

**EVERWELL CABLES AND ENGINEERING COMPANY**  
**BUSINESS PLAN**

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### Business Profile

#### A. Executive Summary

##### 1. Company & Project concept

**EVERWELL CABLE AND ENGINEERING COMPANY** is a limited liability Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated on 30<sup>th</sup> July 2015 and bears a Certificate of Incorporation number 119188. The Company seeks to expand the project of manufacturing the electric equipments in its company.

**EVERWELL CABLE AND ENGINEERING COMPANY's project** will be located at Pwani, Tanzania.

The outreach Office is located at Pwani region, Mkuranga district, Mkuranga ward, Postal code 61501Dundani Street, Dundani Road, Plot number 4-12, Block number G, House number 4-12

Our goals and objectives are mainly to achieve the production of capacity of wire, cable, transformer, concrete pole, insulators and manufacture copper cathode, aluminum rod from copper plate and aluminum ingot. in the United Republic of Tanzania.

#### Company Goals and Objectives:

In Summary **EVERWELL CABLE AND ENGINEERING COMPANY** aims to: -

- Market Expansion: Expand the market reach locally within Tanzania and internationally to increase market share of the company.
- To ensure high-quality production standards for all products to meet both local and international standards.
- To implement sustainable manufacturing processes and to minimize environmental impact, including recycling and efficient use of raw materials.
- To invest in research and development to innovate and improve product offerings, staying ahead of industry trends.
- To maintain high levels of customer satisfaction through reliable products and excellent services.
- To adhere to all safety regulations and industry standards to ensure the safety of workers and end-users.
- Optimize production processes to reduce costs and increase profitability hence achieving cost efficiency.

##### 2. Purpose of Business Plan

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This document is prepared to serve the purpose of expanding the project to be registered with Tanzania Investment Centre (TIC) to enable **EVERWELL CABLE AND ENGINEERING COMPANY** to proceed with the process of expanding the project of production capacity of wire, cable, transformer, concrete pole, insulators and manufacture copper cathode, aluminum rod from copper plate and aluminum ingot. in the United Republic of Tanzania.

### 3. The project promoter

The project will be managed and operated by EVERWELL CABLE AND ENGINEERING COMPANY which is owned by private companies with the following shareholders percentages distribution is listed below.

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES
HEBEI HUATONG WIRES AND CABLES GROUP COMPAN	N/A	97
HT INTERNATIONAL (ASIA PACIFIC) LIMITED	N/A	3
TOTAL NUMBER OF SHARES OF THE COMPANY = 100 Ordinary Shares		

### 4. Intended investment Amount:

The investment amount is USD 50,000,000.

### 5. Company Legality

The legal certificates, and documents such as Memorandum and Article of Association, Certificate of Incorporation and Tax Identification Number, justify that **EVERWELL CABLE AND ENGINEERING COMPANY** is operating within the ambit of the law of Tanzania.

### 6. Project Organization Structure

The management of **EVERWELL CABLE AND ENGINEERING COMPANY** is constituted by the following organization set up, the Board of Directors who are responsible on the supervision on the entire operations of the Company and the company's operational team which implement the project goals and vision.

### 7. Investment Structure

The project is estimated to cost a total approximation of USD 50,000,000 which will increase from time to time. The money will cover working Capital, material, purchase of expansion and other

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company expenses. However, a financial policy of the Company state that the profits generated will be re-invested.

### 8. Statement of Purpose

This profile is drawn for the purpose of commencement of the business and application for expansion of project registration from Tanzania Investment Centre

### 9. Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for **EVERWELL CABLE AND ENGINEERING COMPANY** on the integration of the use of expanded project in the United Republic of Tanzania/Zanzibar.

### 10. Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Increasing the production of electric equipment.
- Increase efficiency of the machinery and equipment due to improvement of technology
- Direct Domestic investment of more than USD 50,000,000 within 2024 -2028
- Increase tax contribution to the government since increase in production will increase profits.
- Reduce time consumption caused by slow-working machinery and reduction of costs caused by frequent maintenance or new equipment purchase.

