



Business Plan

Precision in Motion: Crafting Your Future, One Ride at a Time

Prepared by:

LETU management

Phone: 00255748984237

Email: 81718708@qq.com

Statement of Confidentiality & Non-Disclosure

This document contains proprietary and confidential information. All data submitted to BRELA is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with Letu Vehicle Manufacture Co Limited. The recipient of this document agrees to inform its present and future employees and partners who view or have access to the document's content of its confidential nature.

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to others except to the extent that such matters are generally known to, and are available for use by, the public. The recipient also agrees not to duplicate or distribute or permit others to duplicate or distribute any material contained herein without LETU Vehicle Manufacture Co Limited's express written consent.

LETU Vehicle Manufacture Co Limited retains all title, ownership and intellectual property rights to the material and trademarks contained herein, including all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

TABLE OF CONTENT

1.	Executive Summary	1
2.	Introduction	1
2.1	<i>Background</i>	1
2.2	<i>Product Introduction</i>	2
3.	Technical analysis	4
4.	Management team	7
5.	Job Creation	7
5.1	<i>Types of Jobs</i>	8
5.2	<i>Impact</i>	9
5.3	<i>Implementation Plan</i>	9
5.4	<i>Legal and Regulatory Considerations</i>	9
6.	Capacity of the Project	9
6.1	<i>Production capacity calculation basis</i>	9
6.2	<i>Capacity of Trailer</i>	10
6.3	<i>Capacity of Motor Vehicle</i>	11
7.	Investment cost:	12
7.1	<i>Source of Funds</i>	12
7.2	<i>Investment Funds and breakdown</i>	13
8.	Financial Projection	16
8.1	<i>Financial projection of year 2024</i>	17
8.2	<i>Financial projection of year 2025</i>	18
8.3	<i>Financial projection of year 2026</i>	20
8.4	<i>Financial projection of year 2027</i>	22
8.5	<i>Financial projection of year 2028</i>	24
9.	Marketing and Sales Strategy	26
9.1	<i>Marketing Activities</i>	26
9.2	<i>Sales Strategy</i>	27

10. Implementation Schedule	29
<i>10.1 Implementation Schedule for year 2024</i>	<i>29</i>
<i>10.2 Implementation Schedule for year 2025-2028</i>	<i>30</i>

1. Executive Summary

Investment objective: Letu Vehicle Manufacture Co Limited, as one of motor vehicle and trailer manufacture and service provider in Dar es salaam, is committed to producing high quality trailer and motor vehicle and providing customer-centered service.

Our **project sector** is the manufacturing and sub sector is automobile assembly.
Our **product** is motor vehicle and trailer. The details are in the following section 2.2
Our mission is become a leading provider of truck trailer and motor vehicle in Tanzania, to create greater value for society, to provide better services for users, to create more returns for shareholders and to provide a development platform for employees.

The total estimated investment of this project is around \$2,800,000 USD.

2. Introduction

2.1 Background

Tanzania, as one of the most important transportation hub in East Africa, it's one of the key corridors connecting landlocked countries in East Africa and ports in East Africa. At the same time, Tanzania is experiencing sustained economic growth and urbanization, which has led to an increasing population and urban expansion, which in turn has led to increased demand for various goods and services. Land transportation is a key means to meet these needs, allowing goods to be quickly transported to various cities and regions. Although Tanzania has some ports and rail networks, its coverage is relatively limited. So most transportation is heavily relies on road transportation for the movement of goods across the country and to neighboring landlocked countries like Zambia, Malawi, Uganda, Rwanda, and Burundi. Flatbed trailers are essential for transporting various goods, including agricultural products, construction materials, and industrial goods.

The demand for flatbed trailers and motor vehicles in Tanzania is also influenced by factors such as economic growth, infrastructure development, and international trade activities. With Tanzania's growing economy and ongoing infrastructure projects, there's a continuous demand for transportation equipment, including flatbed trailers and motor vehicle. However, the local production of flatbed trailers and motor vehicles might not meet the entire demand. Therefore, Tanzania also imports flatbed trailers and motor vehicles from various countries, including South Africa, Turkey, and China.

Based on the above background, we mainly focus on manufacturing and providing aftersales service of flatbed trailer and motor vehicles which fully meet the requirements of trailers' design, construction, equipment, and operation to ensure safety and roadworthiness. Also we'll obey the regulations from Tanzania Government, which may cover aspects such as vehicle dimensions, weight limits, braking systems, lighting, and reflective devices.

2.2 Product Introduction

2.2.1 Motor Vehicle

Our three-wheeled cargo vehicles are meticulously designed to offer unmatched performance and versatility in urban transportation. Featuring a compact yet robust design, these vehicles are perfect for navigating the bustling streets and narrow alleys of urban centers with ease. Equipped with a spacious cargo bed, our three-wheelers can efficiently transport a wide range of goods and materials, making them ideal for businesses involved in local deliveries, logistics, and distribution.

Key Features:

Compact and maneuverable design for easy navigation in tight spaces.

Spacious cargo bed with customizable configurations to accommodate various types of cargo.

Efficient fuel consumption and low maintenance requirements for cost-effective operations.

Enhanced safety features to ensure driver and cargo protection during transit.

Eco-friendly engine options available to reduce emissions and environmental impact.



Image 1: finished products example

2.2.2 Trailer

Truck Trailers:

Our truck trailers are engineered to handle the toughest transportation challenges with unmatched reliability and durability. Whether it's long-haul logistics or local deliveries, our trailers deliver exceptional performance and efficiency in every journey. From heavy machinery and construction materials to agricultural produce and consumer goods, our truck trailers provide the necessary payload capacity and versatility to meet the diverse needs of our customers across industries.

Key Features:

Robust chassis and suspension systems capable of carrying heavy loads over long distances.

Aerodynamic design for improved fuel efficiency and reduced drag during transit.

Advanced braking and safety systems to ensure optimal control and stability on the road.

Customizable configurations and options to accommodate specific cargo requirements.

Built-in technology features for real-time tracking and monitoring of cargo and vehicle status.



Image 2: finished trailer example

3. Technical analysis

The potential project site is strategically located in Visiga Ward, Kibaha, Pwani, approximately 57 kilometers from the Port of Dar es Salaam. Situated along a major thoroughfare, our location offers convenient access to all roads leading to various parts of the country. Additionally, the proximity to essential facilities such as gas stations and Lake Steel further enhances the accessibility and convenience of our site.



Image 3: project site location

Key Features of the Location:

Proximity to Port of Dar es Salaam: Being just 57 kilometers away from the Port of Dar es Salaam, one of the largest seaports in East Africa, our location facilitates efficient import and export operations, ensuring smooth logistics and supply chain management.

Accessibility to Major Roads: Our site enjoys easy access to major road networks, making it well-connected to the entire country. This accessibility streamlines transportation of raw materials, components, and finished products, thereby optimizing our manufacturing processes and distribution channels.

Strategic Position on Route to Dodoma: Situated on the main road leading to the capital city of Dodoma, our location serves as a pivotal hub for transportation and trade activities between Kibaha and Dodoma. This strategic positioning opens up opportunities for business expansion and market reach.

Proximity to Essential Facilities: Nearby gas stations provide convenient refueling options for our fleet of vehicles and machinery, ensuring uninterrupted operations. The presence of Lake Steel in the vicinity offers additional resources and support for our manufacturing activities.

