

A. PROJECT OBJECTIVE

Village Supermarket Limited has been established in 2004 in Tanzania. Over the last 14 years, we have slowly and opportunistically grown from 1 store to 3 stores in Dar es Salaam and Arusha today.

OUR GOALS & VISION

Our goal is to provide the highest quality products to an increasingly discerning local and international customer. We are the premier supermarket in Tanzania serving customers looking for a unique selection of products combined with the best in-store experience and customer service.



To achieve our goals and vision, we focus on three core aspects:

- Source quality products regardless of location. Our team procures the best products whether they are available locally or require being imported. When procuring international goods, we source from Europe, North America, South Africa, and the Middle East. For chilled items or confectionary, we ensure the cold chain is maintained throughout the supply chain so the quality is never compromised, no matter how far certain products have travelled.
- Offer the best in-store experience. We think about every aspect of our store to ensure our customers get the freshest quality products in a layout and format that is convenient, intuitive, and friendly. For example, we purchase refrigerated cabinets from Italy because their high quality help extend the life of chilled products (cheese, meat, etc.). Our product selection and store layout is designed so our customers feel excited walking down the aisle or browsing a store-in-store experience (e.g. for our liquor and homewares) to learn and discover new products. Our signage, marketing, and branding is part of a 'silent merchandising' strategy which helps customers not only find products more easily, but also explore new ways to use products (e.g. recipes for sauces, which wines pair with certain cheeses, etc.) and connect with our brand not only in the store, but at home.
- Focus on customer service. Each customer is our topmost priority. We train our staff regularly to ensure they adhere to the highest levels of customer service at all times. We offer English courses, and teach basic etiquette, common customer questions and answers, and general behaviour while in the store. We believe our pleasant and helpful staff is part of a key differentiator why our customers come and shop.

We endeavour every day to achieve our vision and believe that sourcing better products, offering the best in-store experience, and focusing on customer service are critical factors in achieving our goal and vision and succeeding in this industry.

B. Directors Profiles:

1. Mr. Abdul Jamani

He is graduated from Ryerson University, Toronto, Canada. He is having more than 40 years of rich experience in supermarket & other businesses.

2. Mrs. Nazira Jamani

She is a Certified General Accountant and having more than 20 years of rich experience in supermarket business.

3. Ms. Jamila Jamani

She is graduated from Oxford University, London and having more than 15 years of experience in retail industry.

C. Details on foreign exchange generation/savings

Having a PREMIUM supermarkets label, we import high quality products from UK, South Africa and other parts of the world. We pay monthly VAT and IMPORT duties more than Tsh 300 million (Tsh 4 billion per annum) which is very good revenue to the government. Moreover, we have employed 182 permanent local employees with contracts and the company remits monthly contributions about Tsh 36 million and more than Tsh 400 million per annum.

D. Details of investment costs:

Land / Building	Nil
Plant	Nil
Vehicles	\$40,000
Furniture & Fittings	\$620,000
Pre-expenses	Nil
Others	\$155,000
Working Capital	\$300,000
Total	\$1,115,000

E. The proposed investment will be financed by Diamond Trust Bank (T) Ltd.

F. Market study of the products or services:

We have operated our store at Slipway Towers, Masaki since 2013 and have seen a steady increase in business over the last 11 years. Most of our clients come all the way from Mikocheni to Masaki as there is a significantly underserved clientele in Mikocheni Area. We have been opportunistic in scouting this area and have found this location at Dar Village, Mikocheni which we believe will provide a significant source of new business.

Dar Village Mall, Mikocheni

This neighbourhood has been significantly underserved and we see it quickly growing into an attractive residential zone. There are numerous large-scale residential projects currently under construction, also many multi-national companies around that area; and there are more academic projects currently in the works.

The store footprint will be 1408 m² and we will offer a similar selection of goods and services to our new Dar Village store, albeit with a focus on the customer needs of that area.

We plan to open this store in mid Q1 2025.

Our Dar Village store will offer:

- An expanded grocery and beverage selection
- A unique wine and liquor store-in-store selection
- A full-fledged butchery & deli with the freshest meat, olives, and cheeses
- Our made-in-store bakery offering breads, pastries, cakes made daily
- An expanded international selection of home wares
- A coffee shop and restaurant where we will serve fresh coffee, pastries, salads, pizza, burgers, and grilled chicken items in a pleasant ambiance

G. Project Production Capacity:

Projection Plan for 5 years is attached herewith

H. Environmental Policy/Mission Statement:

We are committed to environmental excellence and pollution prevention, meeting or exceeding all environmental regulatory requirements, and to purchasing products which have greater recycled content with lower toxicity and packaging, that reduce the use of natural resources.

I. Project Implementation Schedule:

SR.	ACTIVITY	PERIOD
1.	Furniture, Fixture, equipment purchase	Jan-Feb 2025
2.	Merchandising of the goods	Feb-Mar 2025
3.	Shop opening by	End of Mar 2025

J. Number of people to be employed:

We will employ 70 local staff in the new store.

K. Projections of financial position of the investment project:

Attached report "Projection 5Y"