### 11. Mission and Vision

The mission for the registration of the use of expanded project is to ensure that in the long run the expanded project in the company is done while complying with the laws, promoting safety, and minimizing environmental impact in compliance with the laws.

### 12. Operations

The project will be managed and operated by **EVERWELL CABLE AND ENGINEERING COMPANY**. The company is finalizing acquisition of operation permits in its project of integrating the expansion of project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

### 13. Project Location

The project shall be located at Pwani region, Mkuranga district, Mkuranga ward, Postal code 61501, Dundani Street, Dundani Road, Plot number 4-12, Block number G, House number 4-

#### **14. Postal Address**

**P.O. Box 13989,**

**Dar es Salaam, Tanzania.**

#### **15. Project Justification**

The proposed project is under management of **EVERWELL CABLE AND ENGINEERING COMPANY** and is in line with Tanzanian government efforts in attempt to develop manufacturing sector. This also has been complemented by the fact that the government is making a critical effort in improving the manufacturing sector, by implementing manufacturing policies with aim of improving business environment for manufacturing Companies.

Regarding the initiative undertaken by **EVERWELL CABLE AND ENGINEERING COMPANY**, is justified by the following facts: -

- The Company have a special invested interest in the manufacturing sector therefore, decided to seek for additional of the manufacturing project in their company.
- The involvement of the company in the manufacturing sector will boost and at the same time strengthen the manufacturing sector in Tanzania. The Company's marketing strategy and intention is to have a wide customer base both locally and internationally.

##### **a. Social and Economic Impact of the Project**

The proposed project will result into the following social and economic impacts:

- Improve and increase the manufacturing sector through incorporating more advanced manufacturing tools and systems which could be adopted by other local manufacturers in the United Republic of Tanzania.
- Increased competitiveness among local manufacturers and export markets in Tanzania.
- The project will provide employment for people in Tanzania and training the employees to further improve their knowledge on the manufacturing industry.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

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### **b. Industry Analysis**

#### a. Sales Literature, Sourcing and Technology

##### i. Sales Literature

The company shall use different materials and trainings about their services to customers.

##### ii. Technology

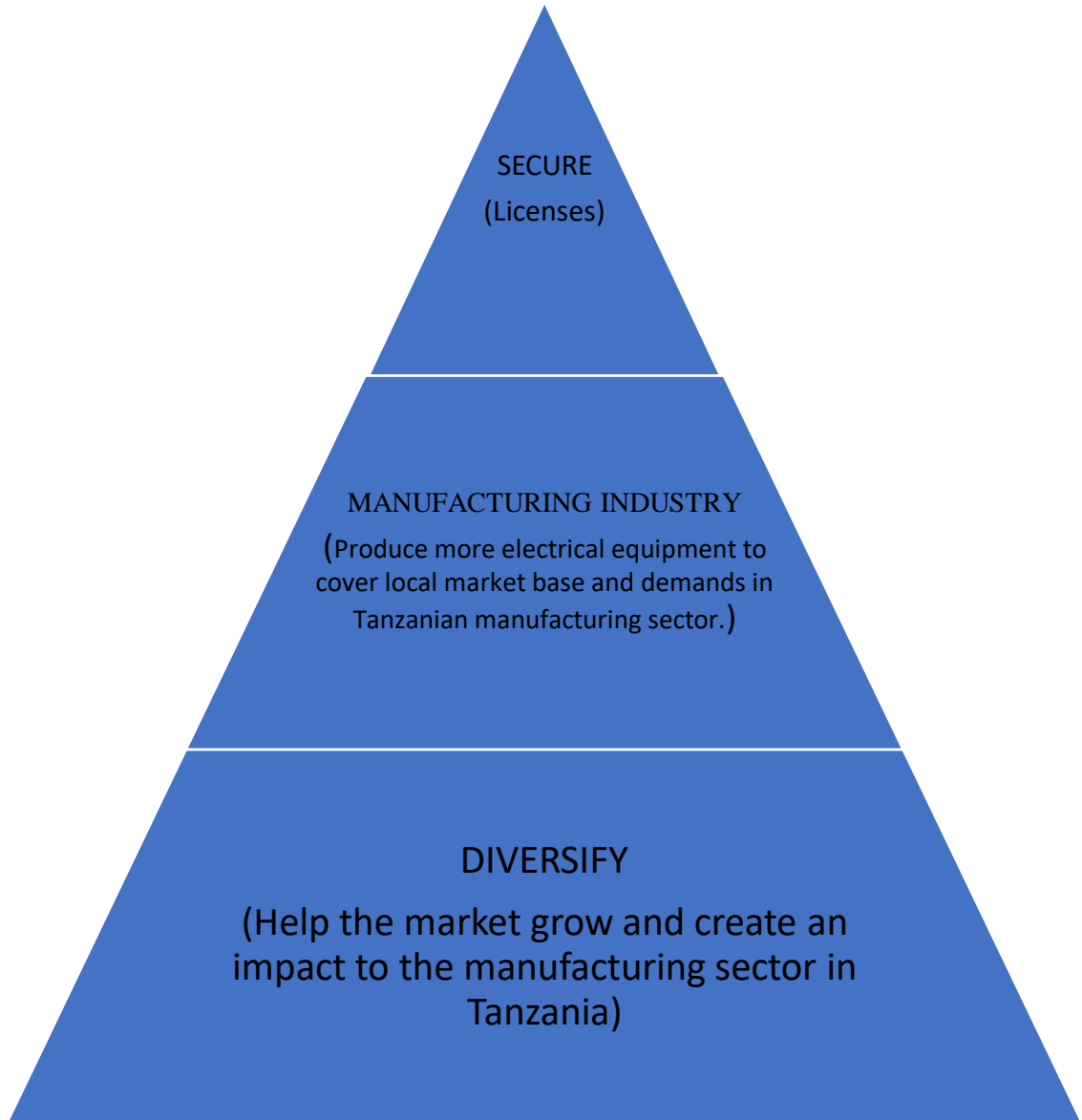
The company aims to incorporate modern methods such as the used of advanced machinery in its production process which would increase productivity and quality of the manufactured goods.

