

***KUNDA STEEL COMPANY LIMITED***

**KUNDA STEEL COMPANY LIMITED**

**P.O.BOX14110**

**DAR ES SALAAM**

**Tel: +255749608888**

**BUSINESS PLAN FOR 2024/2029**

**PREPARED BY:**

**SODO ASSOCIATES**

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# KUNDA STEEL COMPANY LIMITED

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# **KUNDA STEEL COMPANY LIMITED**

## **1.0. EXECUTIVE SUMMARY**

Kunda Steel Company Limited aims to establish itself as a leading Importer and sales of Building Material in the local market. With the growing perspective that exist in our country by having a lot of construction project in various place of our country, Kunda Steel Company Limited aims to capitalize on the market opportunities and become a trusted name in the industry.

Kunda Steel Company Limited was incorporated on the 2<sup>nd</sup> July 2023 under the Companies ACT 2002 of the United Republic of Tanzania, no 167060277.

Kunda Steel Company Limited aims is located in a strategic location and a strong background in the Industrial Area in Dar es Salaam, with easy access to transportation facilities. The company will operate as a limited liability company, owned and managed by experienced professionals.

Kunda Steel Company Limited will specialize in the Importation of Building Material specifically steel. With prospect to raise about **Tsh 545,000,000 of which Sales revenue will be 165,000,000 while Loan from Financial Institution will be 280,000,000 with projected interest rate of 18% and repayment plan for four year and Shareholders Fund 100,000,000 for initiating the project.**

# KUNDA STEEL COMPANY LIMITED

## 2.0. DESCRIPTIONS OF THE COMPANY

### 2.1. Our Vision

- 3 To be the preferred vendor of choice by servicing our clients and expanding our production capacities with a specific end goal to meet the epidemically growing global demand and therefore hold our position at the front of the steel business.

### 2.2 Our Mission

To deliver and supply the most noteworthy quality products to our clients utilizing sustainable procedures that meet the most elevated global standards of environmental control

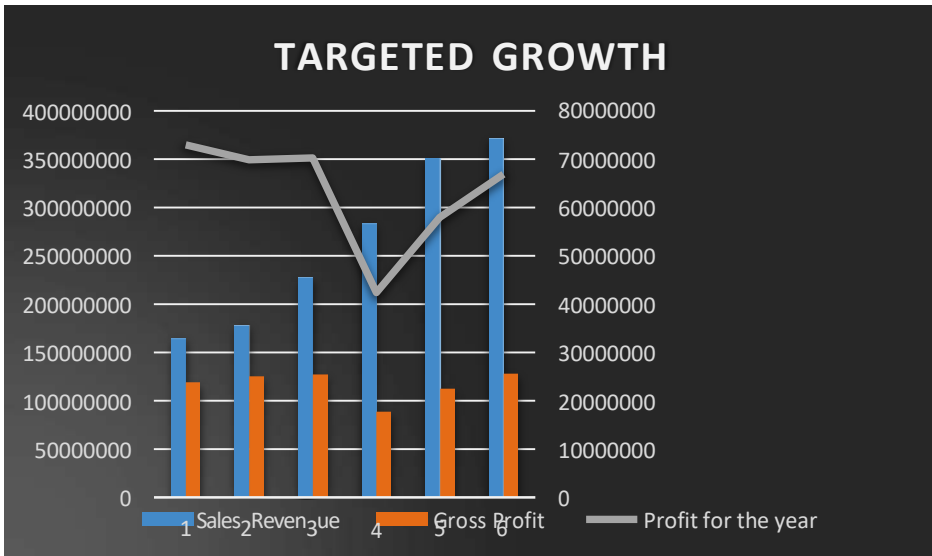
### 2.3. Our Core Values

- I. **Trusting our Gut:** We believe in the power of intuition and innovation. We trust our instincts to drive creativity and problem-solving, enabling us to deliver unparalleled solutions that resonate with both customers and partners.
- II. **Giving People Chances:** We embrace diversity and inclusivity. We believe in empowering individuals with opportunities that foster growth and progress, both within our company and in the communities we serve.
- III. **Peace and Happiness:** We are committed to creating an atmosphere of tranquility and contentment for our customers and team members alike. Our aim is to simplify and enhance their experiences, promoting happiness through hassle-free solutions.
- IV. **Innovation and Personal Development:** We thrive on innovation, continuously challenging the status quo. We view personal development as an ongoing journey, equipping our team members with the tools they need to thrive in a rapidly evolving technological landscape.

