

CNS GROUP LIMITED

BUSINESS PLAN

BUSINESS CONSULTANCY, HUMAN RESOURCES
MANAGEMENT, MARKETING AND LEGAL AND
ENERGY, OIL AND GAS (ENR) CONSULTANCY
SERVICES

CNS GROUP LIMITED | DAR ES SALAAM

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Signed by: Noel Bazo Shiyo 
Director: CNS Group Limited



1. Executive Summary

CNS Group Limited (hereinafter referred to as “CNS”) is a consultancy company whose management is affiliated with two separate legal entities, one, focusing on the provision of Business Consultancy, Human Resources Management, Marketing, and Legal and Energy, Oil and Gas (ENR) Consultancy Services. This business plan consolidates the four (4) subdivisions of the CNS business plan into a well-balanced offering of high-quality customer service, well-accepted and branded industrial products, and our lines of specialty products and secondary services to complement each division’s efforts. The current plan calls for opening each sub-corporation and the CNS all within the same location, to facilitate employee and management training, accounting procedures, and inventory management.

CNS Business Consultancy: Through our Business Consultancy department, CNS specializes in providing comprehensive business consultancy services designed to help companies thrive in today's competitive environment. We offer expertise in strategic planning, operational efficiency, market analysis, and business development. Our team collaborates with clients to create custom solutions that drive growth, optimize processes, and enhance competitiveness. Whether you're a start-up or a large enterprise, we have the knowledge and experience to support your business goals and unlock your potential.

CNS Marketing: CNS provides innovative marketing solutions designed to boost brand visibility and drive business growth. Our marketing services include market research, brand development, advertising, digital marketing, and social media strategy. We tailor our approach to meet the unique needs of each client, whether they are launching a new product or seeking to expand their customer base. Our team collaborates closely with clients to create marketing campaigns that resonate with their target audience, ensuring maximum impact and return on investment.

CNS Human Resources: In our Human Resources Management services wing, we are designed to help businesses attract, develop, and retain top talent. We provide a wide range of HR solutions, including recruitment, employee training, talent development, and performance management. Our team leverages extensive experience and a deep understanding of HR best practices to support emerging companies and established enterprises. With a focus on Human Capital Maximization, we aim to create a positive workplace culture that fosters employee engagement and drives business success.

CNS Legal and Energy, Oil and Gas (ENR) Consultancy: Our Legal and Energy, Oil and Gas (ENR) Consultancy Services at CNS, are designed to meet the diverse legal needs of businesses. We offer expert advice and support in areas such as corporate law, company secretarial services, corporate due diligence, contract management, compliance, intellectual property, and employment law. Our legal consultants are dedicated to ensuring our clients navigate legal complexities with confidence and clarity. Whether it's drafting agreements, resolving disputes, or providing

compliance guidance, we help businesses minimize legal risks and stay on the right side of the law.

In legal consultancy services, we also focus on Energy and Natural Resources (ENR), Mining, Sustainability & ESG (Environmental, Social, and Governance), Investment Advisory, and Local Content & Supply Chain solutions. Their expertise extends to ensuring compliance, fostering sustainability, and maximizing operational efficiency, all while championing local content development and supply chain optimization for their clients.

Special points of interest about this corporation include:

- A high percentage of local ownership will allow the business to participate in government tender offerings countrywide.
- The ability of management to work towards developing other avenues of business.

1.1. Mission and Vision

We envision the establishment of CNS Group Limited as a trusted and leading provider of comprehensive business solutions, offering services in Business Consultancy, Human Resources Management, Marketing, Legal and Energy, Oil and Gas (ENR) Consultancy Services.

Our mission at CNS is to empower businesses with comprehensive, customized solutions in Business Consultancy, Human Resources Management, Marketing, Legal and Energy, Oil and Gas (ENR) Consultancy Services. We are dedicated to delivering high-quality services that drive growth, enhance efficiency, and promote compliance. By fostering a client-centric approach, we aim to build lasting partnerships based on trust, expertise, and innovation. Our goal is to be the strategic partner businesses turn to for guidance, support, and success in an evolving market landscape.

- A. Deliver comprehensive and tailored business solutions in Business Consultancy, Human Resources Management, Marketing, Legal and Energy, Oil and Gas (ENR) Consultancy Services;
- B. Drive business growth, operational efficiency, and compliance for our clients through expert guidance and innovative strategies;
- C. Foster a client-centric approach to build lasting partnerships based on trust, reliability, and exceptional service;
- D. Embrace continuous improvement to stay ahead in a dynamic market, ensuring our solutions meet evolving business needs; and
- E. Be the trusted strategic partner that businesses rely on for support, innovation, and success.

Our commitment to excellence, innovation, and customer satisfaction is the cornerstone of CNS. We believe in forging lasting relationships with our clients, providing them with the tools and support they need to thrive in a dynamic business environment. As we continue to grow, we remain dedicated to our mission, always striving to exceed expectations and deliver unparalleled value. With CNS, businesses can be confident that they have a partner who is as invested in their success as they are.

1.2. Keys to Success

- a) Client-Centric Approach: Focus on understanding the unique needs of each client and providing customized solutions to ensure high client satisfaction and retention;
- b) Quality and Expertise: Employ experienced professionals with a strong track record in their respective fields, ensuring the highest quality of service;
- c) Innovation: Continuously explore new technologies, methods, and business practices to stay ahead in a competitive market;
- d) Strategic Partnerships: Build and maintain strong relationships with key industry partners to expand our service offerings and improve value to clients; and
- e) Continuous Improvement: Foster a culture of learning and growth within the company to encourage innovation and adaptability.

