

DNS

Business Plan

To Care and Extend Our Life, We Are Creating Products & Service

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1. Executive Summary

Investment objective: DEAPEX NATIONAL SERVICE COMPANY LIMITED, as one of toilet paper and napkin tissue manufacturing and sales company in Dar es salaam, is committed to producing high quality toilet paper and napkin tissue.

Our **project sector** is the manufacturing and sub sector is paper products.

Our **product** is toilet paper and napkin tissue. The details are in the following section 2.2
The total estimated investment of this project is around \$1,200,000 USD.

2. Introduction

2.1 Background

We are expecting to put our products into market in whole Tanzania, and mainly take Dar es Salaam as a main market and hub to access whole country.

Revenue in the Household Paper segment amounts to \$208m in 2023. The market is expected to grow annually by 5.77% (CAGR 2023-2027).

In global comparison, most revenue is generated in China (\$15,080m in 2023). In relation to total population figures, per person revenues of \$3.19 are generated in 2023.

In the Household Paper segment, volume is expected to amount to 96.8m kg by 2027. The Household Paper segment is expected to show a volume growth of 4.4% in 2024.

The average volume per person in the Household Paper segment is expected to amount to 1.3kg in 2023.

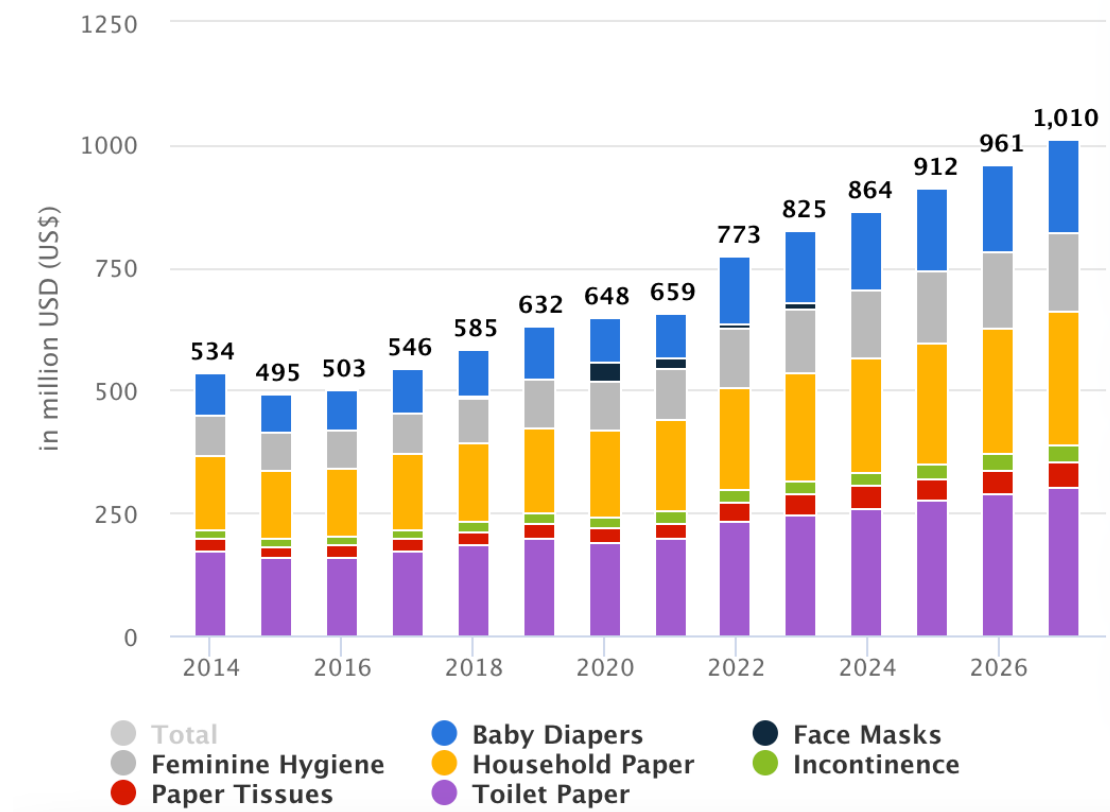


Fig. Revenue for household market in TANZANIA (in million USD\$)

Based on the above market analysis, and considering of our plan, we are expecting to capture a 10-15% market share for household segment, and 50% market share for toilet paper and napkin segment.

The current suppliers can't meet the booming requirement of Tanzania as economy's growing, and the quality products is a shortage in this market as the new technology is not well applied in Tanzania.

2.2 Product Introduction

2.2.1 Toilet Paper

We produce toilet paper targeting end consumers, starting with high-end virgin pulp toilet paper, and considering expanding our product range to include blended toilet paper and recycled toilet paper in the following phase. The semi-finished product of virgin pulp toilet paper, jumbo paper rolls, is imported from overseas, such as China and UAE, and then we engage in rewinding, cutting into

smaller rolls, packaging, and selling as part of the Tanzania project.

In the first phase, the planned products include the Super Soft series of essential toilet paper and professional serial.

1. Super Soft series of essential toilet paper: It's aimed at household users, which, compared to the commercial series, features larger volume and sheet quantity and is designed with three layers to meet the needs of household users.

Key Features:

- 100% Virgin Pulp
- 3 Ply
- Package Size: 1 roll, 10 rolls, 50 rolls



Image 1: finished products example

2. Professional series toilet paper: targeting SMB customers. The difference from the household series lies in our use of a packaging design consisting of 36 rolls per carton, as following Image 2 shown, eliminating the medium package, reducing costs, and enabling SMB customers to buy more paper for less money.

Key Features:

- 100% virgin Pulp
- 2 Ply
- Package Size: 1 roll, 40 rolls;



Image 1: finished products example



Image 2: finished products example

2.2.2 Napkin

For tissue paper, we also import raw materials from abroad, which are then cut into jumbo paper rolls, folded, embossed, and packaged. Other auxiliary materials, such as packaging film and cardboard boxes, are sourced locally in

Tanzania.

Key Features:

- 100% virgin Pulp
- 90 sheets
- Package size: 20pkts





Image 2: finished Napkin example

3. Technical analysis

The project site is strategically located in Coca-cala road, Mwenge, Dar es salaam, approximately 12 kilometers from the Port of Dar es Salaam. This location not only provides easy access to the port but also convenient transportation to the main markets in Dar es Salaam, making it suitable for daily truck sales and delivery.