# KUNDA STEEL COMPANY LIMITED

## 2.4 Business target

Our main target is to create gross revenue of **TZS 165,000,000 by December 2024**. And ensure the revenues grow by 93% for the second year and eventually 78% .



# KUNDA STEEL COMPANY LIMITED

## 3.0 COMPANY SUMMARY

### 3.1. The Company Location

Kunda Steel Company Limited aims is located in a strategic location and a strong background in the Industrial in Dar es Salaam.

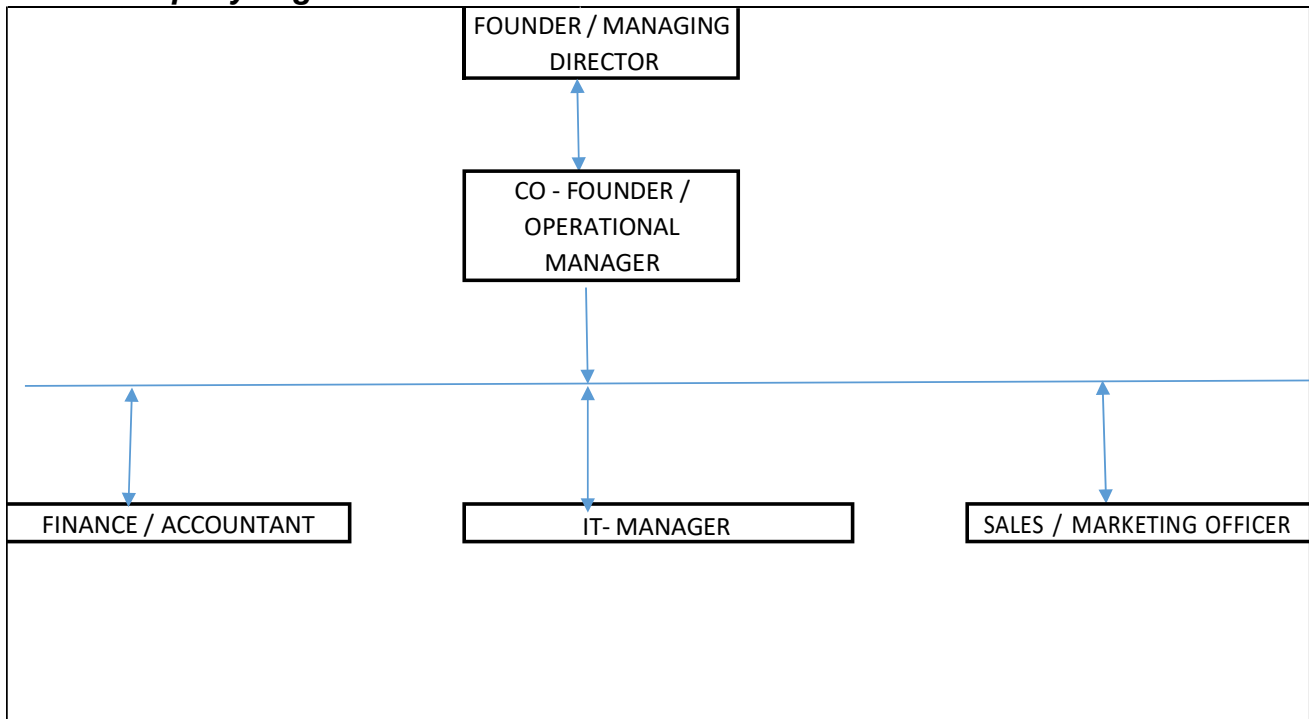
### 3.2 Product / Services

*The Company will specialize in producing, to specification, sheet metal components on behalf of its customer base, which will include other manufacturing companies as well as general contractors that have sheet metal needs for roofing and gutters. The Company will produce all of its components from its sheet metal fabrication and production shop. One of the strongest aspects to this business is that the Company will be able to maintain profitability in almost any economic climate as several ordinances require building owners have properly installed and maintained roofing and gutter systems, which require significant sheet metal fabrication work*