Site Overview:

Total Area: 4300 square meters

Covered Area: 900 square meters

Open Area: 3400 square meters

Infrastructure: The site features paved concrete flooring across the open area, providing a sturdy and stable foundation for various operations, including vehicle assembly, storage, and movement.

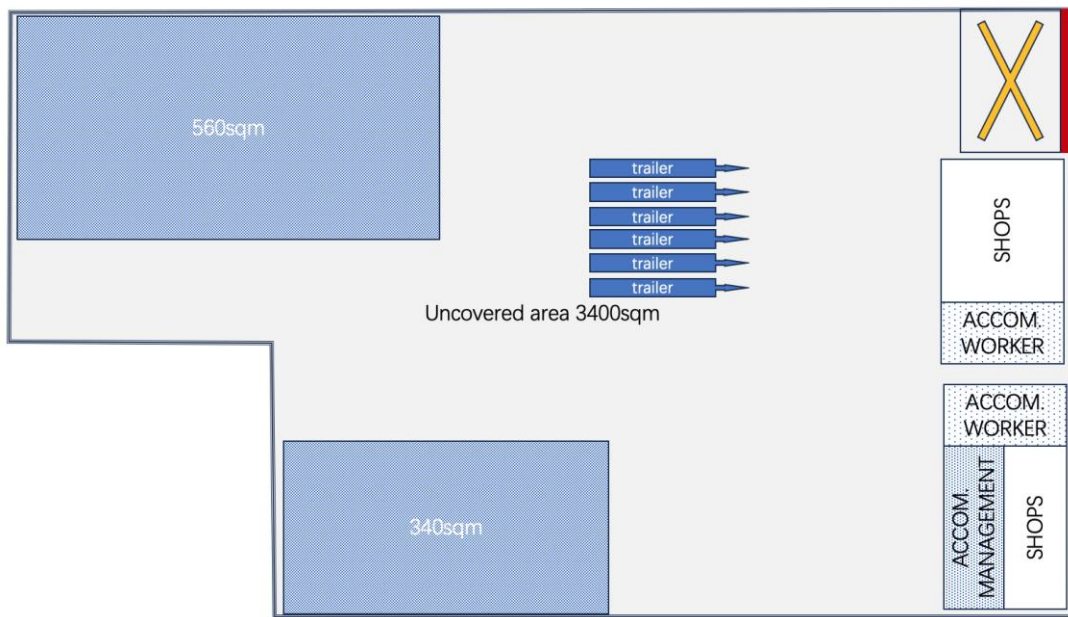


Image 4: workshop drawing



Image 5: example-workshop inside with cranes



Image 6: forklift be used on site

4. Management team

Mr. QIYUE LI, Chinese nationality, CEO of the company, holding engineer's bachelor's degree, have more than 20 years' experience working in civil engineering area, has run more than 10 giant projects in China.

Mr. XIAONING ZHANG, Chinese nationality, Managing Director of the team, holding engineer's bachelor's degree, have more 20 years' experience working in vehicle engineering in all over China, working with Mr.QIYUE LI for quite a long time.

Mr. CHANGCHUN LIU, Chinese nationality, Operation Director of the team to supervise the whole producing procedure, holding an engineer bachelor's degree, have more than 20 years' experience working in vehicle engineering area in China.

5. Job Creation

As LETU Vehicle Manufacture Co 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 (GM): 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 (CTO): 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 (2): 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.

Interpreter (1): Facilitates communication between Chinese management and the local team, ensuring clear understanding and effective collaboration.

Welding Technicians (4): Responsible for welding operations, ensuring high-quality assembly and structural integrity of vehicles.

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

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

Security Personnel (8): 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 **35 personnel** team (**3 of them are from China**) and

create **32 job count for Tanzania** at the first year, and we will continue to increase our head count to 100 in coming years.

5.2 Impact

By creating diverse job opportunities, LETU Vehicle Manufacture Co 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 automotive industry.

5.3 Implementation Plan

LETU Vehicle Manufacture Co 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

LETU Vehicle Manufacture Co 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.

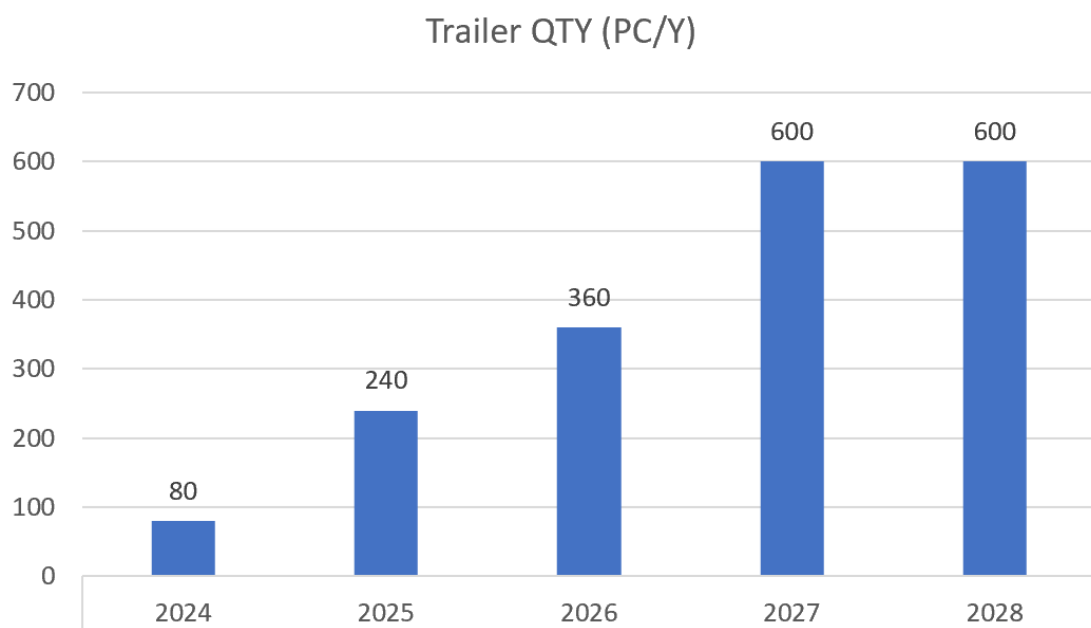
6. Capacity of the Project

6.1 Production capacity calculation basis

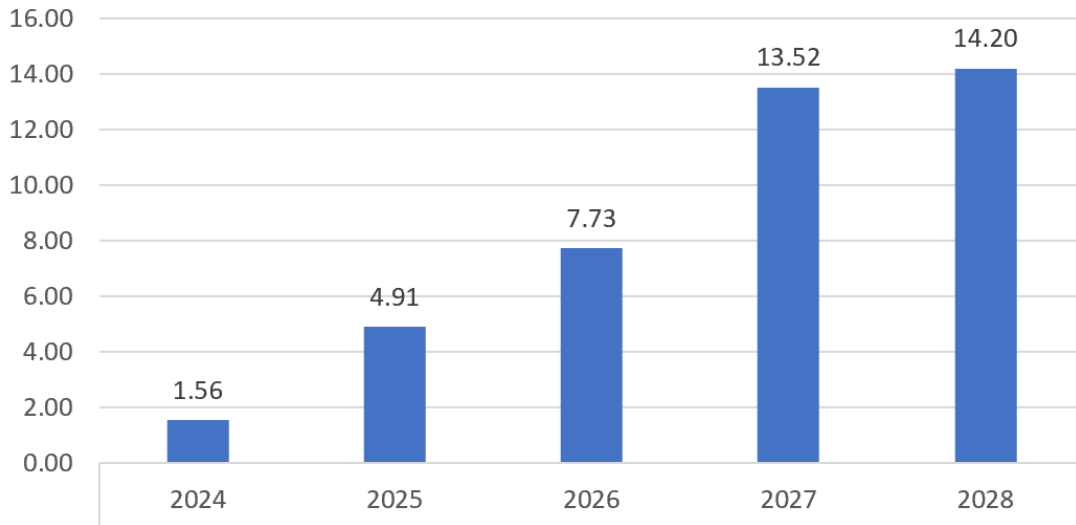
- 300 working days annually
- Single shift basis
- 8 hours per shift

