



ORANGE
TANZANIA
LIMITED

COMPANY PROFILE

Part of





1.0 COMPANY BACKGROUND.

Orange Tanzania Limited is primarily engaged in the Real Estate Development business, having a 140 acres of land allocated for the Hamidu City Park project. The company is one among the companies that constitute what is known as the HAMIDU CITY GROUP OF COMPANIES; the company was registered with BRELA under Section 15 of the Companies Act 2002 as a limited liability Company on 5th March 2014. The Company is identified for tax purposes under TIN No 125-383-025 dated 16th November 2014.

The company founder Mr. Hamidu Hemed Mvungi, started this company as a small electronic shop in the year 1990, his aim was to make sure our communities in the country are connected and one of the ways to connect people together is through mobile phones which has played a major role of bring people together.

Mr. Hamidu Hemed Mvungi in the year 2013 ventured into the real estate business by first building an apartment located at Mikocheni B which consists of 10 units. It started out small, with procuring land for construction and after, to develop the land into a fully accommodated area.

His vision is to help the communities and the government in the country by taking the risk to build houses for communities which will be affordable and best quality.

CHAIRMAN PROFILE



Mr. Hamidu Hemed Mvungi is a Tanzania inborn, raised in the Kilimanjaro region in the year 1970, and he is the second born in a family of ten children. In his journey of building his company, Mr. Hamidu conducted and engaged himself in different kinds of business as a petty seller. He first started by selling simple commodities like cigarettes and sweets while at the primary school level and also he conducted his petty business at the village railway station.

Later in the late 80's and early 90's he expanded his territory and engaged himself in cross-border businesses. During that time, he established himself as a sole proprietor, and he engaged himself in im- importing merchandise like clothes from Nairobi and other cities of Kenya.

In early 2000, he engaged himself in the telecommunications business and he established his own retail shop at Kariakoo which dealt with the resale of mobile phones and accessories.

That year was marked as a new era of business- the ness world of him. Over time, he kept improving his services to his customers. Furthermore, he invested in mobile banking services within the country and he was awarded with certificate of appreciation by Vodacom Company Tanzania and Tigo Tanzania.

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Our Vision

Our vision is to achieve the highest possible standards of the real estate industry while establishing our company as the preferred Tanzanian real estate agency in and out of Tanzania.

Our Mission

We at Orange Tanzania Limited believe quality is God's given right to humanity, so we promise to provide best quality & services in all aspects of residential in every venture we undertake in real estate.



**INNOVATION
TEAMWORK
CREATIVE**



COMPANY OBJECTIVES

The company aims to build and foster long-lasting relationships that revolve around the culture of Tanzania through our products and services.

To our Employees.

- **To provide a safe and conducive work environment.**
- **To encourage professional development and growth opportunities.**
- **To foster a culture of teamwork, innovation, and job satisfaction.**

To our Customers.

- **To deliver high-quality residential and commercial properties that meet their needs.**
- **To ensure excellent customer service and satisfaction throughout their experience.**
- **To create a vibrant and sustainable living and working environment.**

To our Shareholders.

- **To generate a competitive return on investment.**
- **To maintain long-term growth and value for shareholders.**
- **To uphold ethical business practices and transparent reporting.**

THE EXECUTIVE OFFICERS/MANAGEMENT TEAM

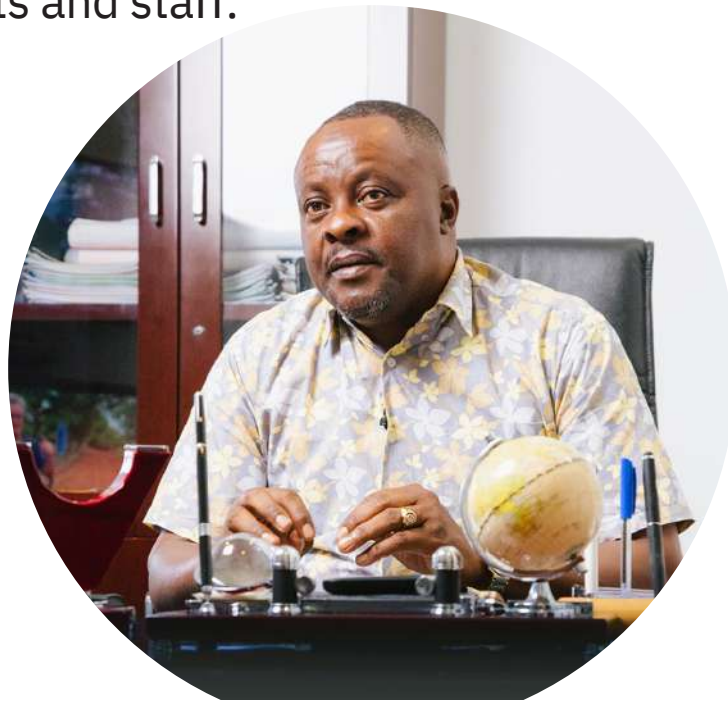
The company Chairman is also the Managing Director of Orange Tanzania Limited. He is an enterprising team player, able to organize effectively the entire management team of the Company comprised of the following: -