### 3.5 Company Management

The daily management operations of the Company are vested under the Managing Director / Founder. who is assisted by a team of professionals including Finance manager, operational manager, IT manager and Sales and Marketing Executive

### 3.6 Company Organizational Structure



## **KUNDA STEEL COMPANY LIMITED**

### **3.7. Past Performance**

Last year our Company managed to be registered by Brela and Acquired tax identification number 167-060-277 our initiative of Importation and Sales of Building material with aim to become the cornerstone of modern and Quality Providers of those material.

### **3.8 Investment Cost and Financing**

#### **Investment Cost**

The Company management has planned to import initial materials and incur some other cost for Building Construction of which will be specific for storage of those material and those official activities and other cost are targeted for administration activity as well as Purchases cost ( Covering Importation and Clearing cost). As per analysis below.

<b>NOTE 2: COST OF GOODS SOLD</b>						
	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
Opening Stock of Law Material	-	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000
Add: Purchases of Law material	95,000,000	150,000,000	211,000,000	120,000,000	180,000,000	200,000,000
Cost of Goods Available for sales	95,000,000	198,500,000	356,000,000	375,000,000	360,000,000	322,000,000
Less: Closing Stock of law material	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000	78,000,000
	<b>46,500,000</b>	<b>53,500,000</b>	<b>101,000,000</b>	<b>195,000,000</b>	<b>238,000,000</b>	<b>244,000,000</b>

#### **NOTE 3: INVESTMENT COST**

<b>Details</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>
<b>Construction cost:</b>						
- Engineering Cost	9,000,000	9,800,000	-	-	-	-
- Labor Charges	24,000,000	24,000,000	12,000,000	8,800,000	7,600,000	6,500,000
- Payroll charges (Direct Taxes)	2,400,000	2,400,000	1,200,000	880,000	760,000	650,000
- Acquisition of Materalial	95,000,000	53,000,000	-	-	-	-
- Transport of Building Material	3,200,000	4,800,000	2,000,000	2,000,000	-	-

## **KUNDA STEEL COMPANY LIMITED**

- Dismantling Cost	10,000,000	-	-	-	-	-
- Repair and Maintenance cost	-	-	30,000,000	23,000,000	19,800,000	15,400,000
<b>Total Direct Cost</b>	<b>143,600,000</b>	<b>94,000,000</b>	<b>45,200,000</b>	<b>34,680,000</b>	<b>28,160,000</b>	<b>22,550,000</b>

### **NOTE 4: OPERATING EXPENSES**

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Bill Payments( Water & Electricity)	5,000,000	5,100,000	6,000,000	7,800,000	8,900,000	10,300,000
Insurance cover	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Interest payment	-	10,080,000	10,080,000	10,080,000	10,080,000	10,080,000
Consultation and Compliance Cost	2,400,000	2,400,000	3,200,000	3,400,000	4,000,000	5,020,000
Bank transfers and charges	600,000	780,000	858,000	943,800	1,038,180	1,141,998
Local transport for Management team	2,400,000	2,400,000	2,100,000	2,000,000	1,800,000	1,400,000
Dues and subscription (eg. Municipal levies	240,000	360,000	340,000	240,000	260,000	300,000
Telephone	360,000	360,000	460,000	320,000	380,000	360,000
Miscellaneous	240,000	240,000	300,000	320,000	340,000	320,000
<b>Total Operating Expenses</b>	<b>14,240,000</b>	<b>24,720,000</b>	<b>26,338,000</b>	<b>28,103,800</b>	<b>29,798,180</b>	<b>31,921,998</b>