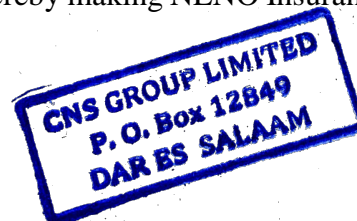
With a clear vision and mission, along with defined goals and objectives, CNS is assured of growth and success. By focusing on our keys to success, we aim to deliver exceptional value to our clients and establish ourselves as leaders in the business consultancy industry.

1.3. Goals and Objectives

a) Goals

1. Growth and Expansion

- Expand the client base by 45% over the next 3 years;
- Establish a presence in at least two new geographic regions in Tanzania within the next 5 years;
- CNS plans to expand its departmental capabilities to become a fully-fledged professional service provider. This expansion includes establishing partnerships with reputable accounting firms to offer a broader range of services such as bookkeeping, business process optimization, tax advisory services, Energy, Natural Resources, and Sustainability advisory services, among others within the next 5 years; and
- Company restructuring to allow NENO Insurance Brokers Limited to subscribe to the share capital of CNS Group Limited, thereby making NENO Insurance Brokers



Limited a subsidiary of CNS Group Limited. This will enable CNS Group Limited to raise additional funds and directly increase its investment.

2. Service Excellence

- Achieve a 90% client satisfaction rate within the next year;
- Obtain industry certifications from the Labour Commission in the Ministry of Prime Minister's Office Labour, Employment, Youth and People with Disability as a Private Employment Services Agency by the end of the year.

3. Innovation and Adaptability

- Develop and launch at least two new innovative services or products within the next 18 months; and
- Implement technology solutions to streamline internal processes and improve customer experience.

4. Sustainability and Social Responsibility

- Launch a sustainability program within the 2 years to reduce the company's environmental impact;
- Contribute to the local community through at least two social responsibility initiatives per year.

b) Objectives

1. Business Consultancy

- Conduct a comprehensive market analysis to identify emerging industries and potential clients within six months.
- Create a series of business development webinars to attract new clients and showcase our expertise in key areas.

2. Human Resources Management

- Design and implement a structured talent acquisition program to support clients' recruitment needs.
- Offer at least four HR training workshops per year to support employee development and engagement.

3. Marketing

- Develop and launch a comprehensive digital marketing strategy within three months to increase brand visibility.
- Implement a customer relationship management (CRM) system to improve client interactions and retention.

4. Legal and Energy, Oil and Gas (ENR) Consultancy Services

- Establish partnerships with at least two prominent legal firms to enhance our legal consultancy offerings.
- Develop and publish a legal compliance guide for small and medium-sized businesses within the next year.

By pursuing these goals and objectives, CNS aims to build a strong reputation, deliver exceptional value to clients, and foster sustainable growth for the company and its stakeholders.

2. Company Summary

CNS Group Limited, headquartered in Dar es Salaam, Tanzania, is a startup providing Business Consultancy, Human Resources Management, Marketing, and Legal Consultancy Services. CNS aims to establish a significant presence in key regions of Tanzania, beginning with Dar es Salaam, and expanding through partnerships with various business sectors and professional service providers.

The startup's expenses encompass basic office setup, including stationery, rental costs for office space, computer equipment, and other necessary infrastructure. The initial office rental is set at \$1,500 per month, with additional costs for furniture, software, and communications infrastructure. Marketing expenses cover brochures, website development, and initial promotional campaigns. To ensure compliance with legal requirements and reduce risks, CNS has allocated funds for legal consultation fees, covering business licensing and client contracts. Insurance premiums are included to cover potential liabilities, ensuring the company's secure operation during its first year.

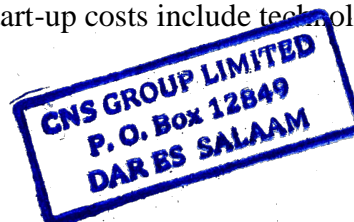
The operational budget allows for initial cash reserves to support the business through its startup phase until it reaches a cash flow breakeven point. This includes resources for office supplies, accounting software, scheduling tools, and light equipment to facilitate day-to-day operations. CNS aims to maintain financial stability by managing cash flow effectively and avoiding unnecessary risks during its initial growth stage.

Long-term investments focus on building the company's service capacity, including additional partnerships with leading accounting and consultancy firms, as well as expanding the range of services offered. This approach allows CNS to maintain a high level of service quality, ensuring that client needs are met efficiently and continuing to add value within Tanzania communities and the country in general through payment of taxes and the creation of employment opportunities.

Unlike other service companies that rely on third-party providers, CNS maintains greater control over its operations by employing in-house experts, allowing it to deliver consistent and high-quality service. The company is positioned to become a leading professional services provider in Tanzania, with plans to expand both geographically and in terms of the services offered.

2.1. Start-up Summary

When planning the start-up operations for CNS, a comprehensive approach is taken to ensure a smooth business setup and optimal use of resources. As a business focused on providing professional services, the key factors guiding our start-up costs include technology infrastructure, marketing, legal compliance, and human resources.



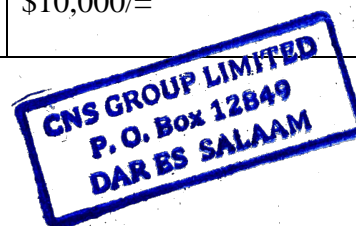
The primary focus is on establishing a suitable office space that fosters productivity and accommodates future growth. This requires significant capital investment, particularly in technology infrastructure, office equipment, and rental or property acquisition. The aim is to create a work environment that encourages innovation and collaboration among employees while also ensuring the ability to scale operations as the business grows.