#### Future Services

The company foresees exploring the provision of services such as predictive maintenance through advanced data analytics, energy efficiency consulting, customized product integration, production of smart electric equipment as well as improved quality of the equipment. Also, energy storage solutions and sustainability consulting to address environmental concerns.

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## Strategy Pyramid



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### b. Competitive Edge

The Company will have a rather bigger advantage from their competition due to the following reasons: -

- The electronic equipment manufacturing industry involves continuous innovation thus involves catching up with the drastic changes that occur daily in the industry against other manufacturers.
- Most companies which have manufacturing projects provide services at a very high price and whereas the company will provide services at a much and more affordable prices.
- The opening of Tanzania for international investment will create a huge demand for manufacturing projects which will create a huge market for the company and ensure the return of investment in a short period of time.

### c. Opportunities

#### a. Increased demand for manufacturing activities

Tanzania now is witnessing the increase in demand in manufacturing sector because it is one among the highest contributors of the country's GDP.

#### b. Uniqueness location of the project

**EVERWELL CABLE AND ENGINEERING COMPANY's** project will be one of the manufacturing activities, which is located at Dar es Salaam, Tanzania. The location of this project provides an opportunity to **EVERWELL CABLE AND ENGINEERING COMPANY** to easily capture the market around Dar es Salaam Region and even extending its borders to the new road that connects to Morogoro, Tanga and other central regions of other parts of Tanzania.

#### c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote the manufacturing sector locally and across borders.

#### d. Government Incentives package

The Government has enacted laws that offer reasonable incentives both fiscal and non-fiscal. Fiscal incentives include import duty and VAT exemptions on project capital/ deemed capital goods such as machinery and equipment. Non fiscal incentives include permission to hire up to 100 foreign employees without restrictions (immigration quota)

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### d. Analysis of Strengths, Weaknesses, Opportunity, and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<b>Strengths</b> <ul style="list-style-type: none"><li>• Availability of Markets</li><li>• Connection to stakeholders</li><li>• Adequate capital</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Supply chain dependency</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Suitable facilitative policy.</li><li>• Government development of the sector and huge demand of the services.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Increment of inflation</li><li>• High competition from existing industry giants.</li><li>• Regulatory changes</li></ul>

The company has prepared for the action plans by doing the following: -

### e. Marketing Information

The company will employ qualified people to conduct the marketing of the manufactured product.