### **FINANCING & REVENUE GENERATION**

From the projected financial plan we have analysed three sources of finance of which for the first year will be having Sales revenue, Loan from Financial Institution and fund injected by Directors as per table below;

#### **NOTE 1: SOURCES OF REVENUE**

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Sales revenue	165,000,000	178,000,000	227,680,000	283,600,000	350,520,000	371,440,000
Loan from Financial Institution	280,000,000					
Shareholders Fund	100,000,000	100,000,000				
	<b>545,000,000</b>	<b>278,000,000</b>	<b>227,680,000</b>	<b>283,600,000</b>	<b>350,520,000</b>	<b>371,440,000</b>

# KUNDA STEEL COMPANY LIMITED

## 4.0 SWOT Analysis

In a dynamic steel market and competitive industry like this of importation of steel with extensive history of having giant companies in the industry market, it's crucial to have a comprehensive understanding of both direct and indirect competitors. Here's a detailed analysis of our competition, highlighting their strengths and weaknesses, and how Kunda Steel Company Limited distinguishes itself and see the strength and Opportunities;

### **Direct Competitors:**

1. KASHAMA NARCISSE BEN J
2. GVIC & SONS COMPANY LIMITED
3. CHEMI AND COTEX INDUSTRIES LTD
4. NEW GEN INVESTMENT
5. ADVENT CONSTRUCTION LIMITED
6. NABAKI AFRIKA LIMITED
7. HOSANNA BUSINESS & LOGISTICS
8. KARIAKOO AUTOPARTS LIMITED

### **Kunda Steel Company Limited 's Distinct Differentiators:**

Kunda Steel Company Limited stands out in this competitive landscape through several key differentiators:

1. **End-to-End Solution**
2. Provide buyers with a wide range of options that cater to their specific needs.
3. **Market-Specific Expertise:** Our deep understanding of these markets allows us to cater to local nuances and requirements, ensuring our solutions are not just relevant but highly effective.
4. The Extensive selection ensures that customers can find steel materials that precisely match their project requirements, whether it's for structural applications, manufacturing processes, or specialized uses

# **KUNDA STEEL COMPANY LIMITED**

## **5.0 MARKET AND MARKETING STRATEGY**

Our marketing and sales strategy is a multi-faceted approach designed to attract and retain customers Here's a deeper look into our strategies:

### 1. Pricing Strategy:

We believe in fair and transparent pricing that benefits both Company and user. Our competitive commission rate of 4% per Contractors and other outsourced person in marketing.

### 2. Advertising and Promotion:

### 3. Customer Loyalty Programs:

### 4. Partnerships and Collaborations

5. Building a strong brand image through targeted advertising and public relations activities.

6. Developing a network of distributors and retailers across the country to ensure wide product availability.

7. Participating in industry trade shows and exhibitions to showcase products and establish business connections.

8. Implementing digital marketing campaigns through social media, online advertising, and a company website to reach a wider audience.

## **6.0 FINANCIAL PROJECTIONS**

### **6.1 Important Assumption**

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected

1. Tax rate is 30%
2. Sales Revenue Growth Revenue are expected to grow by 93% from first year to second year and 78% second year to third year
3. **Interest rate is 18%**