In terms of start-up expenses, the following areas represent the major components of our capital:

2.1. Start-up Expense Requirements

- Office Lease or Purchase: The cost of securing an office space that serves as the headquarters for all operations. This includes any necessary renovations and setup costs.
- Technology Infrastructure: Investment in computers, servers, networking equipment, and other technology to support business operations and client services.
- Legal and Compliance: Legal fees for business registration, licensing, and compliance with local regulations.
- Marketing and Promotion: Expenses related to initial marketing campaigns, brand development, and promotional materials to establish market presence.
- Business Consultancy and Professional Services: Fees for consultants and industry experts who assist in setting up and optimizing business processes.
- Insurance: Premiums for various insurance policies to mitigate risks and protect the company's assets.
- Human Resources: Recruitment and onboarding costs for key personnel, including salaries, benefits, and initial training programs.
- Operational Costs: Initial operational expenses for the first few months, covering utilities, office supplies, and other day-to-day costs.
- Website Development: Creating and launching the company's official website to establish an online presence.
- Contingency Fund: A reserve for unforeseen expenses or overruns, ensuring financial stability during the start-up phase.

| Start-up Expense Requirements | Cost |
|---|----------------------|
| Office lease | \$18,000/= per annum |
| Technology infrastructure, laptops and stationeries | \$15,000/= |
| Marketing and Promotion | \$2,500/= |
| Operational Costs (6 months) | \$10,000/= |



| | |
|--------------------------------|-------------------|
| Insurance | \$5,000/= |
| Website Development | \$2,000/= |
| Contingent fund | \$20,000/= |
| Total Start Up Expenses | \$72,500/= |

By addressing these key areas, CNS ensures a strong foundation for operations and establishes the necessary infrastructure to provide high-quality business solutions to clients. The investment in these start-up expenses is crucial for long-term success and growth.

○ **3.1. Company Ownership**

CNS Group Limited is a private limited company in Tanzania locally owned by Mr. Noel Bazo Shiyo and Ms. Cecilia Boniface Shiyo, who are also its primary financiers. The company's share capital is TZS 1,000,000,000/=, divided into 200,000 shares, each valued at TZS 5,000.

At present, the ownership distribution is as follows: Mr. Noel Bazo Shiyo holds 70 shares, and Ms. Cecilia Boniface Shiyo holds 30 of the shares. The remaining 199,900 shares are unissued, allowing for future investment opportunities or expansions.

CNS's ownership structure and share capital arrangement indicate the potential for growth and additional investment, as the majority of shares remain unissued. This flexibility provides the company with opportunities for partnerships, funding, or strategic investments to support its growth and development.

Mr. Noel Bazo Shiyo

Before establishing CNS, Noel Shiyo gained extensive experience and honed his skills across various industries, providing him with the unique qualifications to run CNS's multifaceted operations. Having worked for 10 different companies offering services aligned with CNS's core focus areas of expertise.

Noel's career trajectory demonstrates his capacity to manage diverse business operations. As a director and owner of an insurance brokerage company, he has practical experience in risk assessment, insurance policy design, and client management. This experience is directly relevant to CNS as is affiliated with NENO Insurance Brokerage Limited.

Moreover, Noel's academic background complements his extensive work experience. He holds a Bachelor of Laws (University of Mysore, India), Post Graduate Diploma in Legal Practice (The

law School of Tanzania), and Master of Laws in International and European Energy Laws and Policy (University of Finland), qualifications that underscores his legal acumen and capacity to navigate intricate legal frameworks both in Tanzania and Internationally. This advanced legal education is invaluable for CNS Legal and Energy, Oil and Gas (ENR) Consultancy Services, allowing him to ensure compliance and provide expert legal advice.

His certification from the Dar es Salaam Stock Exchange, and accreditation as a registered tax consultancy shows his tax laws and regulations expertise, financial literacy and familiarity with capital markets, crucial for overseeing CNS's business consultancy services and ensuring sound financial advice to clients.

His background in Human Resources Management and Recruitment, gained from his tenure as the Country Manager for ITM Tanzania Limited, spans over a decade. This experience has equipped him with a deep understanding of workforce dynamics, employee engagement, and talent acquisition, which are essential for managing both the internal team at CNS and advising clients on HR-related matters. His diverse experience, combined with advanced academic qualifications and professional certifications, provides a comprehensive skill set that aligns with CNS's operations. These attributes ensure that he is well-equipped to navigate the complexities of the business world and lead CNS to success.

Ms. Cecilia Boniface Shiyo

Ms. Cecilia Boniface Shiyo is a seasoned professional and a co-owner of CNS Group Limited, bringing a wealth of experience and expertise to the company. With an extensive career spanning several decades, she has held leadership roles in various industries, making her exceptionally qualified to oversee operations at CNS Group Limited. Her expertise in legal consultancy, and corporate governance is widely recognized.

As the head of CNS Legal and Energy, Oil and Gas (ENR) Consultancy arm of CNS Group Limited, Cecilia manages a team of legal experts and ensures that the firm's legal services meet the highest professional standards. Her experience as a Senior Advocate underlines her deep understanding of legal frameworks, regulatory compliance, and complex legal matters.

Her extensive experience, seniority, and proven track record in legal consultancy make her an invaluable asset to CNS Group Limited. With her leadership at CNS Law Office, CNS provides clients with high-quality legal consultancy services, ensuring compliance and risk mitigation in a constantly evolving business environment.

3. Our Project and Services

3.1. Description of Project Location

The project is situated at Mwanga Towers, 13th Floor, a modern high-rise building located on Bagamoyo Road in Dar es Salaam, Tanzania.

Mwanga Towers is strategically located along Bagamoyo Road, one of Dar es Salaam's main thoroughfares, ensuring easy accessibility and high visibility. The building is equipped with state-of-the-art facilities, including high-speed elevators, advanced security systems, and ample parking space.