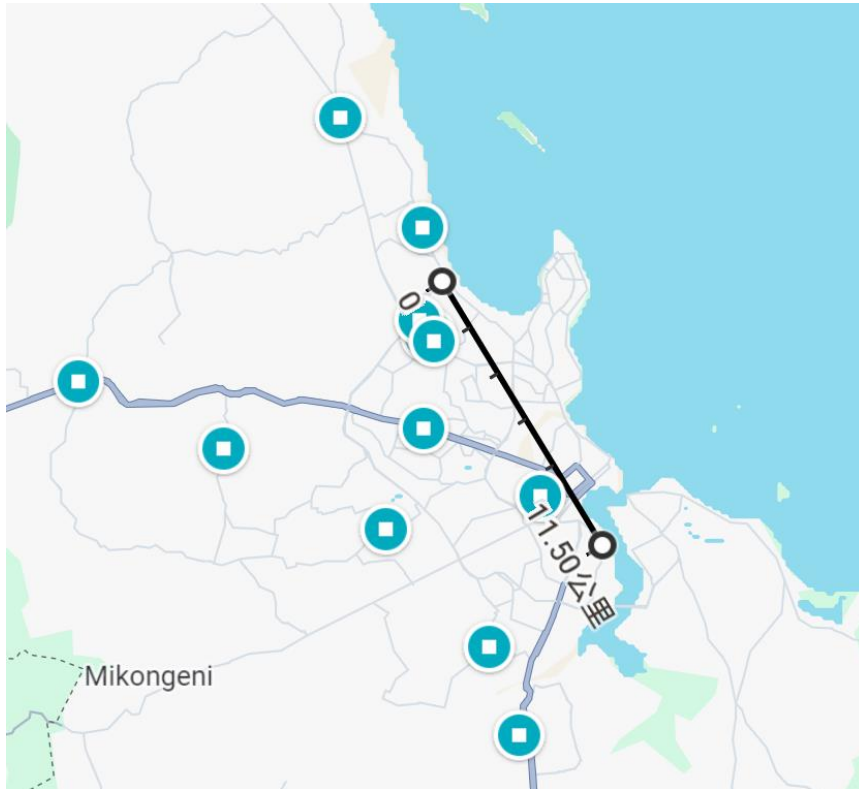


Image 3: project site location

Site Overview:

Total Area: 600 square meters

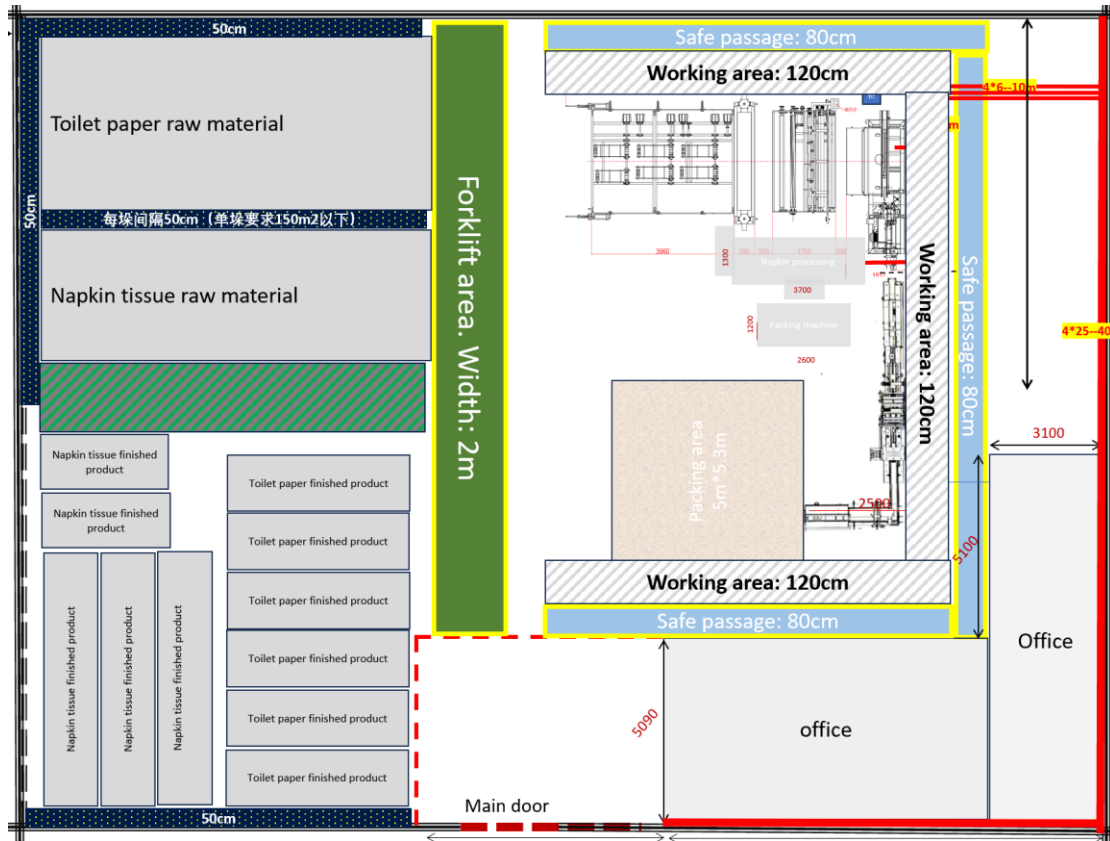


Image 4: workshop drawing

4. Management team

Mr. LIU Hui, Chinese nationality, General Manager of the team, holding engineer's bachelor's degree, have more than 10 years' experience working in multi countries, and managing sales team in oil & gas sector and information tech sector.

Ms. WANG Yi, Chinese nationality, Managing Director of the team, holding engineer's bachelor's degree, have more 9 years' experience working in multi countries, was project director for information tech sector.

Mr. SUN Peng, Chinese nationality, Operation Director of the team to supervise the whole producing procedure, holding an art bachelor's degree, have more than 9 years' experience working in multi countries, is an expert in channel sales sector.

5. Job Creation

As DEAPEX NATIONAL SERVICE COMPANY LIMITED continues to expand its operations and footprint in Tanzania, we anticipate substantial growth in the coming years. With a focus on producing high-quality vehicles and providing exceptional customer service, we aim to capture a significant market share and contribute to the advancement of the automotive industry in the region.

5.1 Types of Jobs

1. Chinese Management Personnel:

General Manager (2): Oversees all aspects of operations, strategic planning, and business development. The GM provides leadership and guidance to the management team and ensures alignment with the company's objectives.

Chief Technology Officer (1): Drives innovation, technology adoption, and product development. The CTO leads the technical team in implementing cutting-edge solutions and ensuring product excellence.

2. Local Team:

Finance Team (1): Manages financial operations, including budgeting, accounting, and financial reporting. The finance team ensures compliance with local regulations and supports strategic decision-making.

Sales Team (8): Drives sales revenue and customer engagement through effective marketing strategies and client relationship management. The sales team represents the company in the market and promotes our vehicles to potential customers.

Administration (1): Provides administrative support, including office management, scheduling, and coordination of activities. This role ensures smooth day-to-day operations and efficient workflow.

Machine Technicians (4): Responsible toilet paper and napkin tissue production line during daily production, also take care of period maintenance service.

Packaging Staff (4): Assembles vehicle components according to specifications and quality standards, contributing to the production process.

Forklift Operator (1): Operates machinery and equipment safely and efficiently to support production and logistics activities.

Security Personnel (2): Provides security and safety support to the premises, equipment, and personnel, ensuring a secure working environment.

Casual Laborers (4): Provides additional support for various tasks, including loading/unloading, cleaning, and maintenance, as needed.

We are committed to hire a **28 personnel** team (**3 of them are from China**) and create **25 job count for Tanzania**.

5.2 Impact

By creating diverse job opportunities, DEAPEX NATIONAL SERVICE COMPANY LIMITED aims to contribute to local economic development, skill enhancement, and employment generation. Our commitment to hiring both international expertise and local talent underscores our dedication to fostering collaboration and driving sustainable growth in Tanzania's manufacturing industry.

5.3 Implementation Plan

DEAPEX NATIONAL SERVICE COMPANY LIMITED will leverage a mix of local and international recruitment channels to attract top talent for management positions. For local staff, we will collaborate with recruitment agencies, vocational training institutions, and community organizations to identify and recruit qualified candidates. Additionally, comprehensive training and development programs will be provided to empower our team members and ensure their success within the company.