6.2 Capacity of Trailer

Trailer Capacity					
Year	2024	2025	2026	2027	2028
QTY (PC/M)	10	20	30	50	50
QTY (PC/Y)	80	240	360	600	600
Unit price (USD)	19,471.49	20,445.06	21,467.32	22,540.68	23,667.72
Income (USD)	1,557,719.05	4,906,815.02	7,728,233.66	13,524,408.90	14,200,629.35



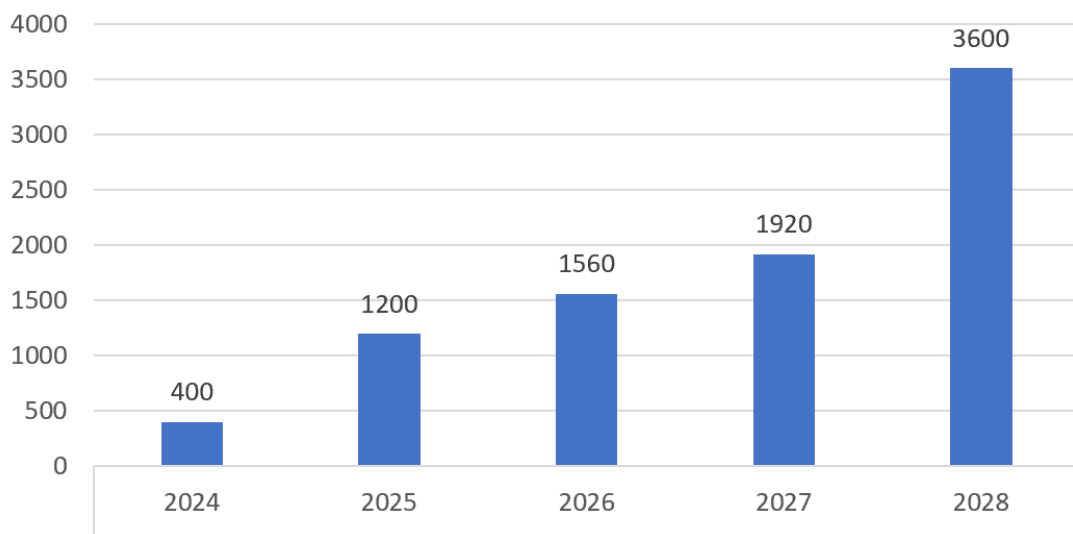
Trailer Income (Million USD)

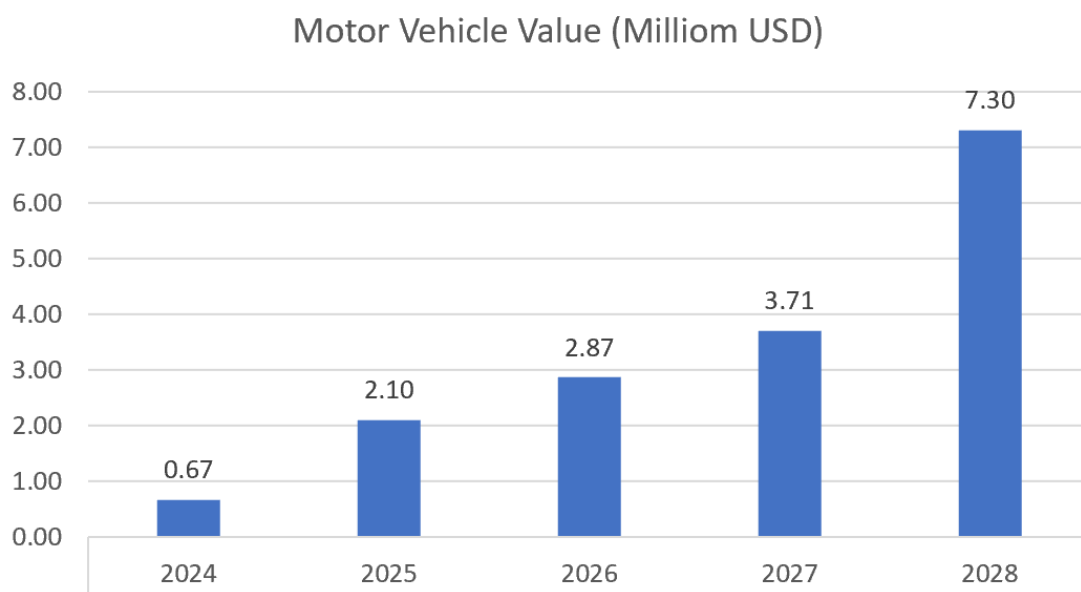


6.3 Capacity of Motor Vehicle

Motor Vehicle Capacity					
Year	2024	2025	2026	2027	2028
QTY (PC/M)	50	100	130	160	300
QTY (PC/Y)	400	1200	1560	1920	3600
Unit price (USD)	1,668.98	1,752.43	1,840.06	1,932.06	2,028.66
Value (USD)	667,593.88	2,102,920.72	2,870,486.79	3,709,552.16	7,303,180.81

Motor Vehicle QTY (PC/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 \$2.8 million USD (The forecast and breakdown is listed in the section 6.2), sourced from the personal funds of the shareholder, from China.