### g. Marketing Strategy

#### i. Overview

The success of **EVERWELL CABLE AND ENGINEERING COMPANY** will be achieved by providing high quality services, providing friendly service, and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just manufacturing services to make **EVERWELL CABLE AND ENGINEERING COMPANY** successful **EVERWELL CABLE AND ENGINEERING COMPANY** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts. Management will endeavor to create and

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maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales and distribution.

### ii. Customer Database

**EVERWELL CABLE AND ENGINEERING COMPANY** will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; discounts; etc. The database will be gathered and maintained in the system. **EVERWELL CABLE AND ENGINEERING COMPANY** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' sign-up book with promotional signage; promotion; etc.

### iii. Advertising

**EVERWELL CABLE AND ENGINEERING COMPANY** will adopt an aggressive advertising strategy. **EVERWELL CABLE AND ENGINEERING COMPANY** will process outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure **EVERWELL CABLE AND ENGINEERING COMPANY** will utilize both traditional non-- traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **EVERWELL CABLE AND ENGINEERING COMPANY** will adopt towards the use of traditional advertising such as radio, newspaper, billboards, or television.

### iv. Costing and Pricing

The costing and pricing are done by the management of **EVERWELL CABLE AND ENGINEERING COMPANY**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e., they are business-oriented personnel and thus they are competent to ensure the project is implemented with maintainable costs and attractive profits.

### v. Customers

**EVERWELL CABLE AND ENGINEERING COMPANY** is targeting to all regions in Tanzania and whole of East Africa specifically targeting the companies, businesses, and individual customers.

As it has been explained in preamble chapters, **EVERWELL CABLE AND ENGINEERING COMPANY** will set project which will be indulging in manufacturing business.

### vi. Marketing Plan

The company has both short term and long-term marketing plan:

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The short-term marketing plan includes:

- Building sustainable long-term relationships with customers, suppliers, and investors.
- Training of sales staff sales, and Marketing.

Long Term Plans includes:

- Join to the network of manufacturing companies to market to exploit more business opportunities.
- Investing in Market Research and Development

### **d. Management & Administration**

#### **a. Management**

The management team of **EVERWELL CABLE AND ENGINEERING COMPANY** planned to be constituted by the following management team: -

##### **i. Board of Directors**

**EVERWELL CABLE AND ENGINEERING COMPANY** will be managed by the board of Directors which is the apex body for strategic decision making of the project in line with the resolutions from the shareholders.

##### **ii. Accountant**

An internal accountant will be employed to work with the existing external accountant who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **EVERWELL CABLE AND ENGINEERING COMPANY** but also keeping books of accounts properly.

##### **iii. Management Agreements**

Management Agreements will be executed between **EVERWELL CABLE AND ENGINEERING COMPANY** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