5.4 Legal and Regulatory Considerations

DEAPEX NATIONAL SERVICE COMPANY LIMITED is committed to complying with all relevant labor laws and regulations in Tanzania, including those related to employment contracts, minimum wage, and workplace safety standards. We will ensure full compliance with local regulations in all aspects of our operations.

6. Capacity of the Project

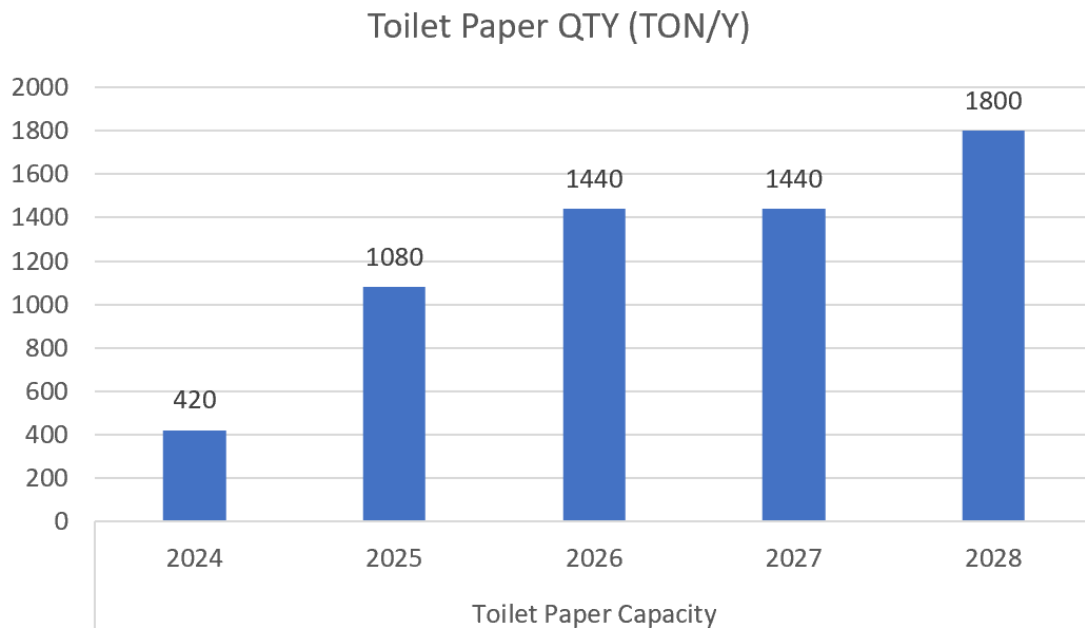
6.1 Production capacity calculation basis

- 300 working days annually

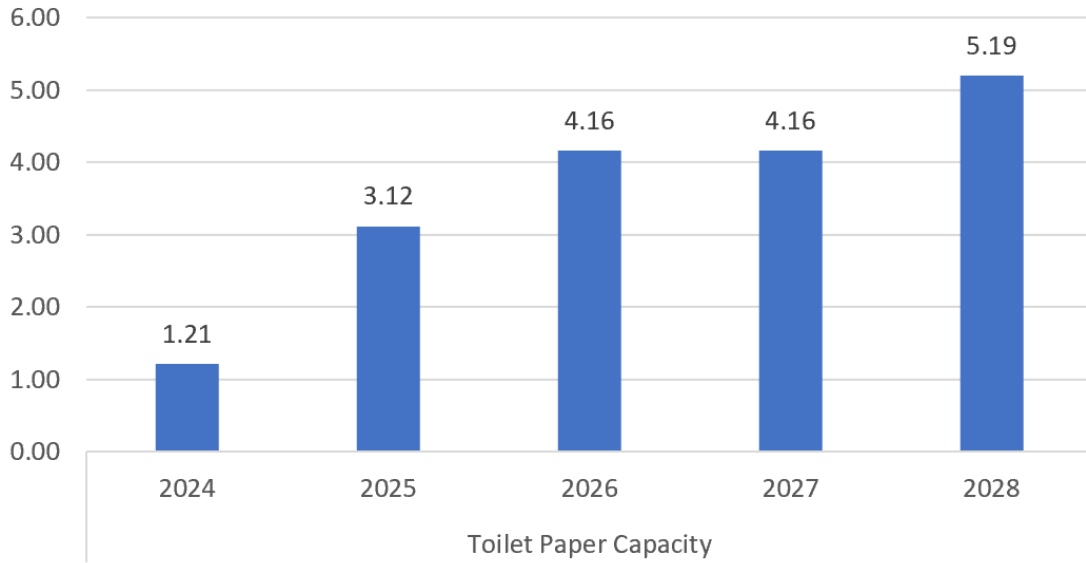
- Single shift basis
- 8 hours per shift

6.2 Capacity of toilet paper

Toilet Paper Capacity					
Year	2024	2025	2026	2027	2028
QTY (Ton/M)	60	90	120	120	150
QTY (Ton/Y)	420	1080	1440	1440	1800
Income (USD)	1,212,120.00	3,116,880.00	4,155,840.00	4,155,840.00	5,194,800.00



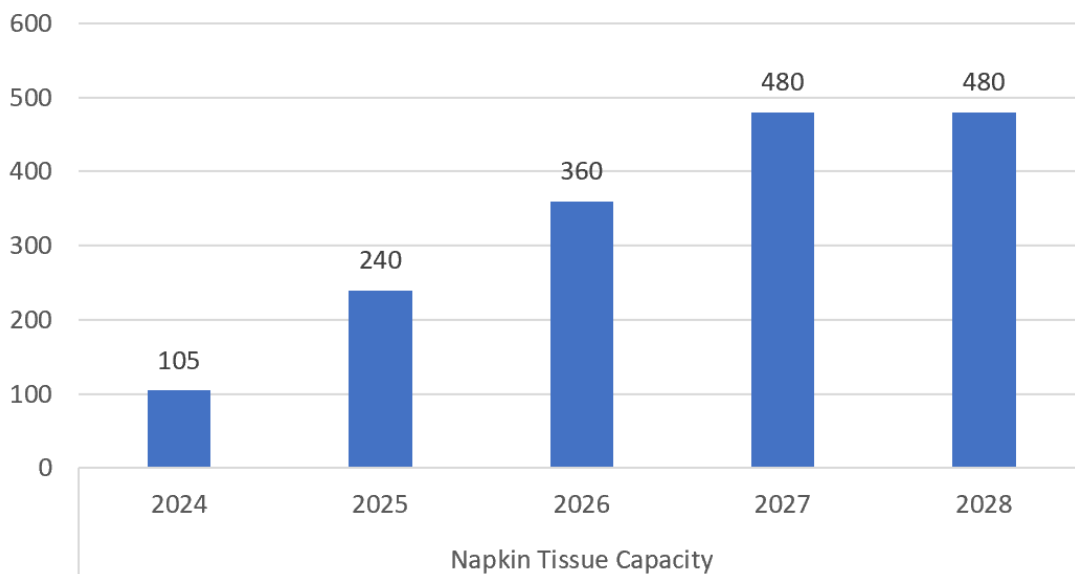
Toilet Paper Income (Million USD)