# KUNDA STEEL COMPANY LIMITED

## PROJECTED FINANCIAL STATEMENT'S

KUNDA STEEL COMPANY LIMITED							
PROJECTED INCOME STATEMENT FOR THE YEAR ENDED DECEMBER 2024/ 2029							
Details		2024	2025	2026	2027	2028	2029
	NOTE	TZS	TZS	TZS	TZS	TZS	TZS
Sales Revenue	1	165,000,000	178,000,000	227,680,000	283,600,000	350,520,000	371,440,000
Growth Percentage		-	93	78	80	81	94
Interest Revenue		-	-	-	-	-	-
<b>Total Revenue</b>		<b>165,000,000</b>	<b>178,000,000</b>	<b>227,680,000</b>	<b>283,600,000</b>	<b>350,520,000</b>	<b>371,440,000</b>
<b>Less: Cost Of Goods Sold</b>	<b>2</b>	<b>46,500,000</b>	<b>53,500,000</b>	<b>101,000,000</b>	<b>195,000,000</b>	<b>238,000,000</b>	<b>244,000,000</b>
<b>Gross Profit</b>		<b>118,500,000</b>	<b>124,500,000</b>	<b>126,680,000</b>	<b>88,600,000</b>	<b>112,520,000</b>	<b>127,440,000</b>
<b>Less : Operating Cost</b>							
Operating Expenses	3	14,240,000	24,720,000	26,338,000	28,103,800	29,798,180	31,921,998
<b>Total Operating Cost</b>		<b>14,240,000</b>	<b>24,720,000</b>	<b>26,338,000</b>	<b>28,103,800</b>	<b>29,798,180</b>	<b>31,921,998</b>
Operating Profit Before Tax (PBT)		104,260,000	99,780,000	100,342,000	60,496,200	82,721,820	95,518,002
Taxation (30%)		31,278,000	29,934,000	30,102,600	18,148,860	24,816,546	28,655,401
Profit for the year		72,982,000	69,846,000	70,239,400	42,347,340	57,905,274	66,862,601
Retained Profit b/d		-	72,982,000	142,828,000	213,067,400	255,414,740	313,320,014
Retained Profit c/d		72,982,000	142,828,000	213,067,400	255,414,740	313,320,014	380,182,615

**KUNDA STEEL COMPANY LIMITED****KUNDA STEEL COMPANY LIMITED****PROJECTED STATEMENT OF FINANCILA POSITION AS AT 31ST DECEMBER 2024/2029**

	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>	<b>TZS</b>
<b>ASSETS</b>						
<b>Non-current assets</b>						
Property, plant and equipment						
Land	280,000,000	280,000,000	280,000,000	280,000,000	280,000,000	280,000,000
Building Cost	143,600,000	729,600,000	729,600,000	729,600,000	729,600,000	729,600,000
Bulding Depreciation cost	(2,872,000)	(14,592,000)	(14,592,000)	(14,592,000)	(14,592,000)	(14,592,000)
<b>Total Non Current Assets</b>	<b>420,728,000</b>	<b>995,008,000</b>	<b>995,008,000</b>	<b>995,008,000</b>	<b>995,008,000</b>	<b>995,008,000</b>
<b>Current assets</b>						
Cash and Cash equivalents	111,160,000	(11,640,000)	104,422,000	274,358,200	509,840,020	760,728,022
Trade receivables and Other Receivables	-	-				
Inventory	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000	78,000,000
<b>Total Current Asset</b>	<b>159,660,000</b>	<b>133,360,000</b>	<b>359,422,000</b>	<b>454,358,200</b>	<b>631,840,020</b>	<b>838,728,022</b>
<b>Total assets</b>	<b>580,388,000</b>	<b>1,128,368,000</b>	<b>1,354,430,000</b>	<b>1,449,366,200</b>	<b>1,626,848,020</b>	<b>1,833,736,022</b>
<b>EQUITY AND LIABILITIES</b>						
<b>Equity</b>						
Share capital	-	100,000,000	200,000,000	200,000,000	200,000,000	200,000,000
Additional Capital	100,000,000	100,000,000	-	-	-	-
Retained earnings	72,982,000	142,828,000	213,067,400	255,414,740	313,320,014	380,182,615
	<b>172,982,000</b>	<b>342,828,000</b>	<b>413,067,400</b>	<b>455,414,740</b>	<b>513,320,014</b>	<b>580,182,615</b>
<b>Non-current liabilities</b>						
Bank Loan	280,000,000	213,920,000	137,760,000	61,600,000	-	-
<b>Total Non Current Liability</b>	<b>280,000,000</b>	<b>213,920,000</b>	<b>137,760,000</b>	<b>61,600,000</b>	<b>-</b>	<b>-</b>
<b>Current liabilities</b>						
Trade and other payables	96,128,000	541,686,000	773,500,000	914,202,600	1,088,711,460	1,224,898,006
Taxation	31,278,000	29,934,000	30,102,600	18,148,860	24,816,546	28,655,401
<b>Total Current Liability</b>	<b>127,406,000</b>	<b>571,620,000</b>	<b>803,602,600</b>	<b>932,351,460</b>	<b>1,113,528,006</b>	<b>1,253,553,407</b>
<b>Total equity and liabilities</b>	<b>580,388,000</b>	<b>1,128,368,000</b>	<b>1,354,430,000</b>	<b>1,449,366,200</b>	<b>1,626,848,020</b>	<b>1,833,736,022</b>

