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Business Plan: Global Paints Tanzania (Pvt.) Ltd.

I. Executive Summary:

Global Paints Tanzania (Pvt.) Ltd. aims to establish a state-of-the-art thermoplastic road marking paint manufacturing unit in Dar es Salaam, Tanzania. The company will be registered under Tanzanian company laws and plans to invest \$500,000 in the project. The manufacturing unit will have a monthly production capacity of 300 Metric Tonnes. The investment will be phased to import capital goods and procure raw materials.

II. Business Description:

Company Overview:

Name: Global Paints Tanzania (Pvt.) Ltd.

Location: Dar es Salaam, Tanzania

Initial Investment: \$200,000

Projected Investment: \$500,000 (within FY 24-25)

Product Description:

Focus on manufacturing high-quality thermoplastic road marking paint conforming to BS: 3262-1989 and AASHTO: M-249 standards

Key raw materials include Hydrocarbon Resin, Titanium Dioxide Anatase, Calcium Carbonate, Glass Frit A, Glass Frit B, Mineral Oil, Wax, and Yellow Chrome Powder.

III. Market Analysis:

Market Opportunity:

Increasing demand for road infrastructure development in Tanzania with no local manufacturing in whole of East African countries.

No local manufacturing of thermoplastic road marking paint, creating an opportunity for capturing a sizeable market share and export to other East African nations.

Target Customers:

Government agencies responsible for road construction and maintenance.

Private contractors involved in infrastructure projects.

Road maintenance companies.

IV. Investment Plan:

Phased Investment:

Phase 1: Import of capital goods, setup, and initial raw material procurement.

Phase 2: Ramp-up production and expansion.

Capital Goods:

Procurement of advanced paint manufacturing plant and spares required for smooth functioning.

Raw Materials:

Import:

Hydrocarbon Resin
Titanium Dioxide Anatase
Glass Frit A
Glass Frit B
PE Wax
Yellow Chrome Pigment

Local procurement:

Calcium Carbonate
Mineral Oil

V. Operations Plan:

Manufacturing Capacity:

Monthly production capacity of 300 Metric Tonnes.

Employment Generation:

Initially, employment of 12-14 direct employees will be generated, with plans to expand to 30 employees post-expansion.

Create indirect employment and business opportunities for the local population.

VI. Marketing and Sales:

Marketing Strategy:

Establish a strong online and offline presence.

Collaborate with government agencies, contractors, and distributors.

Sales Strategy:

Competitive pricing with a focus on product quality.

Build relationships with key stakeholders in the industry.

Promote the product in export markets, initially in East Africa and after capacity expansion in MENA region.

VII. Financial Projections:

Revenue Forecast:

Based on the production capacity, market demand, and pricing strategy.

Expenses:

Breakdown of expenses, including raw materials, labor, utilities, and overheads.

VIII. Risk Analysis:

Market Risks:

Dependency on government projects and economic conditions.

Operational Risks:

Supply chain disruptions, quality control issues.

IX. Conclusion:

Global Paints Tanzania (Pvt.) Ltd. aims to be a leading player in the thermoplastic road marking paint manufacturing industry in Tanzania. The phased investment approach, focus on quality, and strategic marketing and sales initiatives will contribute to the company's success, creating employment and business opportunities in the local community.



MASHKOOR HASAN

Director