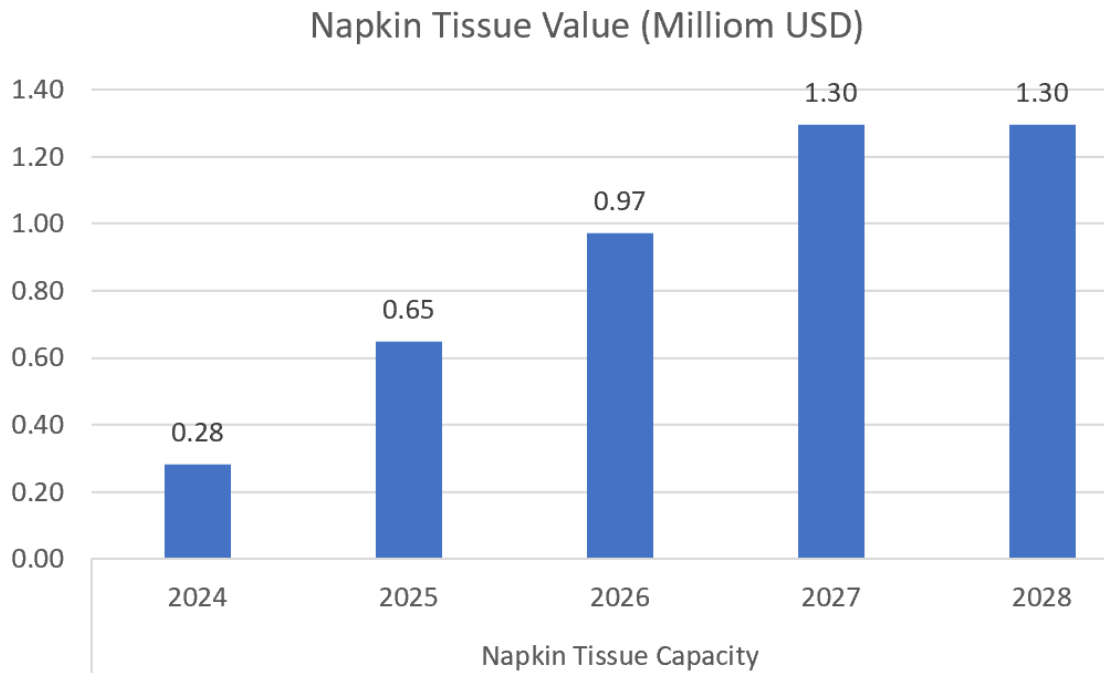


6.3 Capacity of Napkin tissue

Napkin Tissue Capacity					
Year	2024	2025	2026	2027	2028
QTY (PC/M)	15	20	30	40	40
QTY (PC/Y)	105	240	360	480	480
Value (USD)	283,500.00	648,000.00	972,000.00	1,296,000.00	1,296,000.00

Napkin QTY (TON/Y)





7. Investment cost

For investment cost forecasting, we have conducted the following analyses, which include the sources of funds for the investment at the beginning, projections for initial investment funds, and Investment funds expenditure breakdown.

7.1 Source of Funds

The project is expected to receive an investment of approximately \$1.2 million USD (The forecast and breakdown is listed in the section 7.2), sourced from the personal funds of the shareholder, from China.

S.N.	Sources	Amount (USD.)	Percentage
1	Owner's contribution from China	1,241,390	100%
2	Term Loan	0	0%
Total			100%

7.2 Investment Funds and breakdown

S.N.	Category	Amount (USD.)	Percentage
1	Plot leasing	42,480	3%
2	Workshop built	18,000	1%
3	Vehicle	39,000	3%
4	FURNITURE & FITTINGS	10,500	1%
5	Working Captical	50,023	4%
6	Pre-expense Semi-finished material	843,769	68%
7	Staff & Labor cost (annual)	83,192	7%
8	Others Expense	42,579	3%
9	G&A Expenses	111,846	9%
Total		1,241,390	100%

6.2.1 Plot leasing

PLOT LEASE	SQM	VALUE ANNUAL
COVERED AREA	600	
TOTAL \$ (1 years)		\$ 42,480.00

6.2.2 Workshop Built

WORKSHOP BUILT(COVERED)	SQM	VALUE
PAINTING	600	\$ 3,000.00
OFFICE AREA	150	\$ 10,000.00
CONCRETE	600	\$ 3,000.00
DOOR EXTENSION		\$ 2,000.00
TOTAL \$		\$ 18,000.00

6.2.3 Vehicle

VEHICLE	QTY	VALUE
SEADAN	1	\$ 9,000.00
SAMLL TRUCK	2	\$ 30,000.00
TOTAL \$		\$ 39,000.00

6.2.4 Furniture & Fittings

FURNITURE & FITTINGS	VALUE
COMPUTERS	\$ 2,000.00
AIR CONDITIONER	\$ 3,000.00
SHELVES	\$ 500.00
OTHERS	\$ 5,000.00
TOTAL \$	\$ 10,500.00

6.2.5 Working Capital

MACHINERY AND EQUIPMENT	QTY	VALUE
REWINDER	1	\$ 12,300.00
CUTTING MACHINE	1	\$ 5,100.00
TOILET PAPER PACKAGING MACHINE	1	\$ 3,800.00
NAPKIN MACHINE	1	\$ 4,500.00
NAPKIN PACKAGING MACHINE	1	\$ 4,500.00
3 TON PAPER ROLL FORKLIFT	1	\$ 9,500.00
AIR TANK	1	\$ 50.00
AIR COMPRESSOR	1	\$ 85.00
AIR DRYER	1	\$ 58.00
TRANSFORMER	1	\$ 130.00
100KVA GENERATOR	1	\$ 10,000.00
TOTAL		\$ 50,023.00

6.2.6 Semi-finished materials (first year)

PRE-EXPENSE SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT	VALUE/Y
Toilet PAPER JUMBO ROLL	60	7	TON	\$ 420,000.00
CUTTED JUMBO ROLL	15	7	TON	\$ 105,000.00
PACKING	5	7	TON	\$ 134,615.38
TOILET PAPER CORE	72000	7	PCS	\$ 184,153.85
TOTAL \$				\$ 843,769.23

6.2.7 Staff & labor (annually)

LABOR	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR
GM	2	CHINESE	1	1	TZS 7,800,000.00	TZS 15,600,000.00	TZS 109,200,000.00
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 45,500,000.00
FINANCE	1	LOCAL	1		TZS 600,000.00	TZS 600,000.00	TZS 4,200,000.00
SALES	8	LOCAL	8		TZS 600,000.00	TZS 4,800,000.00	TZS 33,600,000.00
ADMIN	1	LOCAL		1	TZS 280,000.00	TZS 280,000.00	TZS 1,960,000.00
TECHNICAL	4	LOCAL	4		TZS 220,000.00	TZS 880,000.00	TZS 6,160,000.00
PACKAGING (WORKER)	4	LOCAL		4	TZS 180,000.00	TZS 720,000.00	TZS 5,040,000.00
FORKLIFT/Crane OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 2,800,000.00
SECURITY (2 SHIFTS)	2	LOCAL	2		TZS 200,000.00	TZS 400,000.00	TZS 2,800,000.00
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 5,040,000.00
TOTAL	28		22	6		TZS 30,900,000.00	TZS 216,300,000.00
TOTAL \$						\$ 11,884.62	\$ 83,192.31