The 13th floor houses a well-designed office space, featuring a contemporary layout that promotes productivity and collaboration. The office is equipped with modern amenities such as high-speed internet, conference rooms, and break areas, ensuring a comfortable and efficient work environment. The building's design incorporates energy-efficient practices and complies with safety regulations, contributing to a sustainable and secure workplace.

3.2. Description of the Project Objective

The project's objective is to create a holding company that's a leading business consultancy firm offering specialized services in Business Consultancy, Human Resources Management, Marketing, and Legal and Energy, Oil and Gas (ENR) Consultancy Services. By assembling a team of skilled professionals, the project aims to deliver tailored solutions that help clients achieve their strategic goals.

The focus is on building long-term client relationships through reliable, high-quality service, and contributing to the business ecosystem by promoting best practices and fostering business growth. Ultimately, the project seeks to establish itself as a trusted partner in the business consultancy sector, while also embracing sustainability and community engagement.

3.3. Competitive Comparison

CNS understands the competitive landscape in the consultancy services sector in Tanzania, especially in Dar es Salaam. To establish a unique edge, we've conducted extensive market research, identifying key strategies for value addition.

Our network of industry relationships is robust, connecting us with various stakeholders, including other businesses, legal experts, and insurance providers. This network enables us to create customized solutions for clients, giving them a significant competitive advantage.

The CNS team comprises seasoned professionals with deep expertise, allowing us to offer innovative and effective solutions. Our client-centered approach fosters long-term relationships by focusing on personalized services and strong communication. This commitment to quality has helped us build a solid reputation among our clients.

Employee welfare is another area where CNS stands out. We endeavor to offer competitive compensation packages and a supportive work environment, which contributes to high employee morale and dedication to client satisfaction.

Overall, these competitive advantages position CNS as a leading consultancy firm in Tanzania. By providing a comprehensive suite of services, maintaining strong industry relationships, and ensuring employee satisfaction, CNS is well-equipped to deliver high-quality solutions and build long-term partnerships with clients. This approach not only sets us apart from competitors but also adds significant value to the industry.

Market Analysis Summary

CNS targets the Tanzanian market, focusing on providing professional services like human resources and recruitment services, business consultancy, legal consultancy, tax advisory, and Marketing and Business Development services. Demand is driven by businesses seeking efficiency and compliance in a growing economy. Our primary clients are small to medium-sized businesses, startups, and established corporations.

To attract clients, our marketing strategy includes direct outreach, partnerships with business associations, and a robust online presence. We aim to leverage social media and other platforms to reach a wider audience.

Our competitive edge lies in offering high-quality services at competitive prices, allowing us to meet the diverse needs of our clients. This approach positions CNS as a preferred partner in the professional services market in Tanzania.

Market Trends and Growth Projections

The consultancy industry in Tanzania is expected to grow at an annual rate of 4% due to increased business activity and expansion across key economic sectors. This growth is driven by a robust GDP rate of 6.5% over the past decade, indicating a resilient economy. CNS, offering a range of consultancy services, is well-positioned to benefit from this trend.

Construction and Infrastructure Expansion

Tanzania's construction sector, valued at over \$7 billion in 2017, is a significant driver of market growth. As the sector expands, with a focus on public infrastructure projects, demand for Business Consultancy and Legal and Energy, Oil and Gas (ENR) Consultancy Services will continue to rise. CNS can leverage this opportunity by offering expertise to businesses involved in these large-scale projects.

Corporate Legal Services and Compliance

The legal consultancy sector is anticipated to grow at a rate of 5% per year, propelled by complex regulatory compliance and contract requirements. This creates a robust market for CNS's legal consultancy services, supporting companies in navigating legal frameworks and compliance issues.

Investment and Insurance Brokerage Trends

Insurance is another growing market, with a projected 3.5% annual increase in revenue. As businesses seek risk management solutions, NENO's insurance brokerage services are expected to meet this demand with tailored insurance products.

CNS's Competitive Advantage

CNS Company Limited's unique selling point is its comprehensive suite of services, providing a one-stop-shop for Business Consultancy, Human Resources Management, Marketing, Legal and Energy, and Oil and Gas (ENR) Consultancy. This integrated approach is likely to yield a 7% increase in long-term client retention compared to companies with single-focus offerings.

Overall, the market analysis indicates a promising future for CNS, driven by industry trends and a strategic service offering that aligns with Tanzania's evolving business landscape.

Summary of Project description

Annual Production Capacity

CNS specializes in providing Business Consultancy, Human Resources Management, Marketing, Legal and Energy, Oil and Gas (ENR) Consultancy. The following is a breakdown of the company's annual production capacity:

- Business Consultancy: CNS can support up to 200 business clients annually, offering services such as strategic planning, market analysis, and business development.
- Human Resources Management: The HR division can manage HR operations for 75 companies, with services including recruitment, training, compliance, and employee relations.
- Marketing: CNS can execute up to 175 marketing campaigns per year, across various channels, focusing on digital marketing, branding, and customer engagement strategies.
- Legal and Energy, Oil and Gas (ENR) Consultancy: With the capacity to handle 75 businesses annually, CNS provides legal consultation, contract management, regulatory compliance services, corporate restructuring, company secretarial services, labor law

consultation, and immigration laws. Energy and Natural Resources (ENR), Mining, Sustainability & ESG (Environmental, Social, and Governance), Investment Advisory, and Local Content & Supply Chain solutions.

These figures demonstrate CNS's capacity to serve a diverse client base, offering comprehensive business solutions while contributing to economic growth in Tanzania.