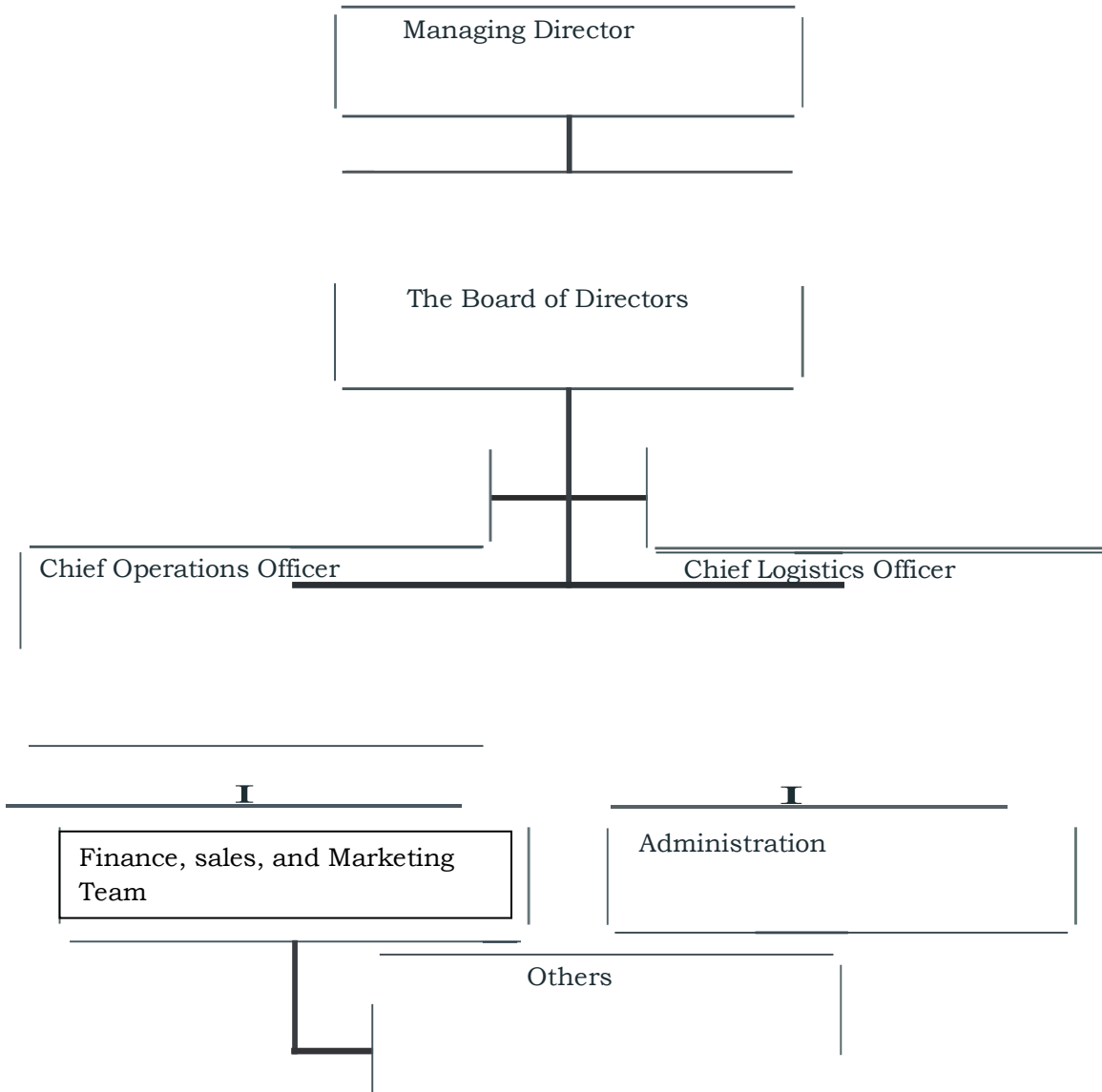
##### **iv. Confidentiality Agreements**

**EVERWELL CABLE AND ENGINEERING COMPANY** will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our manufacturing business, operating systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets and show our employees that we take our business seriously.

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## v. Organization Structure

The management of **EVERWELL CABLE AND ENGINEERING COMPANY** is planning to have the following organization structure.



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### vi. Job creation

The following table illustrates the forecasted job creation throughout the coming five years.

Job Title /Year	2024	2025	2026	2027	2028	Total
Country Manager	1	0	0	0	0	1
Finance Manager	1	0	0	0	0	1
Office Manager	1	0	0	0	0	1
Sales Manager	1	0	0	0	0	1
Operations Manager	1	0	0	0	0	1
Manufacturing Equipment's Operators	10	5	5	5	5	30
Manufacturing Technician	2	0	1	1	1	5
Grand Total	17	5	6	6	6	40