6.2.8 General & Admin (1st year)

EXPENSES	
OPERATING EXPENSE	USD/Y
Accounting & Legal	\$ 1,400.00
Advertising	\$ 3,500.00
Bank Fees	\$ 105.00
Consulting Fees	\$ 3,500.00
Dues & Subscriptions	\$ 350.00
Employee Training	\$ 2,100.00
Professional Fees	\$ 15,750.00
Repairs & Maint.-Bldgs. & Grounds	\$ 1,400.00
	\$ 17,150.00
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 40,584.12
	\$ 40,584.12
TRAVEL	
4% of revenue	\$ 54,112.15
	\$ 54,112.15
TOTAL	\$ 111,846.27

6.2.9 Other expenses

OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M	VALUE/M	VALUE ANNUAL
ELECTRICITY	TZS 350.00	9600	TZS 3,360,000.00	TZS 23,520,000.00
FUEL EXP.	TZS 3,100.00	1050	TZS 3,255,000.00	TZS 22,785,000.00
WORN OUT PARTS			TZS 5,000,000.00	TZS 35,000,000.00
POSTAGE/TELEPHONE			TZS 200,000.00	TZS 1,400,000.00
STATIONERY			TZS 1,000,000.00	TZS 7,000,000.00
REPAIRS/MAINTENANCE			TZS 3,000,000.00	TZS 21,000,000.00
TOTAL \$			\$ 6,082.69	\$ 42,578.85

8. Financial Projection

Below are the company's financial projection for a period of 5 years, from 2024 to 2028. The gross margin mentioned below is before income tax.

Following Table is the summary for 5 years, and the detailed breakdown for each year is listed in the following sub sections:

SUMMARY	YEAR 2024	YEAR 2025	YEAR 2026	YEAR 2027	YEAR 2028
Gross Margin	\$ 111,414.19	\$ 614,149.15	\$ 864,047.08	\$ 887,065.54	\$ 1,101,637.31
Total Income	\$ 1,352,803.85	\$ 3,403,869.23	\$ 4,638,184.62	\$ 4,937,261.54	\$ 5,872,500.00
total cost of sales	\$ 1,129,543.38	\$ 2,522,049.23	\$ 3,420,064.62	\$ 3,675,187.69	\$ 4,330,387.69
Total Expenses	\$ 111,846.27	\$ 267,670.85	\$ 354,072.92	\$ 375,008.31	\$ 440,475.00

8.1 Financial projection of year 2024

1. Summary of year 2024

SUMMARY	BUDGET/2024
Gross Margin	\$ 111,414.19
Total Income	\$ 1,352,803.85
total cost of sales	\$ 1,129,543.38
Total Expenses	\$ 111,846.27

2. Income of year 2024

INCOME	TOTAL QTY/TON	BUDGET/2024
OPERATING INCOME		
TOILET PAPER SALES	378.00	\$ 1,091,111.54
NAPKIN TISSUE SALES	94.50	\$ 261,692.31
TOTAL		\$ 1,352,803.85

3. Cost and of sales and expense of year 2024 is same as the investment in section 7.2.

8.2 Financial projection of year 2025

1. Summary of year 2025

SUMMARY	BUDGET/2025
Gross Margin	\$ 614,149.15
Total Income	\$ 3,403,869.23
total cost of sales	\$ 2,522,049.23
Total Expenses	\$ 267,670.85

1. Income of year 2025

INCOME	TOTAL QTY/TON	BUDGET/2024
OPERATING INCOME		
TOILET PAPER SALES	972.00	\$ 2,805,715.38
NAPKIN TISSUE SALES	216.00	\$ 598,153.85
TOTAL		\$ 3,403,869.23

2. Cost of sales of year 2025

Total cost of sales								
PLOT LEASE	SQM	LEASING \$/SQM/M			VALUE/M	VALUE ANNUAL	\$ 42,480.00	
COVERED AREA	600							
TOTAL \$ (1 years)						\$ 42,480.00		
PRE-EXPENSE SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT			VALUE/Y	\$ 2,255,074.92	
Toilet PAPER JUMBO ROLL	90	12	TON			\$ 1,080,000.00		
CUTTED JUMBO ROLL	20	12	TON			\$ 240,000.00		
PACKING	10	12	TON			\$ 461,538.46		
TOILET PAPER CORE	108000	12	PCS			\$ 473,538.46		
TOTAL \$						\$ 2,255,074.92		
LABOR	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 142,615.38
G/M	2	CHINESE	1	1	TZS 7,800,000.00	TZS 15,600,000.00	TZS 187,200,000.00	
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00	
FINANCE	1	LOCAL	1		TZS 600,000.00	TZS 600,000.00	TZS 7,200,000.00	
SALES	8	LOCAL	8		TZS 600,000.00	TZS 4,800,000.00	TZS 57,600,000.00	
ADMIN	1	LOCAL		1	TZS 280,000.00	TZS 280,000.00	TZS 3,360,000.00	
TECHNICAL	4	LOCAL	4		TZS 220,000.00	TZS 880,000.00	TZS 10,560,000.00	
PACKAGING (WORKER)	4	LOCAL		4	TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00	
SECURITY (2 SHIFTS)	2	LOCAL	1		TZS 200,000.00	TZS 400,000.00	TZS 4,800,000.00	
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00	
TOTAL	28		21	5		TZS 30,900,000.00	TZS 370,800,000.00	
TOTAL \$						\$ 11,884.62	\$ 142,615.38	
OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$ 81,874.92	
ELECTRICITY	TZS 350.00	12000			TZS 4,200,000.00	TZS 50,400,000.00		
FUEL EXP.	TZS 3,100.00	1400			TZS 4,340,000.00	TZS 52,080,000.00		
WORN OUT PARTS					TZS 5,000,000.00	TZS 60,000,000.00		
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00		
STATIONERY					TZS 1,000,000.00	TZS 12,000,000.00		
REPAIRS/MAINTENANCE					TZS 3,000,000.00	TZS 36,000,000.00		
TOTAL					\$ 6,823.08	\$ 81,874.92		
TOTAL \$						\$ 6,823.08	\$ 81,874.92	
TOTAL							\$ 2,522,049.23	

3. Expenses of year 2025

EXPENSES	
OPERATING EXPENSE	USD/Y
Accounting & Legal	\$ 2,400.00
Advertising	\$ 6,000.00
Bank Fees	\$ 180.00
Consulting Fees	\$ 6,000.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 3,600.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00
	\$ 29,400.00
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 102,116.08
	\$ 102,116.08
TRAVEL	
4% of revenue	\$ 136,154.77
	\$ 136,154.77
TOTAL	\$ 267,670.85

8.3 Financial projection of year 2026

1. Summary of year 2026

SUMMARY	BUDGET/2026
Gross Margin	\$ 864,047.08
Total Income	\$ 4,638,184.62
total cost of sales	\$ 3,420,064.62
Total Expenses	\$ 354,072.92

2. Income of year 2026

INCOME	TOTAL QTY/TON	BUDGET/2024
OPERATING INCOME		
TOILET PAPER SALES	1296.00	\$ 3,740,953.85
NAPKIN TISSUE SALES	324.00	\$ 897,230.77
TOTAL		\$ 4,638,184.62