Employment creation

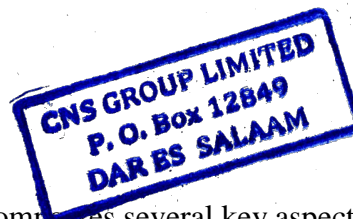
CNS Group Limited aims to create 500 employment opportunities as part of its business operations. Here's a breakdown of the employment structure, technology use, and skills transfer strategy:

- **Total Employment:** CNS envisioned hiring 500 employees, consisting of both skilled and unskilled roles.
 - **Foreign Workforce:** Approximately 10% (50 employees) will be foreigners, bringing in specialized skills and global industry knowledge.
 - **Local Workforce:** 90% (450 employees) will be locally hired, with 85% in skilled roles and 15% in non-skilled roles.
- **Gender Distribution:** CNS aims to achieve a balanced gender distribution, to reach 50% women and 50% men across all employment levels. This target will be pursued progressively over the next five years, acknowledging that achieving an equal ratio may require gradual changes in recruitment practices, internal policies, and corporate culture.
- **Technology Use:** CNS embraces advanced technologies to enhance productivity and efficiency. This includes cloud-based business tools, HR management software, digital marketing platforms, and legal technologies to streamline operations and client services.
- **Skills Transfer:** CNS is committed to skills development through comprehensive training programs, mentorship, and career development opportunities. This approach facilitates the transfer of knowledge from foreign experts to the local workforce, promoting skill growth and career progression.

4. Market Analysis Summary

● The market analysis summary for CNS encompasses several key aspects to understand the current business landscape, industry trends, customer behavior, competition, and potential growth opportunities. CNS's sales strategy involves a dedicated sales team that actively engages potential clients and responds to inquiries generated through marketing campaigns in print and digital media.

- **Market Trends**



In Tanzania, professional services are seeing significant growth due to the increasing demand from businesses seeking efficiency and regulatory compliance. CNS's market focus encompasses the HR management services, legal, accounting, and business advisory sectors, offering solutions tailored to companies seeking to streamline operations and ensure compliance with the country's regulations.

In recent years, more particularly during the sixth phase reign of Hon. Dr. Samia Suluhu Hassan, the demand for business advisory services has increased due to growing entrepreneurship and a need for efficient business practices. Moreover, a rising trend in sustainable practices and corporate social responsibility continues to drive interest in sustainability consulting services.

- **Target Market**

CNS's target market comprises businesses and entrepreneurs across Tanzania that require professional services to enhance operations and maintain compliance. Key client segments include:

- ❖ Small to Medium Enterprises (SMEs): Companies seeking scalable business solutions and advisory services.
- ❖ Startups: Early-stage businesses in need of legal and business process support.
- ❖ Large Enterprises: Established companies requiring advanced services such as sustainability consulting and tax advisory.
- ❖ Individuals and Professionals: Clients needing personal legal services and financial planning.

- **Competition and Buying Patterns**

The professional services industry in Tanzania is competitive, with various firms offering similar services. CNS's competitive edge lies in its multidisciplinary approach, providing a wide range of services under one roof, which attracts businesses seeking convenience and comprehensive solutions.

CNS differentiates itself through personalized service, flexible pricing structures, and a focus on building long-term relationships with clients. Additionally, the company's commitment to sustainability and ethical business practices aligns with emerging market trends and customer preferences.

5. Strategy and Implementation Summary

CNS's strategy focuses on delivering high-quality services while maintaining competitive pricing. The implementation plan includes targeted marketing efforts, leveraging online and traditional media, and building a strong network of business partnerships. The company's approach combines direct marketing, customer referrals, and active participation in industry events to increase brand visibility and attract clients.

Value Proposition

CNS's value proposition is straightforward: providing quality professional services that meet customer requirements with flexibility and efficiency. CNS's divisions collaborate to ensure seamless service delivery, allowing clients to access a comprehensive suite of services from a single provider. This approach ensures customer satisfaction and loyalty.

Sales Forecast

CNS's sales projections are based on market research indicating a steady demand for professional services. The forecast considers industry trends, business growth rates, and the impact of marketing strategies. The company's goal is to achieve consistent revenue growth through client acquisition and retention while expanding its service offerings.

Milestones

Key milestones for CNS's business plan include:

- Establishing a solid client base within the first year of operation;
- Expanding services to new regions in Tanzania within three years;
- Developing partnerships with established firms to broaden service offerings;
- Achieving profitability within two years and sustaining consistent revenue growth thereafter.

6. Management Summary

CNS is a privately-owned company with a management team experienced in various professional service sectors. The team includes specialists in business advisory, human resources management, legal consultancy, and sustainability. CNS places a strong emphasis on staff training and development to maintain high service standards.

The management structure comprises a Chief Executive Officer (CEO), heads of various service divisions, and a dedicated sales and marketing team. CNS's management approach encourages teamwork and innovation, with a focus on customer satisfaction and business sustainability.

The company promotes a culture of inclusivity and diversity, fostering a work environment that supports employee growth and development. Management's goal is to create a successful business that benefits all stakeholders, including employees, clients, and the wider community.

Personnel Plan/Local Employment and Graduate Training

CNS is committed to fostering local talent and supporting the growth of the local workforce. One of the key aspects of this commitment is the company's plan to train and hire recent university graduates. This initiative not only supports the development of young professionals but also has a broader impact on the community by providing job opportunities and promoting family stability.