S.N.	Sources	Amount (USD.)	Percentage
1	Owner's contribution from China	2,805,758	100%
2	Term Loan	0	0%
Total			100%

7.2 Investment Funds and breakdown

S.N.	Category	Amount (USD.)	Percentage
1	Plot leasing	24,508	1%
2	Workshop built	142,000	5%
3	Machinery and equipment	57,517	2%
4	Semi-finished SKD parts	2,058,414	73%
5	Staff & Labor cost (annual)	120,277	4%
6	Others Expense	205,177	7%
7	Other Fixed asset	12,692	0%
8	G&A Expenses	185,172	7%
Total		2,805,758	100%

6.2.1 Plot leasing

PLOT LEASE	SQM	LEASING \$/SQM/M	VALUE/M	VALUE ANNUAL
COVERED AREA	900			
UNCOVERED AREA	3400			
PLOT LEASE	4300	TZS 1,234.88	\$ 2,042.31	\$ 24,507.69
TOTAL \$ (1 years)				\$ 24,507.69

6.2.2 Workshop Built

WORKSHOP BUILT(COVERED)	SQM	BULD \$/SQM	VALUE
COVERED AREA	900	\$ 120.00	\$ 108,000.00
CONCERATE BASE(UNCOVERED)	3400	\$ 10.00	\$ 34,000.00
TOTAL \$			\$ 142,000.00

6.2.3 Machinery and equipment

MACHINERY AND EQUIPMENT	QTY	VALUE
CRANE	1	\$ 6,954.10
WELDING MACHINE	8	\$ 5,563.28
7 TON FORKLIFT	1	\$ 20,000.00
200KVA GENERATOR	1	\$ 25,000.00
TOTAL		\$ 57,517.39

6.2.4 Semi-finished materials/SKD Parts (first order)

SKD SEMI-FINISHED MATERIALS	QTY/M	VALUE/M
CHASSIS	10	\$ 111,265.65
TYERS	120	\$ 1,335,187.76
STEEL PLATE	5	\$ 55,632.82
MOTOR VEHICLE CKD	50	\$ 556,328.23
TOTAL \$		\$ 2,058,414.46

6.2.5 Staff & labor (annually)

labor	QTY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR
GM	1	1		TZS 7,800,000.00	TZS 7,800,000.00	TZS 93,600,000.00
CTO	1	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00
FINANCE	2	1	1	TZS 600,000.00	TZS 1,200,000.00	TZS 14,400,000.00
SALES	8	8		TZS 600,000.00	TZS 4,800,000.00	TZS 57,600,000.00
ADMIN	1		1	TZS 280,000.00	TZS 280,000.00	TZS 3,360,000.00
INTERPERATOR	1	1		TZS 1,000,000.00	TZS 1,000,000.00	TZS 12,000,000.00
TECHNICAL(WELDER)	4	4		TZS 220,000.00	TZS 880,000.00	TZS 10,560,000.00
ASSEMBLY(WORKER)	4	4		TZS 220,000.00	TZS 880,000.00	TZS 10,560,000.00
FORKLIFT/CRANE OPERATOR	1	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00
SECURITY (2 SHIFTS)	8	4	4	TZS 200,000.00	TZS 1,600,000.00	TZS 19,200,000.00
CASUAL LABOR	4	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00
TOTAL	35	29	6		TZS 26,060,000.00	TZS 312,720,000.00
TOTAL \$					\$ 10,023.08	\$ 120,276.92

6.2.6 Other expenses

OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M	VALUE/M	VALUE ANNUAL
ELECTRICITY	TZS 350.00	12000	TZS 4,200,000.00	TZS 50,400,000.00
FUEL EXP.	TZS 3,100.00	1050	TZS 3,255,000.00	TZS 39,060,000.00
ADVERTISEMENT AND TRAVELING			TZS 5,000,000.00	TZS 60,000,000.00
TRANSPORT			TZS 20,000,000.00	TZS 240,000,000.00
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
ENTERTAINMENT			TZS 2,800,000.00	TZS 33,600,000.00
TOTAL \$			\$ 17,098.08	\$ 205,176.92

6.2.7 Other fixed asset

OTHER FIXED ASSEST	QTY	VALUE
SUV	1	\$ 12,692.31
TOTAL \$		\$ 12,692.31

6.2.8 General & Admin (1st year)

EXPENSES		
OPERATING EXPENSE	USD/Y	USD/M
Accounting & Legal	\$ 2,400.00	\$ 200.00
Advertising	\$ 6,000.00	\$ 500.00
Bank Fees	\$ 180.00	\$ 15.00
Consulting Fees	\$ 6,000.00	\$ 500.00
Dues & Subscriptions	\$ 600.00	\$ 50.00
Employee Training	\$ 3,600.00	\$ 300.00
Professional Fees	\$ 27,000.00	\$ 2,250.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00	\$ 200.00
	\$ 29,400.00	\$ 2,450.00
ENTERTAINMENT (3% OF RFFVNIIF)		
Item 1	\$ 66,759.39	\$ -
	\$ 66,759.39	\$ -
TRAVEL		
4% of revenue	\$ 89,012.52	\$ -
	\$ 89,012.52	\$ -
TOTAL	\$ 185,171.91	

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	\$ (14,989,345.92)	\$ 990,726.84	\$ 1,114,267.97	\$ 1,873,845.84	\$ 3,259,716.39
Total Income	\$ 2,225,312.93	\$ 6,675,938.80	\$ 9,613,351.88	\$ 14,887,343.53	\$ 17,691,237.83
total cost of sales	\$ 17,029,486.95	\$ 5,162,188.55	\$ 7,768,743.13	\$ 11,908,494.42	\$ 13,101,851.72
Total Expenses	\$ 185,171.91	\$ 523,023.41	\$ 730,340.79	\$ 1,105,003.28	\$ 1,329,669.73

8.1 Financial projection of year 2024

1. Summary of year 2024

SUMMARY	BUDGET/2024
Gross Margin	\$ (14,989,345.92)
Total Income	\$ 2,225,312.93
total cost of sales	\$ 17,029,486.95
Total Expenses	\$ 185,171.91

2. Income of year 2024

INCOME	TOTAL QTY	BUDGET/2024
OPERATING INCOME		
TRAILER SALES	80.00	\$ 1,557,719.05
MOTOR VEHICLES SALES	400.00	\$ 667,593.88
TOTAL		\$ 2,225,312.93

3. Cost of sales of year 2024

Total cost of sales									
labor	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 120,276.92	
GM	1	CHINESE	1		TZS 7,800,000.00	TZS 7,800,000.00	TZS 93,600,000.00		
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00		
FINANCE	2	LOCAL	1	1	TZS 600,000.00	TZS 1,200,000.00	TZS 14,400,000.00		
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		
INTERPERATOR	1	LOCAL	1		TZS 1,000,000.00	TZS 1,000,000.00	TZS 12,000,000.00		
TECHNICAL(WELDER)	4	LOCAL	4		TZS 220,000.00	TZS 880,000.00	TZS 10,560,000.00		
ASSEMBLY(WORKER)	4	LOCAL	4		TZS 220,000.00	TZS 880,000.00	TZS 10,560,000.00		
FORKLIFT/Crane OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00		
SECURITY (2 SHIFTS)	8	LOCAL	4	4	TZS 200,000.00	TZS 1,600,000.00	TZS 19,200,000.00		
CASUAL LABOR	4	LOCAL	4		TZS 180,000.00	TZS 720,000.00	TZS 8,640,000.00		
TOTAL	35		29	6		TZS 26,060,000.00	TZS 312,720,000.00		
TOTAL \$						\$ 10,023.08	\$ 120,276.92		
MACHINERY AND EQUIPMENT									
	QTY							VALUE	\$ 57,517.39
CRANE	1						\$ 6,954.10		
WELDING MACHINE	8						\$ 5,563.28		
7 TON FORKLIFT	1						\$ 20,000.00		
200KVA GENERATOR	1						\$ 25,000.00		
TOTAL							\$ 57,517.39		
SKD SEMI-FINISHED MATERIALS									
	QTY/M	MONTHS	UNIT	TOTAL QTY			VALUE/M	VALUE ANNUAL	\$ 16,467,315.72
CHASSIS	10	8	PC	80			\$ 111,265.65	\$ 890,125.17	
TYERS	120	8	PC	960			\$ 1,335,187.76	\$ 10,681,502.09	
STEEL PLATE	5	8	TON	40			\$ 55,632.82	\$ 445,062.59	
MOTOR VEHICLE CKD	50	8	UNIT	400			\$ 556,328.23	\$ 4,450,625.87	
TOTAL \$							\$ 2,058,414.46	\$ 16,467,315.72	