3. Cost of sales of year 2026

Total cost of sales								
PLOT/LEASE	SQM	LEASING \$/SQM/M	VALUE/M	VALUE ANNUAL		\$		
COVERED AREA	600							
TOTAL \$ (1 years)						\$ 42,480.00		
VEHICLE								
	QTY				VALUE	\$		
SEADAN	0					\$ -		
SAMLL TRUCK	1					\$ 15,000.00		
TOTAL \$						\$ 15,000.00		
PRE-EXPENSE SEMI-FINISHED MATERIALS								
	QTY/M	MONTHS	UNIT		VALUE/Y	\$		
Toilet PAPER JUMBO ROLL	120	12	TON			\$ 1,440,000.00		
CUTTED JUMBO ROLL	30	12	TON			\$ 360,000.00		
PACKING	15	12	TON			\$ 692,307.69		
TOILET PAPER CORE	144000	12	PCS			\$ 631,384.62		
TOTAL \$						\$ 3,123,692.31		
LABOR								
	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$
GM	2	CHINESE	1	1	TZS 7,800,000.00	TZS 15,600,000.00	TZS 187,200,000.00	
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00	
FINANCE	1	LOCAL	1		TZS 600,000.00	TZS 600,000.00	TZS 7,200,000.00	
SALES	8	LOCAL	8		TZS 600,000.00	TZS 4,800,000.00	TZS 57,600,000.00	
ADMIN	1	LOCAL		1	TZS 280,000.00	TZS 280,000.00	TZS 3,360,000.00	
TECHNICAL	8	LOCAL	4		TZS 220,000.00	TZS 1,760,000.00	TZS 21,120,000.00	
PACKAGING (WORKER)	6	LOCAL		4	TZS 180,000.00	TZS 1,080,000.00	TZS 12,960,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00	
SECURITY (2 SHIFTS)	2	LOCAL	1		TZS 200,000.00	TZS 400,000.00	TZS 4,800,000.00	
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00	
TOTAL	34		21	5		TZS 32,140,000.00	TZS 385,680,000.00	
TOTAL \$						\$ 12,361.54	\$ 148,338.46	
OTHER EXPENSE								
	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$	
ELECTRICITY	TZS 350.00	15600			TZS 5,460,000.00	TZS 65,520,000.00		
FUEL EXP.	TZS 3,100.00	1600			TZS 4,960,000.00	TZS 59,520,000.00		
WORN OUT PARTS					TZS 5,000,000.00	TZS 60,000,000.00		
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00		
STATIONERY					TZS 1,000,000.00	TZS 12,000,000.00		
REPAIRS/MAINTENANCE					TZS 3,000,000.00	TZS 36,000,000.00		
TOTAL						TZS 22,640,000.00	TZS 273,480,000.00	
TOTAL \$						\$ 7,546.15	\$ 90,553.85	
TOTAL						\$	3,420,064.62	

4. Other expenses of year 2026

EXPENSES	
OPERATING EXPENSE	USD/Y
Accounting & Legal	\$ 2,400.00
Advertising	\$ 6,000.00
Bank Fees	\$ 180.00
Consulting Fees	\$ 6,000.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 3,600.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00
	\$ 29,400.00
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 139,145.54
	\$ 139,145.54
TRAVEL	
4% of revenue	\$ 185,527.38
	\$ 185,527.38
TOTAL	\$ 354,072.92

8.4 Financial projection of year 2027

1. Summary of year 2027

SUMMARY	BUDGET/2027
Gross Margin	\$ 887,065.54
Total Income	\$ 4,937,261.54
total cost of sales	\$ 3,675,187.69
Total Expenses	\$ 375,008.31

2. Income of year 2027

INCOME	TOTAL QTY/TON	BUDGET/2024
OPERATING INCOME		
TOILET PAPER SALES	1296.00	\$ 3,740,953.85
NAPKIN TISSUE SALES	432.00	\$ 1,196,307.69
TOTAL		\$ 4,937,261.54

3. Cost of sales of year 2027

Total cost of sales									
PLOT LEASE	SGM	LEASING \$/SQM/M		VALUE/M	VALUE ANNUAL	\$	42,480.00		
COVERED AREA	800	5.9							
TOTAL \$ (1 years)					\$		42,480.00		
VEHICLE	QTY				VALUE	\$	15,000.00		
SEADAN	0				\$		-		
SAMLL TRUCK	1				\$		15,000.00		
TOTAL \$					\$		15,000.00		
WORKING CAPITAL	QTY				VALUE	\$	34,000.00		
NAPKIN MACHINE	1				\$		4,500.00		
NAPKIN PACKAGING MACHINE	1				\$		4,500.00		
200KVA GENERATOR	1				\$		25,000.00		
TOTAL					\$		34,000.00		
PRE-EXPENSE SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT		VALUE/Y	\$	3,336,000.00		
Toilet PAPER JUMBO ROLL	120	12	TON		\$		1,440,000.00		
CUTTED JUMBO ROLL	40	12	TON		\$		480,000.00		
PACKING	17	12	TON		\$		784,615.38		
TOILET PAPER CORE	144000	12	PCS		\$		631,384.62		
TOTAL \$					\$		3,336,000.00		
LABOR	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$	152,030.77
GM	2	CHINESE	1	1	TZS 7,800,000.00	TZS 15,600,000.00	TZS 187,200,000.00		
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00		
FINANCE	1	LOCAL	1		TZS 600,000.00	TZS 600,000.00	TZS 7,200,000.00		
SALES	8	LOCAL	8		TZS 600,000.00	TZS 4,800,000.00	TZS 57,400,000.00		
ADMIN	1	LOCAL		1	TZS 280,000.00	TZS 280,000.00	TZS 3,360,000.00		
TECHNICAL	10	LOCAL	4		TZS 220,000.00	TZS 2,200,000.00	TZS 26,400,000.00		
PACKAGING (WORKER)	8	LOCAL		4	TZS 180,000.00	TZS 1,440,000.00	TZS 17,280,000.00		
FORKLIFT/Crane OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00		
SECURITY (2 SHIFTS)	2	LOCAL	1		TZS 200,000.00	TZS 400,000.00	TZS 4,800,000.00		
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00		
TOTAL	38		21	5		TZS 32,940,000.00	TZS 395,280,000.00		
TOTAL \$						\$ 12,669.23	\$ 152,030.77		
OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$	95,676.92	
ELECTRICITY	TZS 350.00	17000			TZS 5,950,000.00	TZS 71,400,000.00			
FUEL EXP.	TZS 3,100.00	1800			TZS 5,580,000.00	TZS 66,960,000.00			
WORN OUT PARTS					TZS 5,000,000.00	TZS 60,000,000.00			
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00			
STATIONERY					TZS 1,000,000.00	TZS 12,000,000.00			
REPAIRS/MAINTENANCE					TZS 3,000,000.00	TZS 36,000,000.00			
TOTAL									
TOTAL \$					\$ 7,973.08	\$ 95,676.92			
TOTAL							\$	3,675,187.69	

4. Other expenses of year 2027

EXPENSES	
OPERATING EXPENSE	USD/Y
Accounting & Legal	\$ 2,400.00
Advertising	\$ 6,000.00
Bank Fees	\$ 180.00
Consulting Fees	\$ 6,000.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 3,600.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00
	\$ 29,400.00
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 148,117.85
	\$ 148,117.85
TRAVEL	
4% of revenue	\$ 197,490.46
	\$ 197,490.46
TOTAL	\$ 375,008.31