To achieve this, CNS endeavors to establish a comprehensive training program designed specifically for university graduates. The program includes the following components:

- **Orientation and Onboarding:** New hires undergo an orientation program that introduces them to the company's values, culture, and operations. This helps graduates transition smoothly from university life to the professional environment.
- **Skill Development:** The training program focuses on developing core skills relevant to CNS's operations, including business consultancy, human resources management, marketing, legal consultancy, and insurance services depending on the educational background of the candidate/graduate and the company's needs. Graduates receive hands-on training and mentorship from experienced professionals to enhance their competencies.
- **Job Placement:** CNS, through its HR management and recruitment wing, aims to provide meaningful employment to graduates, allowing them to apply their newly acquired skills in real-world scenarios. The company's goal is to create a supportive work environment where young professionals can thrive and build long-term careers.
- **Community Impact:** By training and employing local university graduates, CNS contributes to reducing youth unemployment and supports families by providing stable income sources. This, in turn, has a positive ripple effect on the local economy and community well-being.
- **Growth and Advancement:** CNS endeavors to further continuous learning and career advancement for its employees. Graduates who show initiative and promise are given opportunities for further training, skill enhancement, and career progression within the company.

Through this plan, CNS not only strengthens its own workforce but also contributes to the broader social and economic development of the region by empowering young minds and supporting local families.

CNS's employment strategy, focus on gender equality, use of technology, and commitment to skills transfer create a solid foundation for the company's growth and contribute to the broader economic development of Tanzania.

Social Responsibility

At CNS we believe that the ways we do business express our values, commitments, and ethical principles and through these, we achieve our goals.

CNS stimulates social and economic development in the countries where it operates. We promote better quality of people's lives and the environment all over the world.

We believe that caring for our employees and clients contributes to the improvement of social and environmental aspects, creating a better future for everyone. CNS aims to make a positive impact Economically, Ethically, and Socially.

❖ Economically

- CNS will implement efficient processes across its business consultancy and legal services to minimize waste and reduce operational costs. CNS also aims to support local communities by partnering with educational institutions to provide training and internships, helping to foster local talent and stimulate economic growth.

❖ Ethically

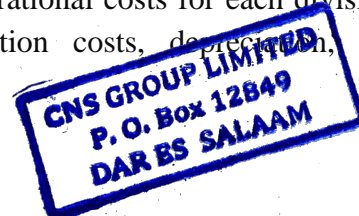
- CNS is committed to maintaining high ethical standards in all its business dealings. The company will focus on sustainable practices and fair partnerships with suppliers and clients. CNS will also promote energy efficiency and encourage clients to adopt sustainable business practices through its consultancy services.

❖ Socially

- CNS is dedicated to fostering an inclusive and diverse workplace. The company aims to provide employment opportunities to underrepresented groups, including people with disabilities, ensuring that everyone has a chance to contribute to and benefit from the company's success. Additionally, CNS will engage in community outreach programs to support local charities and social initiatives.

7. Financial Plan

- ❖ Our financial plan is designed to ensure steady growth while diversifying its services. The plan aims to raise \$150,000/= through private equity to support the expansion and operational needs of the company's business consultancy, human resources management, marketing, Legal and Energy, Oil and Gas (ENR) Consultancy.
- ❖ As of April 30, 2024, CNS Group Limited has total assets of TZS 106,273,649.29, including current assets of TZS 93,123,649.29 and fixed assets of TZS 13,150,000.00. The current assets comprise bank balances of TZS 46,589,456.18 and accounts receivable of TZS 44,485,946.11, along with other current assets totaling TZS 2,048,247.00.
- ❖ Our liabilities are currently TZS 2,031,450.62, indicating a solid position with minimal debt relative to our assets. The equity stands at TZS 104,242,198.67, combining owner's equity of TZS 85,500,000.00 and current year earnings of TZS 59,288,198.67, offset by retained earnings of TZS -40,546,000.00.
- ❖ For the Business Consultancy department, we aim to utilize existing financial strength rather than raising additional funds. With our robust bank balances and receivables, we plan to allocate TZS 40,000,000.00 from our resources. This will cover costs related to acquiring office space, technology infrastructure, and hiring skilled personnel to offer comprehensive business solutions.
- ❖ For the Human Resources Management department, we will allocate TZS 42,000,000.00 from our current assets. This funding will support hiring HR specialists, investing in training programs, and developing HR management software to streamline operations and offer quality HR services to clients.
- ❖ To expand our Legal and Energy, Oil and Gas (ENR) Consultancy services, we plan to allocate TZS 67,000,000.00 from our resources. This capital will be used to secure legal expertise, set up new offices, procure legal resources, and cover marketing costs to build a solid client base. The division will focus on providing legal advice to businesses and individuals, specializing in commercial law and compliance.
- ❖ The consolidated financial plan considers the operational costs for each division, including personnel salaries, technology, location costs, depreciation, and



marketing. Separate financial sub-plans have been created for each division to ensure accuracy and clear budgeting.

- ❖ By the end of the second financial year (FY), CNS expects to generate sales revenue of TZS 221,242,090.00 with a Gross Margin on sales of 124.52%, demonstrating a strong initial performance in its new ventures.
- ❖ In the third financial year, CNS anticipates sales growth of 30.72% over year two, achieving sales of TZS 262,253,180.00, though the Gross Margin on sales might slightly decrease due to increased operational costs.
- ❖ By the fourth financial year, sales growth is projected to be 18.54% over year three, with expected sales reaching TZS 315,198,640.00. Gross Margin on sales is expected to stabilize due to a consistent increase in sales revenue compared to direct costs.
- ❖ By the end of the fifth financial year, CNS anticipates a 20.18% growth over year four, with sales reaching TZS 373,638,230.00, indicating consistent growth and an increasing Gross Margin on sales due to improved efficiency and higher sales volumes.
- ❖ Overall, this financial plan reflects CNS's strategy to diversify its services and ensure steady growth while managing operational costs and maintaining a focus on delivering value to clients.