LAND AND BUILDING		SQM	LEASING \$/SQM/M	VALUE/M	VALUE ANNUAL	\$	24,507.69
COVERED AREA		900					
UNCOVERED AREA		3400					
TOTAL \$ (3 years)		4300	\$ 1,234.88		\$ 2,042.31	\$	24,507.69
WORKSHOP BUILT(COVERED)		SQM	BULD \$/SQM	VALUE		\$	142,000.00
COVERED AREA		900	\$ 120.00		\$		108,000.00
CONCRETE BASE(UNCOVERED)		3400	\$ 10.00		\$		34,000.00
TOTAL \$					\$		142,000.00
OTHER EXPENSE		UNIT PRICE	CONSUMPTION/M	VALUE/M	VALUE ANNUAL	\$	205,176.92
ELECTRICITY		TZS 350.00	12000	TZS 4,200,000.00	TZS 50,400,000.00		
FUEL EXP.		TZS 3,100.00	1050	TZS 3,255,000.00	TZS 39,060,000.00		
ADVERTISMENT AND TRAVELING				TZS 5,000,000.00	TZS 60,000,000.00		
TRANSPORT				TZS 20,000,000.00	TZS 240,000,000.00		
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		
ENTERTAINMENT				TZS 2,800,000.00	TZS 33,600,000.00		
TOTAL \$				\$ 17,098.08	\$ 205,176.92		
OTHER FIXED ASSEST		QTY		VALUE		\$	12,692.31
SUV		1		\$			12,692.31
TOTAL \$				\$			12,692.31
TOTAL						\$	17,029,486.95

4. Expenses of year 2024

EXPENSES		
OPERATING EXPENSE	USD/Y	USD/M
Accounting & Legal	\$ 2,400.00	\$ 200.00
Advertising	\$ 6,000.00	\$ 500.00
Bank Fees	\$ 180.00	\$ 15.00
Consulting Fees	\$ 6,000.00	\$ 500.00
Dues & Subscriptions	\$ 600.00	\$ 50.00
Employee Training	\$ 3,600.00	\$ 300.00
Professional Fees	\$ 27,000.00	\$ 2,250.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00	\$ 200.00
	\$ 29,400.00	\$ 2,450.00
ENTERTAINMENT (3% OF REVENUE)		
Item 1	\$ 66,759.39	\$ -
	\$ 66,759.39	\$ -
TRAVEL		
4% of revenue	\$ 89,012.52	\$ -
	\$ 89,012.52	\$ -
TOTAL	\$ 185,171.91	

8.2 Financial projection of year 2025

1. Summary of year 2025

SUMMARY	BUDGET/2025
Gross Margin	\$ 990,726.84
Total Income	\$ 6,675,938.80
total cost of sales	\$ 5,162,188.55
Total Expenses	\$ 523,023.41

1. Income of year 2025

INCOME	BUDGET/2025	BUDGET/2025
OPERATING INCOME		
TRAILER SALES	240.00	\$ 4,673,157.16
MOTOR VEHICLES SALES	1200.00	\$ 2,002,781.64
TOTAL		\$ 6,675,938.80

2. Cost of sales of year 2025

Cost of sales									
labor	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$	131,538.46
GM	1	CHINESE	1		TZS 7,800,000.00	TZS 7,800,000.00	TZS 93,600,000.00		
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00		
FINANCE	2	LOCAL	1	1	TZS 600,000.00	TZS 1,200,000.00	TZS 14,400,000.00		
SALES	10	LOCAL	10		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		
INTERPERATOR	1	LOCAL	1		TZS 1,000,000.00	TZS 1,000,000.00	TZS 12,000,000.00		
TECHNICAL(WELDER)	6	LOCAL	6		TZS 220,000.00	TZS 1,320,000.00	TZS 15,840,000.00		
ASSEMBLY(WORKER)	6	LOCAL	6		TZS 220,000.00	TZS 1,320,000.00	TZS 15,840,000.00		
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00		
SECURITY (2 SHIFTS)	8	LOCAL	4	4	TZS 200,000.00	TZS 1,600,000.00	TZS 19,200,000.00		
CASUAL LABOR	6	LOCAL	6		TZS 180,000.00	TZS 1,080,000.00	TZS 12,960,000.00		
TOTAL	43		37	6		TZS 28,500,000.00	TZS 342,000,000.00		
TOTAL \$						\$ 10,961.54	\$ 131,538.46		
SKD SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT	TOTAL QTY	VALUE/M	VALUE ANNUAL	\$	4,773,296.24	
CHASSIS	20	12	PC	240	\$ 222,531.29	\$ 2,670,375.52			
TYERS	240	12	PC	2880	\$ 83,449.24	\$ 1,001,390.82			
STEEL PLATE	10	12	TON	120	\$ 8,344.92	\$ 100,139.08			
MOTOR VEHICLE CKD	100	12	UNIT	1200	\$ 83,449.24	\$ 1,001,390.82			
TOTAL \$					\$ 397,774.69	\$ 4,773,296.24			
LAND AND BUILDING	SQM	LEASING \$/SQM/M			VALUE/M	VALUE ANNUAL	\$	24,507.69	
COVERED AREA	900								
UNCOVERED AREA	3400								
PLOT LEASE	4300	TZS 1,234.88			\$ 2,042.31	\$ 24,507.69			
TOTAL \$						\$ 24,507.69			
OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$	232,846.15	
ELECTRICITY	TZS 350.00	20000			TZS 7,000,000.00	TZS 84,000,000.00			
FUEL EXP.	TZS 3,100.00	1500			TZS 4,650,000.00	TZS 55,800,000.00			
ADVERTISEMENT AND TRAVELING					TZS 5,000,000.00	TZS 60,000,000.00			
TRANSPORT					TZS 20,000,000.00	TZS 240,000,000.00			
WORN OUT PARTS					TZS 6,000,000.00	TZS 72,000,000.00			
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00			
STATIONERY					TZS 1,300,000.00	TZS 15,600,000.00			
REPAIRS/MAINTENANCE					TZS 3,500,000.00	TZS 42,000,000.00			
ENTERTAINMENT					TZS 2,800,000.00	TZS 33,600,000.00			
TOTAL \$					\$ 19,403.85	\$ 232,846.15			
TOTAL						TOTAL \$ 5,162,188.55			

3. Expenses of year 2025

EXPENSES	
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
PAYROLL	
NSSF	\$ 13,153.85
WCF	\$ 13,153.85
	\$ 26,307.69
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 200,278.16
	\$ 200,278.16
TRAVEL	
4% of revenue	\$ 267,037.55
	\$ 267,037.55
TOTAL	\$ 523,023.41

8.3 Financial projection of year 2026

1. Summary of year 2026

SUMMARY	BUDGET/2026
Gross Margin	\$ 1,114,267.97
Total Income	\$ 9,613,351.88
total cost of sales	\$ 7,768,743.13
Total Expenses	\$ 730,340.79