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## Appendix I

**EVERWELL CABLE AND ENGINEERING COMPANY PROJECTED INCOME & EXPENDITURE  
STATEMENT (US\$)**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Revenue	1,415,232.00	1,429,384.32	1,443,678.16	1,458,114.94	1,472,696.09	1,487,423.06
<b>Operating Expenses:</b>	1,202,947.20	1,214,976.67	1,227,126.44	1,239,397.70	1,251,791.68	1,264,309.60
<b>Profit before Depreciation &amp;Interest</b>	<b>212,284.80</b>	<b>214,407.65</b>	<b>216,551.72</b>	<b>218,717.24</b>	<b>220,904.41</b>	<b>223,113.46</b>
<b>Interest</b>	18,000	14,400	10,800	7,200	3,600	-
<b>Depreciation</b>	<b>14,025.00</b>	<b>14,025.00</b>	<b>14,025.00</b>	<b>14,025.00</b>	<b>14,025.00</b>	<b>14,025.00</b>
<b>Net Profit</b>	<b>180,259.80</b>	<b>185,982.65</b>	<b>191,726.72</b>	<b>197,492.24</b>	<b>203,279.41</b>	<b>209,088.46</b>
Tax (30%)	54,077.94	55,794.79	57,518.02	59,247.67	60,983.82	62,726.54
<b>Profit After Tax</b>	<b>126,181.86</b>	<b>130,187.85</b>	<b>134,208.71</b>	<b>138,244.57</b>	<b>142,295.59</b>	<b>146,361.92</b>
Accumulated Profit	126,181.00	256,368.85	390,577.56	528,822.13	671,117.72	817,479.64

**EVERWELL CABLE AND ENGINEERING COMPANY PROJECTED PROJECTED CASH FLOW**

**US\$**

	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>SOURCES:</b>							
<b>Profit before interest and depreciation</b>	<b>0</b>	<b>212,284.80</b>	<b>214,407.65</b>	<b>216,551.72</b>	<b>218,717.24</b>	<b>220,904.41</b>	<b>223,113.</b>
<b>Equity</b>	<b>200,000.00</b>						
<b>Loan</b>	<b>300,000.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total Sources</b>	<b>500,000.00</b>	<b>212,284.80</b>	<b>214,407.65</b>	<b>216,551.72</b>	<b>218,717.24</b>	<b>220,904.41</b>	<b>223,113.</b>
<b>Applications:</b>							
<b>Capital expenditure</b>	<b>375,000.00</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>working Capital &amp;Others</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.00</b>	<b>125,000.</b>
<b>Cash</b>	<b>0</b>	<b>87284</b>	<b>89,407.00</b>	<b>91,551.00</b>	<b>93,717.00</b>	<b>95,904.00</b>	<b>98,114.0</b>
<b>Tax</b>	<b>-</b>	<b>54,077.94</b>	<b>55,794.79</b>	<b>57,518.02</b>	<b>59,247.67</b>	<b>60,983.82</b>	<b>62,726.5</b>
<b>Sub total</b>	<b>500,000.00</b>	<b>212,284.00</b>	<b>214,407.00</b>	<b>216,551.00</b>	<b>218,717.00</b>	<b>220,904.00</b>	<b>223,114.</b>
<b>Total applications</b>	<b>500,000.00</b>	<b>212,284.00</b>	<b>214,407.00</b>	<b>216,551.00</b>	<b>218,717.00</b>	<b>220,904.00</b>	<b>223,114.</b>
<b>Accumulated cash</b>		<b>87,284.00</b>	<b>176,691.00</b>	<b>268,242.00</b>	<b>361,959.00</b>	<b>457,863.00</b>	<b>555,977.</b>

**Appendix III**

**FINANCING PLAN FOR EVERWELL CABLE AND ENGINEERING COMPANY FOR NEXT 5  
YEAR TERM**

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>	<b>TOTAL</b>
<b>N Number of Trucks</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>30</b>
<b>Revenue (USD)</b>	<b>500,000</b>	<b>700,000</b>	<b>900,000</b>	<b>1,100,000</b>	<b>1,300,000</b>	<b>4,500,000</b>
<b>Debt (USD)</b>	<b>400,000</b>	<b>200,000</b>	<b>200,000</b>	<b>200,000</b>	<b>200,000</b>	<b>1,200,000</b>
<b>Self- Financing (USD)</b>	<b>600,000</b>	<b>300,000</b>	<b>300,000</b>	<b>300,000</b>	<b>300,000</b>	<b>1,800,000</b>