Important Assumption

This business plan consists of four (4) sub-plans detailing different business segments. This comprehensive approach ensures more accurate projections and a clear path for overall development and growth. The central assumption underpinning this plan is the consolidation of all business activities at a single location, providing cost efficiency and operational flexibility. Below are the key assumptions and indicators that form the basis of this plan:

Key Assumptions

- **Stable Business Environment:** The current economic and banking conditions remain stable, allowing the business to operate without significant disruptions.
- **Consistent Customer Demand:** Customer buying trends and orders are expected to stay strong, supporting continued growth.

- **Controlled Operating Costs:** Overhead and other external operating costs grow as projected, allowing for stable budgeting and financial planning.
- **Anticipated External Costs:** Costs for outsourced services, such as marketing and consulting, increase as expected, avoiding unexpected spikes.
- **Tax Stability:** The income tax rate remains stable at 30%, and property tax remains at 0.15%.
- **Product Price Fluctuations:** Prices for the products and services offered by CNS, such as consulting fees, and legal services fees, may fluctuate but should remain within acceptable ranges.

Key Financial Indicators

- **Sales Growth:** The projected sales growth is 20% per year, driven by the broad range of services and a strategic marketing approach that reaches customers throughout Tanzania.
- **Gross Margins:** The gross margin is projected to be around 124%, reflecting the high value-add in the services offered and the efficiency of operations.
- **Operating Expenses:** These are expected to remain relatively stable, with a planned personnel strategy and fixed overhead costs during the initial five years of operation.

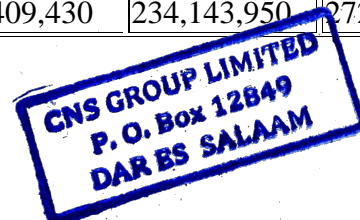
Projected Profit and Loss

The profit and loss (P&L) projections consider all basic operating costs for CNS and its various divisions. The P&L includes a complete depreciation schedule, allowing the company to remain profitable over the long term. Management's goal is to maintain conservative financial practices, utilizing a leasing strategy for major equipment to minimize cash outlay during the startup phase.

In the plan's projections, CNS operates as a consolidated entity, allowing management to be flexible and fill roles across different divisions to meet customer demands. Management also intends to operate with extended business hours, targeting at least 45 hours per week, providing more opportunities to engage clients and develop business.

Overall, this business plan for CNS is designed to provide a strong foundation for growth while ensuring financial stability through careful planning, effective cost control, and a focus on customer satisfaction.

| Proforma Profit and Loss | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Sales | TZS 169,646,000 | TZS 221,242,090 | TZS 262,253,180 | TZS 315,198,640 | TZS 373,638,230 |
| Direct Costs for Sales | TZS 41,500,000 | TZS 51,875,000 | TZS 64,843,750 | TZS 81,054,690 | TZS 101,318,360 |
| Gross Margin | TZS 128,146,000 | TZS 169,367,090 | TZS 197,409,430 | TZS 234,143,950 | TZS 272,319,870 |



| Proforma Profit and Loss | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|---------------------|---------------------|---------------------|--------------------|--------------------|
| Gross Margin % | 75.55% | 76.56% | 75.29% | 74.28% | 72.90% |
| Expenses | | | | | |
| Payroll | TZS 60,260,870 | TZS 61,466,090 | TZS 62,695,410 | TZS 63,949,320 | TZS 65,228,300 |
| Feed | TZS 84,000,000 | TZS 85,680,000 | TZS 87,393,600 | TZS 89,141,470 | TZS 90,924,300 |
| Repairs/Maintenance | TZS 7,000,000 | TZS 7,140,000 | TZS 7,282,800 | TZS 7,428,460 | TZS 7,577,030 |
| Sales and Marketing and Other Expenses | TZS 10,000,000 | TZS 10,200,000 | TZS 10,404,000 | TZS 10,612,080 | TZS 10,824,320 |
| Depreciation | TZS 14,285,710 | TZS 14,285,710 | TZS 14,285,710 | TZS 14,285,710 | TZS 14,285,710 |
| Supplies (Medication etc) | TZS 12,000,000 | TZS 12,240,000 | TZS 12,484,800 | TZS 12,734,500 | TZS 12,989,190 |
| Utilities | TZS 3,417,390 | TZS 3,485,740 | TZS 3,555,450 | TZS 3,626,560 | TZS 3,699,090 |
| Insurance | TZS 7,360,000 | TZS 7,360,000 | TZS 7,360,000 | TZS 7,360,000 | TZS 7,360,000 |
| Payroll Taxes | TZS 25,826,090 | TZS 26,342,610 | TZS 26,869,460 | TZS 27,406,850 | TZS 27,954,990 |
| Property Taxes | TZS 240,000 | TZS 240,000 | TZS 240,000 | TZS 240,000 | TZS 240,000 |
| Others | TZS 2,500,000 | TZS 2,625,000 | TZS 2,756,250 | TZS 2,894,060 | TZS 3,038,760 |
| Total Operating Expenses | TZS 226,890,060 | TZS 232,065,150 | TZS 234,327,880 | TZS 238,678,010 | TZS 244,120,690 |
| Profit Before interest and Taxes | TZS (98,744,060) | TZS (62,698,060) | TZS (36,918,450) | TZS (4,534,060) | TZS 28,199,180 |
| Taxes Incurred | - | - | - | - | - |
| Net Profit/Loss | TZS (98,744,060) | TZS (62,698,060) | TZS (36,918,450) | TZS (4,534,060) | TZS 28,199,180 |

Figure 1: Proforma Profit & Loss.

○ **Projected Cash Flow**

When reviewing the projected cash flow, it's important to note the largest growth in sales is from Dairy Farming and Poultry Farming as this is not segmented for review.

The farms allow the company to have the product lines it desires while utilizing its internal personnel on the more profitable services to be offered. The farm products operate under a fixed cost situation, while the rental service area will for the most part be dependent on the tenant's upkeep of the property.

