marketing, and Customer Service Staff
- Legal and Compliance Officers
- Administrative Support

b. Indirect Employment:

- Transportation and Logistics Providers
- Suppliers of Raw Materials and Packaging
- Equipment Maintenance Providers
- Distributors and Retail Partners

11. OPERATIONS PLAN:

Location: **GOODWILL (TANZANIA) CERAMIC COMPANY** will be headquartered in a strategic farm location that offers easy access to roads and urban areas.

Premises: Our office space will be designed with sustainability in mind, incorporating energy-efficient features and eco-friendly materials.

12. MARKETING PLAN:

The marketing plan for daily use porcelain business will focus on the following strategies:

a. Word of Mouth Marketing: This strategy remains a powerful tool in the daily use porcelain industry. To ensure positive word of mouth, the company will maintain strong relationships with customers, delivering high-quality products that exceed expectations. Regular follow-ups and excellent customer service will be key to controlling the narrative and ensuring repeat business.

b. Engaging Key Stakeholders: Influential stakeholders shall participate in marketing. The company will build strong partnerships with developers, retailers, and distributors, showcasing the quality and sustainability of our products. This approach will position our company as a top choice in both local and regional markets.

c. Building a Reputable Brand: Establishing a trusted brand is vital in the building materials industry. The company will focus on building a strong reputation for producing high-quality products that are both sustainable and affordably priced. Our brand will become synonymous with reliability and excellence, making it the preferred choice.

d. Utilizing Online Marketing: In today's digital world, online marketing is essential even in the daily use porcelain industry. The company will leverage social media platforms such as Facebook, Instagram, and LinkedIn to reach potential customers, distributors, and partners. Additionally, the company will use targeted email marketing campaigns and online ads to promote its products to both local and international markets. By implementing these strategies, the company aims to capture a significant share of the daily use porcelain market, both domestically and abroad.

FINANCIAL PROJECTION:

The financial projections for the daily use porcelain business process is **USD 12,787,250.30** divided in the following descriptions:

Production Line Equipment	USD
Raw Material Preparation System	632,668.06
Forming Equipment	977,750.00
Glazing System	106,250.00
Kiln System	1,361,705.00
Conveying System	43,333.33
Mold System	33,750.00
Auxiliary Equipment	258,025.00
sub total	3,413,481.39
Construction and Utility Investment	
Plant construction	291,666.67
Pre-fabric building	100,000.00
Utility facility	380,000.00
Pre-fabric building installation	220,000.00
sub total	991,666.67
Other Investments	
Land Acquisition	360,000.00
Equipment Transportation & Installation	1,406,959.38
Project Preparation Fees	1,615,142.86
sub total	3,382,102.24
Working Capital	5,000,000.00
Total Investment	12,787,250.30

As shown in the cash flow statement, we expect to have a steady inflow of cash from product sales in the next three years. Our outflow will mainly consist of raw material costs, employee salaries, rent and utilities, and marketing and advertising expenses. The net cash flow and cumulative net cash flow are expected to increase annually due to the growth in sales and efficient operation of the business. We aim to achieve profitability within the first five years of operations and this projected cash flow statement shows that we are on track to achieving this. These projections assume that the company will gradually increase production capacity and expand its customer base over the years. It also assumes that the cost of raw materials and operating expenses might have slight variations. It is important to note that these projections are only estimates and are subject to change based on market conditions, operating costs, and other factors.

CONCLUSION:

As our daily use porcelain business grows, we are committed to hiring knowledgeable and experienced staff who can provide exceptional customer service and technical advice. We will offer competitive hourly wages and comprehensive benefits, including health and dental insurance, paid time off, and retirement plans. Our employees will be integral to the success of the business, working collaboratively to ensure a seamless product experience for our customers and contributing to the overall growth and efficiency of operations. Their expertise and dedication will be vital as we continue to grow and expand our daily use porcelain operations.