2. Income of year 2026

INCOME	QTY	BUDGET/2026
OPERATING INCOME		
TRAILER SALES	360.00	\$ 7,009,735.74
MOTOR VEHICLES SALES	1560.00	\$ 2,603,616.13
TOTAL		\$ 9,613,351.88

3. Cost of sales of year 2026

Cost of sales								
labor	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 140,030.77
GM	1	CHINESE	1		TZS 7,800,000.00	TZS 7,800,000.00	TZS 93,600,000.00	
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00	
FINANCE	3	LOCAL	2	1	TZS 600,000.00	TZS 1,800,000.00	TZS 21,600,000.00	
SALES	10	LOCAL	10		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	
INTERPERATOR	1	LOCAL	1		TZS 1,000,000.00	TZS 1,000,000.00	TZS 12,000,000.00	
TECHNICAL(WELDER)	8	LOCAL	8		TZS 220,000.00	TZS 1,760,000.00	TZS 21,120,000.00	
ASSEMBLY(WORKER)	8	LOCAL	8		TZS 220,000.00	TZS 1,760,000.00	TZS 21,120,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00	
SECURITY (2 SHIFTS)	8	LOCAL	4	4	TZS 200,000.00	TZS 1,600,000.00	TZS 19,200,000.00	
CASUAL LABOR	8	LOCAL	8		TZS 180,000.00	TZS 1,440,000.00	TZS 17,280,000.00	
TOTAL	50		44	6		TZS 30,340,000.00	TZS 364,080,000.00	
TOTAL \$						\$ 11,669.23	\$ 140,030.77	
SKD SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT	TOTAL QTY	VALUE/M	VALUE ANNUAL	\$ 6,959,666.20	
CHASSIS	30	12	PC	360	\$ 333,796.94	\$ 4,005,563.28		
TYERS	360	12	PC	4320	\$ 125,173.85	\$ 1,502,086.23		
STEEL PLATE	15	12	TON	180	\$ 12,517.39	\$ 150,208.62		
MOTOR VEHICLE CKD	130	12	UNIT	1560	\$ 108,484.01	\$ 1,301,808.07		
TOTAL \$					\$ 579,972.18	\$ 6,959,666.20		
LAND AND BUILDING	SQM	LEASING \$/SQM/M			VALUE/M	VALUE ANNUAL	\$ 24,507.69	
COVERED AREA	900							
UNCOVERED AREA	3400							
PLOT LEASE	4300	TZS 1,234.88			\$ 2,042.31	\$ 24,507.69		
TOTAL \$						\$ 24,507.69		
OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$ 644,538.46	
ELECTRICITY	TZS 350.00	240000			TZS 84,000,000.00	TZS 1,008,000,000.00		
FUEL EXP.	TZS 3,100.00	1500			TZS 4,650,000.00	TZS 55,800,000.00		
ADVERTISEMENT AND TRAVELING					TZS 5,000,000.00	TZS 60,000,000.00		
TRANSPORT					TZS 30,000,000.00	TZS 360,000,000.00		
WORN OUT PARTS					TZS 7,000,000.00	TZS 84,000,000.00		
POSTAGE/TELEPHONE					TZS 200,000.00	TZS 2,400,000.00		
STATIONERY					TZS 1,300,000.00	TZS 15,600,000.00		
REPAIRS/MAINTENANCE					TZS 4,500,000.00	TZS 54,000,000.00		
ENTERTAINMENT					TZS 3,000,000.00	TZS 36,000,000.00		
TOTAL \$					\$ 53,711.54	\$ 644,538.46		
TOTAL							\$ 7,748,743.13	

4. Other expenses of year 2026

EXPENSES	
OPERATING EXPENSE	
Accounting & Legal	\$ 3,000.00
Advertising	\$ 6,000.00
Bank Fees	\$ 480.00
Consulting Fees	\$ 8,400.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 6,000.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00
	\$ 29,400.00
PAYROLL	
NSSF	\$ 14,003.08
WCF	\$ 14,003.08
	\$ 28,006.15
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 288,400.56
	\$ 288,400.56
TRAVEL	
4% of revenue	\$ 384,534.08
	\$ 384,534.08
TOTAL	\$ 730,340.79

8.4 Financial projection of year 2027

1. Summary of year 2027

SUMMARY	BUDGET/2027
Gross Margin	\$ 1,873,845.84
Total Income	\$ 14,887,343.53
total cost of sales	\$ 11,908,494.42
Total Expenses	\$ 1,105,003.28

2. Income of year 2027

INCOME	QTY	BUDGET/2027
OPERATING INCOME		
TRAILER SALES	\$ 600.00	\$ 11,682,892.91
MOTOR VEHICLES SALES	\$ 1,920.00	\$ 3,204,450.63
TOTAL	\$	14,887,343.53

3. Cost of sales of year 2027

Cost of sales								
labor	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 167,446.15
GM	1	CHINESE	1		TZS 7,800,000.00	TZS 7,800,000.00	TZS 93,600,000.00	
CTO	1	CHINESE	1		TZS 6,500,000.00	TZS 6,500,000.00	TZS 78,000,000.00	
FINANCE	3	LOCAL	2	1	TZS 600,000.00	TZS 1,800,000.00	TZS 21,600,000.00	
SALES	12	LOCAL	12		TZS 600,000.00	TZS 7,200,000.00	TZS 86,400,000.00	
ADMIN	2	LOCAL		2	TZS 280,000.00	TZS 560,000.00	TZS 6,720,000.00	
INTERPERATOR	2	LOCAL	2		TZS 1,000,000.00	TZS 2,000,000.00	TZS 24,000,000.00	
TECHNICAL(WELDER)	13	LOCAL	13		TZS 220,000.00	TZS 2,860,000.00	TZS 34,320,000.00	
ASSEMBLY(WORKER)	13	LOCAL	13		TZS 220,000.00	TZS 2,860,000.00	TZS 34,320,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 400,000.00	TZS 400,000.00	TZS 4,800,000.00	
SECURITY (2 SHIFTS)	8	LOCAL	4	4	TZS 200,000.00	TZS 1,600,000.00	TZS 19,200,000.00	
CASUAL LABOR	15	LOCAL	15		TZS 180,000.00	TZS 2,700,000.00	TZS 32,400,000.00	
TOTAL	71		64	7		TZS 36,280,000.00	TZS 435,360,000.00	
TOTAL \$						\$ 13,953.85	\$ 167,446.15	

MACHINERY AND EQUIPMENT	QTY	VALUE	\$ 76,689.85
CRANE	1	\$ 11,126.56	
WELDING MACHINE	8	\$ 5,563.28	
7 TON FORKLIFT	1	\$ 25,000.00	
300KVA GENERATOR	1	\$ 35,000.00	
TOTAL		\$ 76,689.85	

SKD SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT	TOTAL QTY	VALUE/M	VALUE ANNUAL	\$ 11,082,058.41
CHASSIS	50	12	PC	600	\$ 556,328.23	\$ 6,675,938.80	
TYERS	600	12	PC	7200	\$ 208,623.09	\$ 2,503,477.05	
STEEL PLATE	30	12	TON	360	\$ 25,034.77	\$ 300,417.25	
MOTOR VEHICLE CKD	160	12	UNIT	1920	\$ 133,518.78	\$ 1,602,225.31	
TOTAL \$					\$ 923,504.87	\$ 11,082,058.41	