8.5 Financial projection of year 2028

1. Summary of year 2028

SUMMARY	BUDGET/2028
Gross Margin	\$ 1,101,637.31
Total Income	\$ 5,872,500.00
total cost of sales	\$ 4,330,387.69
Total Expenses	\$ 440,475.00

2. Income of year 2028

INCOME	TOTAL QTY/TON	BUDGET/2024
OPERATING INCOME		
TOILET PAPER SALES	1620.00	\$ 4,676,192.31
NAPKIN TISSUE SALES	432.00	\$ 1,196,307.69
TOTAL		\$ 5,872,500.00

3. Cost of sales of year 2028

Total cost of sales								
PLOT LEASE	SQM	LEASING S/SQM/M	VALUE/M	VALUE ANNUAL			\$ 42,480.00	
COVERED AREA	800	5.9						
TOTAL \$ (1 years)							\$ 42,480.00	
WORKING CAPITAL								
	QTY					VALUE	\$ 34,000.00	
NAPKIN MACHINE	1					\$ 4,500.00		
NAPKIN PACKAGING MACHINE	1					\$ 4,500.00		
200KVA GENERATOR	1					\$ 25,000.00		
TOTAL						\$ 34,000.00		
PRE-EXPENSE SEMI-FINISHED MATERIALS								
	QTY/M	MONTHS	UNIT			VALUE/Y	\$ 3,992,307.69	
Toilet PAPER JUMBO ROLL	150	12	TON			\$ 1,800,000.00		
CUTTED JUMBO ROLL	40	12	TON			\$ 480,000.00		
PACKING	20	12	TON			\$ 923,076.92		
TOILET PAPER CORE	180000	12	PCS			\$ 789,230.77		
TOTAL \$						\$ 3,992,307.69		
LABOR								
	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 161,261.54
GM	2	CHINESE	1	1	TZS 7,800,000.00	TZS 15,600,000.00	TZS 187,200,000.00	
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00	
FINANCE	1	LOCAL	1		TZS 600,000.00	TZS 600,000.00	TZS 7,200,000.00	
SALES	10	LOCAL	8		TZS 600,000.00	TZS 6,000,000.00	TZS 72,000,000.00	
ADMIN	1	LOCAL		1	TZS 280,000.00	TZS 280,000.00	TZS 3,360,000.00	
TECHNICAL	12	LOCAL	4		TZS 220,000.00	TZS 2,640,000.00	TZS 31,680,000.00	
PACKAGING (WORKER)	10	LOCAL		4	TZS 180,000.00	TZS 1,800,000.00	TZS 21,600,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00	
SECURITY (2 SHIFTS)	2	LOCAL	1		TZS 200,000.00	TZS 400,000.00	TZS 4,800,000.00	
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00	
TOTAL	44		21	5		TZS 34,940,000.00	TZS 419,280,000.00	
TOTAL \$						\$ 13,438.46	\$ 161,261.54	
OTHER EXPENSE								
	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$ 100,338.46	
ELECTRICITY	TZS 350.00	19000			TZS 6,650,000.00	TZS 79,800,000.00		
FUEL EXP.	TZS 3,100.00	1900			TZS 5,890,000.00	TZS 70,680,000.00		
WORN OUT PARTS					TZS 5,000,000.00	TZS 60,000,000.00		
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00		
STATIONERY					TZS 1,000,000.00	TZS 12,000,000.00		
REPAIRS/MAINTENANCE					TZS 3,000,000.00	TZS 36,000,000.00		
TOTAL								
TOTAL \$					\$ 8,361.54	\$ 100,338.46		
TOTAL							\$ 4,330,387.69	

4. Other expenses of year 2028

EXPENSES		USD/Y
OPERATING EXPENSE		
Accounting & Legal		\$ 2,400.00
Advertising		\$ 6,000.00
Bank Fees		\$ 180.00
Consulting Fees		\$ 6,000.00
Dues & Subscriptions		\$ 600.00
Employee Training		\$ 3,600.00
Professional Fees		\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds		\$ 2,400.00
		\$ 29,400.00
ENTERTAINMENT (3% OF REVENUE)		
Item 1		\$ 176,175.00
		\$ 176,175.00
TRAVEL		
4% of revenue		\$ 234,900.00
		\$ 234,900.00
TOTAL		\$ 440,475.00

9. Marketing and Sales Strategy

9.1 Marketing Activities

1. Targeted Advertising

Utilize targeted advertising channels to reach potential customers, including online platforms, industry publications, trade shows, and local media outlets. Tailor advertising messages to resonate with the specific needs and pain points of our target audience.

2. Digital Marketing

Implement a robust digital marketing strategy encompassing search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and content marketing. Leverage platforms such as Google Ads, Facebook, LinkedIn, and YouTube to increase brand visibility and generate leads.

3. Content Creation

Develop high-quality content, such as blog posts, articles, videos, and infographics, that educates and informs potential customers about high quality and cost-effective of our toilet paper and napkin tissue. Position DEDAPEX NATIONAL SERVICE COMPANY LIMITED as an industry expert and thought leader in the field of tissue manufacturing.

4. Partnerships and Collaborations

Forge strategic partnerships with complementary businesses, such as schools, cleaning service company, airline, Chain restaurant company, and chain hotel, to expand our reach and access new customer segments. Collaborate on joint marketing initiatives, co-branded promotions, and referral programs to drive sales.

9.2 Sales Strategy

1. Direct Sales Team:

- 1) Establish a dedicated direct sales team tasked with prospecting, lead generation, and closing deals with potential customers in Dar es salaam and Cost Region. Provide comprehensive product training and sales support to enable the team to effectively communicate the value proposition of our tissue and overcome objections.



Image 7: potential major market in Dar es salaam&Pawani

2) For the sales team in other main cities, as Arusha, Mwanza, Mbeya, Dodoma,.etc. Corporate with our distributors to expand the customer and enhance customer loyalty. We have divided the region into three tiers:

- Tier 1 (Red Region): Dar es salaam, Zanzibar, Pawani
- Tier 2(Orange region): Mwanza, Mbeya, Arusha, Shiyaga
- Tier 3(Blue region): Tanga, Lindi, Morogoro, Ruvum, Dodoma