# KUNDA STEEL COMPANY LIMITED

## NOTE 1: SOURCES OF REVENUE

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Sales revenue	165,000,000	178,000,000	227,680,000	283,600,000	350,520,000	371,440,000
Loan from Financial Institution	280,000,000					
Shareholders Fund	100,000,000	100,000,000				
	<b>545,000,000</b>	<b>278,000,000</b>	<b>227,680,000</b>	<b>283,600,000</b>	<b>350,520,000</b>	<b>371,440,000</b>

## NOTE 2: COST OF GOODS SOLD

Details	2024	2025	2026	2027	2028	2029
Opening Stock of Law Material	-	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000
Add: Purchases of Law material	95,000,000	150,000,000	211,000,000	120,000,000	180,000,000	200,000,000
Cost of Goods Available for sales	95,000,000	198,500,000	356,000,000	375,000,000	360,000,000	322,000,000
Less: Closing Stock of law material	48,500,000	145,000,000	255,000,000	180,000,000	122,000,000	78,000,000
	<b>46,500,000</b>	<b>53,500,000</b>	<b>101,000,000</b>	<b>195,000,000</b>	<b>238,000,000</b>	<b>244,000,000</b>

## NOTE 3: INVESTMENT COST

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
<b>Construction cost:</b>						
- Engineering Cost	9,000,000	9,800,000	-	-	-	-
- Labor Charges	24,000,000	24,000,000	12,000,000	8,800,000	7,600,000	6,500,000
- Payroll charges (Direct Taxes)	2,400,000	2,400,000	1,200,000	880,000	760,000	650,000
- Acquisition of Material	95,000,000	53,000,000	-	-	-	-
- Transport of Building Material	3,200,000	4,800,000	2,000,000	2,000,000	-	-
- Dismantling Cost	10,000,000	-	-	-	-	-
- Repair and Maintenance cost	-	-	30,000,000	23,000,000	19,800,000	15,400,000
<b>Total Direct Cost</b>	<b>143,600,000</b>	<b>94,000,000</b>	<b>45,200,000</b>	<b>34,680,000</b>	<b>28,160,000</b>	<b>22,550,000</b>

## NOTE 4: OPERATING EXPENSES

Details	2024	2025	2026	2027	2028	2029
	TZS	TZS	TZS	TZS	TZS	TZS
Bill Payments( Water & Electricity)	5,000,000	5,100,000	6,000,000	7,800,000	8,900,000	10,300,000
Insurance cover	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Interest payment	-	10,080,000	10,080,000	10,080,000	10,080,000	10,080,000

## **KUNDA STEEL COMPANY LIMITED**

Consultation and Compliance Cost	2,400,000	2,400,000	3,200,000	3,400,000	4,000,000	5,020,000
Bank transfers and charges	600,000	780,000	858,000	943,800	1,038,180	1,141,998
Local transport for Management team	2,400,000	2,400,000	2,100,000	2,000,000	1,800,000	1,400,000
Dues and subscription (eg. Municipal levies	240,000	360,000	340,000	240,000	260,000	300,000
Telephone	360,000	360,000	460,000	320,000	380,000	360,000
Miscellaneous	240,000	240,000	300,000	320,000	340,000	320,000
<b>Total Operating Expenses</b>	<b>14,240,000</b>	<b>24,720,000</b>	<b>26,338,000</b>	<b>28,103,800</b>	<b>29,798,180</b>	<b>31,921,998</b>