LAND AND BUILDING	SQM	LEASING \$/SQM/M	VALUE/M	VALUE ANNUAL	\$ 38,123.08
COVERED AREA	1900				
UNCOVERED AREA	5000				
PLOT LEASE	6900	TZS 1,197.10	\$ 3,176.92	\$ 38,123.08	
TOTAL \$				\$ 38,123.08	

WORKSHOP BUILT(COVERED)	SQM	BULD \$/SQM	VALUE	\$ 278,000.00
COVERED AREA	1900	\$ 120.00	\$ 228,000.00	
CONCRETE BASE(UNCOVERED)	5000	\$ 10.00	\$ 50,000.00	
TOTAL \$			\$ 278,000.00	

OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M	VALUE/M	VALUE ANNUAL	\$ 226,176.92
ELECTRICITY	TZS 350.00	25000	TZS 8,750,000.00	TZS 105,000,000.00	
FUEL EXP.	TZS 3,100.00	1050	TZS 3,255,000.00	TZS 39,060,000.00	
ADVERTISEMENT AND TRAVELING			TZS 5,000,000.00	TZS 60,000,000.00	
TRANSPORT			TZS 20,000,000.00	TZS 240,000,000.00	
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	
ENTERTAINMENT			TZS 2,800,000.00	TZS 33,600,000.00	
TOTAL \$			\$ 18,848.08	\$ 226,176.92	

OTHER FIXED ASSEST	QTY	VALUE	\$ 40,000.00
SUV	2	\$ 40,000.00	
TOTAL \$		\$ 40,000.00	

TOTAL	TOTAL	\$ 11,908,494.42

4. Other expenses of year 2027

EXPENSES	
OPERATING EXPENSE	
Accounting & Legal	\$ 2,400.00
Advertising	\$ 12,000.00
Bank Fees	\$ 2,400.00
Consulting Fees	\$ 18,000.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 7,200.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 2,400.00
	\$ 29,400.00
PAYROLL	
NSSF	\$ 16,744.62
WCF	\$ 16,744.62
	\$ 33,489.23
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 446,620.31
	\$ 446,620.31
TRAVEL	
4% of revenue	\$ 595,493.74
	\$ 595,493.74
TOTAL	\$ 1,105,003.28

8.5 Financial projection of year 2028

1. Summary of year 2028

SUMMARY	BUDGET/2028
Gross Margin	\$ 3,259,716.39
Total Income	\$ 17,691,237.83
total cost of sales	\$ 13,101,851.72
Total Expenses	\$ 1,329,669.73

2. Income of year 2028

INCOME	QTY	BUDGET/2028
OPERATING INCOME		
TRAILER SALES	600.00	\$ 11,682,892.91
MOTOR VEHICLES SALES	3600.00	\$ 6,008,344.92
TOTAL		\$ 17,691,237.83

3. Cost of sales of year 2028

Cost of the goods								
labor	QTY	NATIONALITY	MALE	FEMALE	TZS/MONTH/P	TOTAL TZS/MONTH	TOTAL TZS/YEAR	\$ 261,415.38
GM	1	CHINESE	1		TZS 10,400,000.00	TZS 10,400,000.00	TZS 124,800,000.00	
CTO	1	CHINESE	1		TZS 9,100,000.00	TZS 9,100,000.00	TZS 109,200,000.00	
FINANCE	3	LOCAL	2	1	TZS 700,000.00	TZS 2,100,000.00	TZS 25,200,000.00	
SALES	15	LOCAL	15		TZS 700,000.00	TZS 10,500,000.00	TZS 126,000,000.00	
ADMIN	4	LOCAL		4	TZS 350,000.00	TZS 1,400,000.00	TZS 16,800,000.00	
INTERPERATOR	3	LOCAL	3		TZS 1,200,000.00	TZS 3,600,000.00	TZS 43,200,000.00	
TECHNICAL(WELDER)	20	LOCAL	20		TZS 300,000.00	TZS 6,000,000.00	TZS 72,000,000.00	
ASSEMBLY(WORKER)	20	LOCAL	20		TZS 300,000.00	TZS 6,000,000.00	TZS 72,000,000.00	
FORKLIFT/CRANE OPERATOR	1	LOCAL	1		TZS 500,000.00	TZS 500,000.00	TZS 6,000,000.00	
SECURITY (2 SHIFTS)	8	LOCAL	4	4	TZS 280,000.00	TZS 2,240,000.00	TZS 26,880,000.00	
CASUAL LABOR	20	LOCAL	20		TZS 240,000.00	TZS 4,800,000.00	TZS 57,600,000.00	
TOTAL	96		87	9		TZS 56,640,000.00	TZS 679,680,000.00	
TOTAL \$						TZS 21,784.62	TZS 261,415.38	
SKD SEMI-FINISHED MATERIALS	QTY/M	MONTHS	UNIT	TOTAL QTY	VALUE/M	VALUE ANNUAL	\$ 12,484,005.56	
CHASSIS	50	12	PC	600	\$ 556,328.23	\$ 6,675,938.80		
TYERS	600	12	PC	7200	\$ 208,623.09	\$ 2,503,477.05		
STEEL PLATE	30	12	TON	360	\$ 25,034.77	\$ 300,417.25		
MOTOR VEHICLE CKD	300	12	UNIT	3600	\$ 250,347.71	\$ 3,004,172.46		
TOTAL \$					\$ 1,040,333.80	\$ 12,484,005.56		
LAND AND BUILDING	SQM	LEASING \$/SQM/M			VALUE/M	VALUE ANNUAL	\$ 38,123.08	
COVERED AREA	1900							
UNCOVERED AREA	5000							
PLOT LEASE	6900	TZS 1,197.10			\$ 3,176.92	\$ 38,123.08		
TOTAL \$						\$ 38,123.08		
OTHER EXPENSE	UNIT PRICE	CONSUMPTION/M			VALUE/M	VALUE ANNUAL	\$ 278,307.69	
ELECTRICITY	TZS 350.00	40000.00			TZS 14,000,000.00	TZS 168,000,000.00		
FUEL EXP.	TZS 3,100.00	3000.00			TZS 9,300,000.00	TZS 111,600,000.00		
ADVERTISEMENT AND TRAVELING					TZS 5,000,000.00	TZS 60,000,000.00		
TRANSPORT					TZS 20,000,000.00	TZS 240,000,000.00		
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		
ENTERTAINMENT					TZS 2,800,000.00	TZS 33,600,000.00		
TOTAL \$					\$ 23,192.31	\$ 278,307.69		
OTHER FIXED ASSEST	QTY					VALUE	\$ 40,000.00	
SUV	2					\$ 40,000.00		
TOTAL \$						\$ 40,000.00		
TOTAL						TOTAL	\$ 13,101,851.72	

4. Other expenses of year 2028

EXPENSES	
OPERATING EXPENSE	
Accounting & Legal	\$ 6,000.00
Advertising	\$ 36,000.00
Bank Fees	\$ 3,600.00
Consulting Fees	\$ 30,000.00
Dues & Subscriptions	\$ 600.00
Employee Training	\$ 9,600.00
Professional Fees	\$ 27,000.00
Repairs & Maint.-Bldgs. & Grounds	\$ 12,000.00
	\$ 39,000.00
PAYROLL	
NSSF	\$ 26,141.54
WCF	\$ 26,141.54
	\$ 52,283.08
ENTERTAINMENT (3% OF REVENUE)	
Item 1	\$ 530,737.13
	\$ 530,737.13
TRAVEL	
4% of revenue	\$ 707,649.51
	\$ 707,649.51
TOTAL	\$ 1,329,669.73

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 the benefits of our truck trailers. Position LETU Vehicle Manufacture Co Limited as an industry expert and thought leader in the field of truck trailer manufacturing.