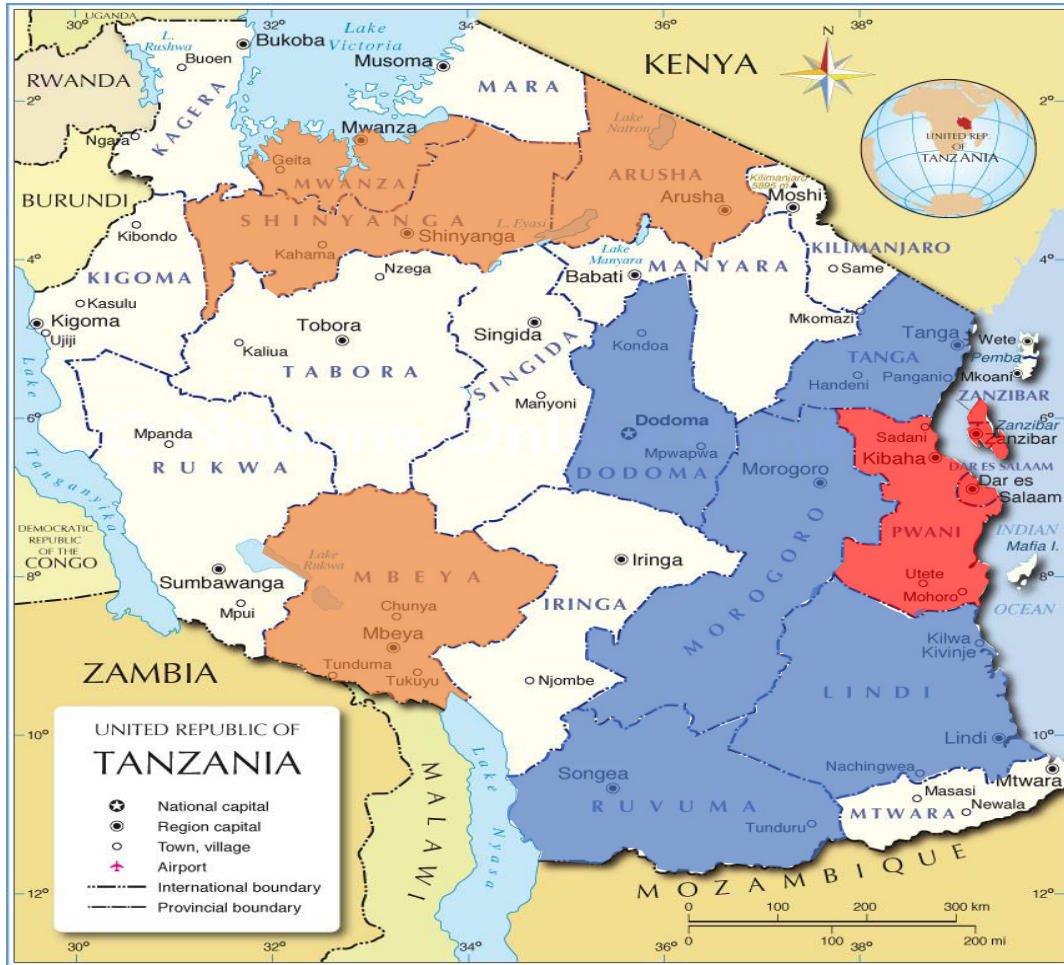


Image 7: potential major sales channels in Domestic

2. Channel Partnerships:

Develop a network of authorized dealers, distributors, and resellers not only in Tanzania only, also across Tanzania, like Rwanda, Kenya, Congo, Zambia and Malawi, to extend our sales reach and penetrate local markets. Provide channel partners with incentives, sales enablement tools, and marketing support to incentivize them to promote and sell our products.

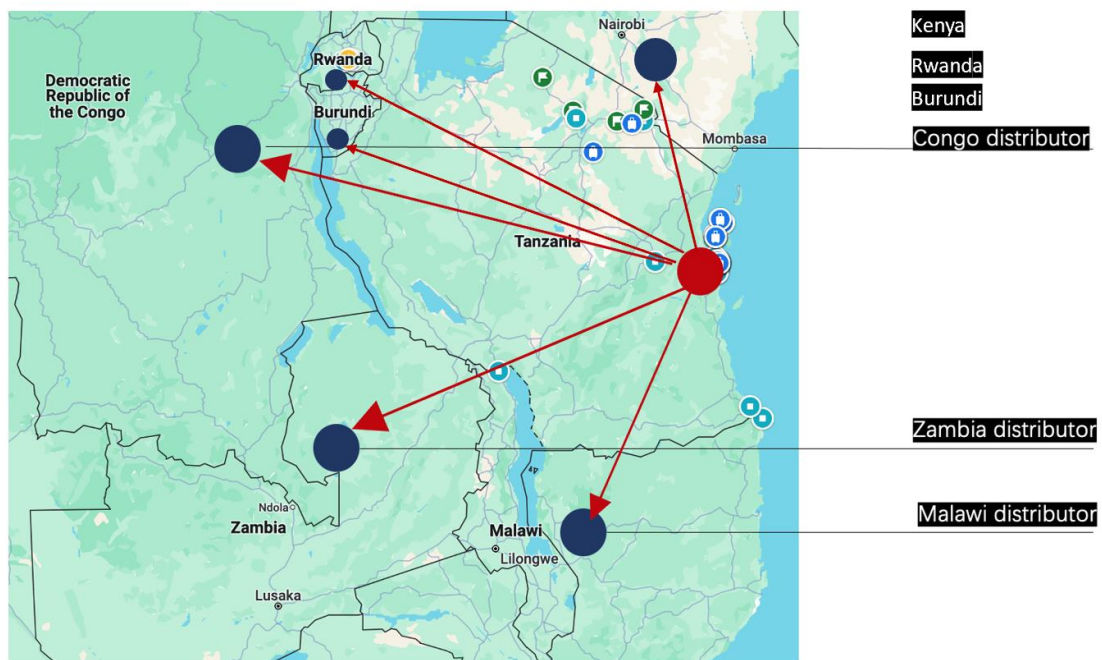


Image 7: potential major sales channels in main importing countries

3. Customer Relationship Management (CRM):

Implement a CRM system to manage customer interactions, track sales activities, and nurture leads throughout the sales funnel. Utilize data analytics and reporting capabilities to gain insights into customer behavior, preferences, and purchasing patterns.

4. Measurement and Evaluation:

Regularly monitor and evaluate the effectiveness of our marketing and sales efforts through key performance indicators (KPIs) such as:

- i. Sales Revenue
- ii. Lead Generation
- iii. Conversion Rates
- iv. Customer Acquisition Cost (CAC)
- v. Customer Lifetime Value (CLV)

5. Market Share

Use data-driven insights to refine and optimize our marketing and sales strategies over time, ensuring alignment with our business objectives and market dynamics.

10. Implementation Schedule

10.1 Implementation Schedule for year 2023-2024

Market Research Phase (Jan 2023 - Mar 2024)

Market insight, Conduct market research and competitive analysis

Establish project objectives and scope

Determine project team members and responsibilities

Develop project plan and budget

Preparation Phase (Apr 2023 – Feb 2024)

Workshop built

License application

Develop detailed product design and development plan

Identify technical and resource requirements

Determine marketing and sales strategies

First batch Material and capital goods preparation and Importation

Local supplier and product preparation

Development Phase (Mar 2024 -May 2024)

Develop product prototypes or samples

Conduct product testing and validation

Refine product design and functionality

Implementation Phase (Jun 2024 - Nov 2024)

Launch product and commence sales

Conduct customer training and support

Manage production and supply chain

Monitor sales and market feedback

Implement marketing and promotional activities

Evaluation Phase (Nov 2024 - Nov 2024)

Assess project progress and outcomes

Gather customer feedback and market data

Analyze project performance and cost-effectiveness

Determine future development directions and improvement plans

Conclusion Phase (Dec 2024)

Prepare project summary report

Review project experiences and lessons learned

Make recommendations and suggest improvements

Celebrate successful project completion

10.2 Implementation Schedule for year 2025-2028

The above is the implementation plan for 2023-2024, and updates for the following year's plan will be made based on the final conclusion from conclusion phase.

For first 5-year implementation plan, our sales targets are detailed in the capacity section. If sales volume reaches the maximum capacity by the end of 2026, expansion plans should be considered for further growth:

1. Extend the land and building from 600sqm to 800sqm.
2. Increase in company personnel: Expanding from the original 28 employees to 38.
3. Add additional production line of napkin tissue and other supporting devices.