Proforma Cash Flow Statement (in TZS)

| Year | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|---------------|-------------|-------------|-------------|-------------|
| Cash Inflows | | | | | |
| Sales Revenue | - | 221,242,090 | 262,253,180 | 315,198,640 | 373,638,230 |
| Total Cash Inflows | - | 221,242,090 | 262,253,180 | 315,198,640 | 373,638,230 |
| Cash Outflows | | | | | |
| Business Consultancy | 40,000,000 | - | - | - | - |
| HR Management | 42,000,000 | - | - | - | - |
| Legal and Energy, Oil and Gas (ENR) Consultancy | 67,000,000 | - | - | - | - |
| Other Operating Expenses | - | 179,000,000 | 202,000,000 | 225,000,000 | 250,000,000 |
| Total Cash Outflows | 149,000,000 | 179,000,000 | 202,000,000 | 225,000,000 | 250,000,000 |
| Net Cash Flow | -149,000,000 | 42,242,090 | 60,253,180 | 90,198,640 | 123,638,230 |
| Opening Cash Balance (Year 1) | 46,589,456.18 | - | 42,242,090 | 102,495,270 | 192,693,911 |
| Closing Cash Balance | -102,410,544 | 42,242,090 | 102,495,270 | 192,693,911 | 316,332,141 |

Figure 2: Proforma Cash Flow

○ Projected Balance Sheet

The projected balance sheet shows a strong cash development capability over the projected 5-year plan. The projected balance sheet, like the rest of the business plan, assumes the business remains at its startup location during the first five years of operations, keeping costs relatively fixed for the projections.

The products and services division is a service-oriented segment of the business. Many of the services offered are tied to product lines offered, allowing the business to create multiple income streams throughout the development of the plan. For segmentation purposes, some products have both labor and materials to manufacture a product, some have labor only when providing a service. The segmentation shown in the plan does not break the finer details of this down.

The overall projected balance sheet reflects a strong corporation capable of fully repaying the original investors, and a corporation that can attract further investors later in the plan if desired. The long-term plan for the corporation looks good as the continued growth of our distributor partner program is beginning to show good growth as well.

| Pro Forma Balance | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-------------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Assets | | | | | |
| Current Assets | | | | | |
| Cash | TZS 46,589,456.18 | TZS 48,750,000.00 | TZS 51,000,000.00 | TZS 53,400,000.00 | TZS 55,900,000.00 |
| Accounts Receivable | TZS 44,485,946.11 | TZS 46,710,243.41 | TZS 49,045,755.58 | TZS 51,498,043.35 | TZS 54,073,945.89 |
| Other Current Assets | TZS 2,048,247.00 | TZS 2,150,000.00 | TZS 2,257,500.00 | TZS 2,370,375.00 | TZS 2,488,893.75 |
| Total Current Assets | TZS 93,123,649.29 | TZS 97,610,243.41 | TZS 102,303,255.58 | TZS 107,268,418.35 | TZS 112,462,839.64 |
| Fixed Assets | TZS 13,150,000.00 | TZS 12,492,500.00 | TZS 11,867,875.00 | TZS 11,274,481.25 | TZS 10,710,757.19 |
| Total Fixed Assets | TZS 13,150,000.00 | TZS 12,492,500.00 | TZS 11,867,875.00 | TZS 11,274,481.25 | TZS 10,710,757.19 |
| Total Assets | TZS 106,273,649.29 | TZS 110,102,743.41 | TZS 114,171,130.58 | TZS 118,542,899.60 | TZS 123,173,596.83 |
| Liability & Equity | | | | | |
| Current Liabilities | TZS 2,031,450.62 | TZS 2,133,023.15 | TZS 2,239,674.31 | TZS 2,351,658.03 | TZS 2,469,240.93 |
| Total Liabilities | TZS 2,031,450.62 | TZS 2,133,023.15 | TZS 2,239,674.31 | TZS 2,351,658.03 | TZS 2,469,240.93 |
| Equity | | | | | |
| Owner's Equity | TZS 85,500,000.00 | TZS 85,500,000.00 | TZS 85,500,000.00 | TZS 85,500,000.00 | TZS 85,500,000.00 |
| Current Year Earnings | TZS 59,288,198.67 | TZS 112,830,481.29 | TZS 165,661,456.75 | TZS 217,852,338.41 | TZS 269,472,520.41 |
| Retained Earnings | TZS - 40,546,000.00 | TZS - 40,546,000.00 | TZS - 40,546,000.00 | TZS - 40,546,000.00 | TZS - 40,546,000.00 |
| Total Equity | TZS 104,242,198.67 | TZS 157,784,481.29 | TZS 210,615,456.75 | TZS 262,806,338.41 | TZS 314,426,520.41 |
| Total Liability & Equity | TZS 106,273,649.29 | TZS 159,917,504.44 | TZS 212,855,131.06 | TZS 265,158,191.51 | TZS 316,895,761.34 |

Figure 3: Proforma Balance Sheet

- **Long-term Plan**

CNS's long-term outlook is robust, with a focus on sustainable growth across all business segments. After five years of executing our strategic plan, we aim to explore opportunities for enhancing our market position. Our fifth-year milestone involves assessing and expanding our services in response to market demands. This could include expanding our advisory services and adding new offices in other Tanzania regions.

Our established operations in Dar es Salaam will serve as a model for future expansion. This central hub will facilitate training and the development of standard operating procedures, allowing us to ensure consistency across new locations. Additionally, to improve service delivery and client satisfaction, we plan to address any logistical challenges by considering regional hubs. This approach will streamline operations and make our services more accessible, ultimately attracting more clients and driving further growth.