4. Partnerships and Collaborations

Forge strategic partnerships with complementary businesses, such as truck dealerships, logistics companies, and construction firms, 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:

Establish a dedicated direct sales team tasked with prospecting, lead generation, and closing deals with potential customers. Provide comprehensive product training and sales support to enable the team to effectively communicate the value proposition of our truck trailers and overcome objections.

2. Channel Partnerships:

Develop a network of authorized dealers, distributors, and resellers not only in Tanzania only, also across Tanzania, like 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.

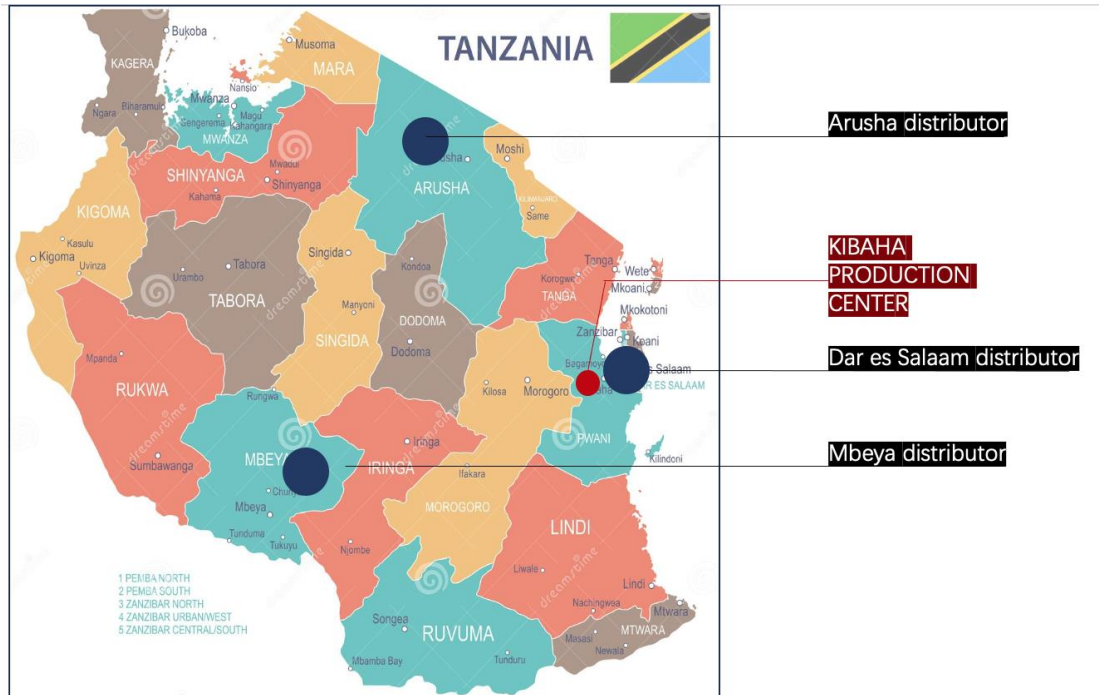


Image 7: potential major sales channels in Domestic

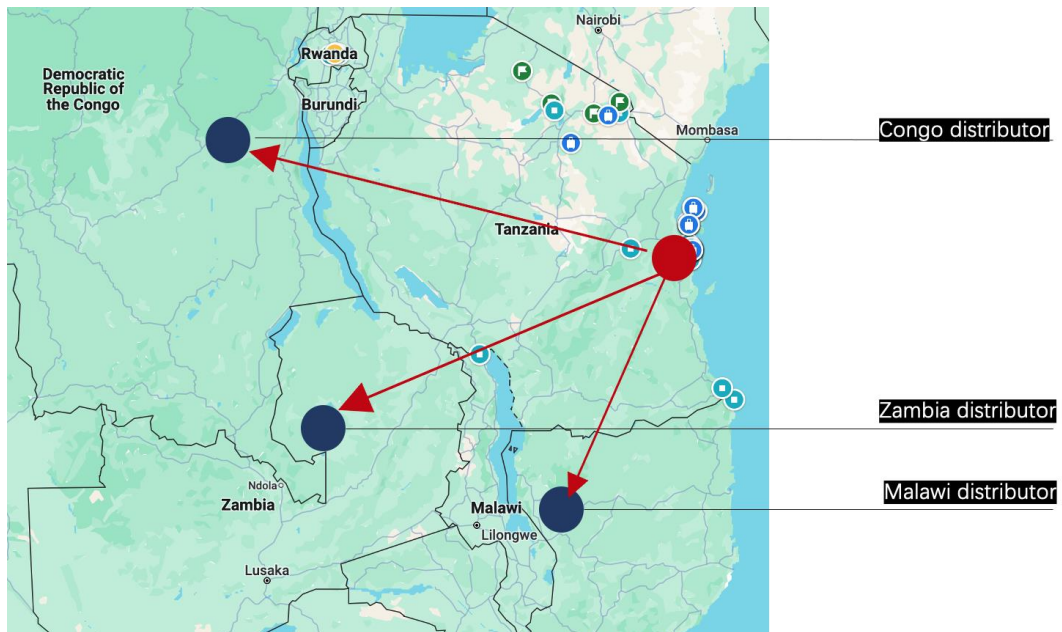


Image 7: potential major sales channels in main importing countries

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. After-Sales Support:

Offer comprehensive after-sales support services, including warranty coverage, maintenance programs, spare parts availability, and technical assistance. Build long-term relationships with customers by providing exceptional service and addressing their needs promptly and professionally.

5. 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)

6. 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 2024

Market Research Phase (Nov 2023 - Jan 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 (Feb 2024 – Apr 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

Development Phase (May 2024 - Jul 2024)

Develop product prototypes or samples
Conduct product testing and validation
Refine product design and functionality
Implement marketing and promotional activities

Implementation Phase (Aug 2024 - Nov 2024)

Launch product and commence sales
Conduct customer training and support
Manage production and supply chain
Monitor sales and market feedback

Evaluation Phase (Dec 2024 - Jan 2025)

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 (Jan 2025)

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 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 third year, expansion plans should be considered for further growth:

1. Extend the land and building from 4300sqm to 6900sqm, which include both the cover area (from 900sqm extend to 1900sqm) and uncover area (from 3400sqm to 5000 sqm) extension Projected increase in land expense per year: \$300,000.
2. Increase in company personnel: Expanding from the original 50 employees to 70. Projected increase in personnel expense per year: \$30,000.
3. Increase in machinery, equipment and fixed asset, including high-power generators and other supporting devices, with an estimated investment of \$120,000.