i) Operations Manager (ii) Financial Controller (iii) Legal and Human Resource Manager (iv) Sales and Marketing Manager

Apart from the management team, the business has also employed more than 20 staff members who assist them in the office and out of office work. 15 are permanently deployed to work in the office as Secretaries, Cashiers, Accounts Clerks, and office assistants while the rest comprise our Sales, Marketing, and Technical team, who are hardly in the office, always looking for customers.

The Chairman has a wealth of experience from his past business ventures in the country. He has been carrying out business for more than twenty years.

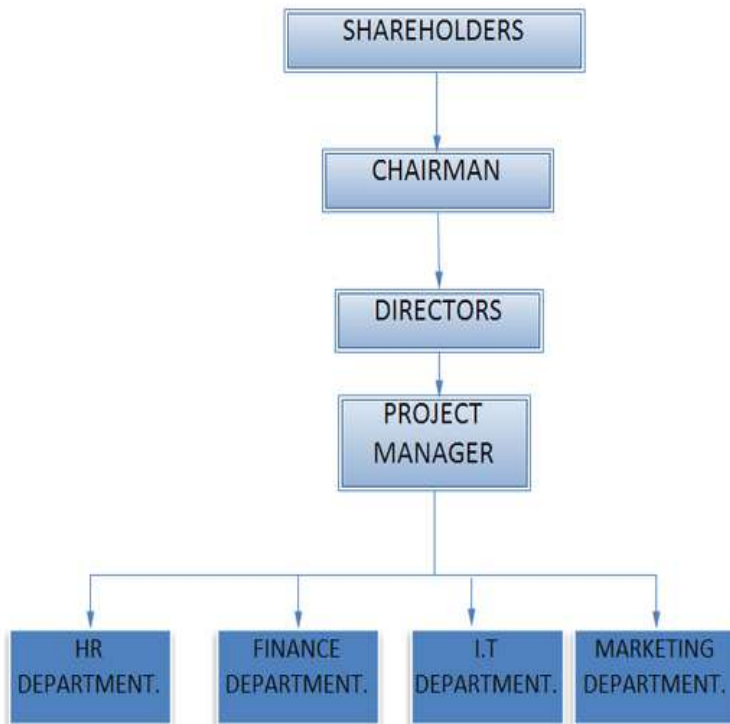
The Owners maintain an environment that encourages staff to increase productivity through sales and enhance mutual respect between clients and staff.



ORGANIZATION STRUCTURE

Orange Tanzania Limited is made up of several departments and has over 30 employees and growing.

The company is made up of share holders, Chairman, Director, Finance Department, IT Department, Marketing Department and heads of Departments.



PRODUCT DESCRIPTION.

PRODUCTS AND SERVICES.SALES AND MARKETING STRATEGY.

Hamidu City Park offers residential and commercial real estate in a self-sustaining micro-satellite city in Dar es Salaam. It includes gated communities, mixed-use development, infrastructure, sustainability, and investment opportunities, with a focus on tourism and hospitality



EXISTING BUSINESS RELATIONSHIP IN THE SECTOR

Apart from the general public and prospecting international institutions, the company has very good relationship with the following Companies/Institutions of which they intend to partner with in the project.

Ministry Housing

Ministry of Transport

TANESCO

National Housing Corporation

Ministry of Energy & Mineral Resources

Local Government

INVESTMENTS

EXISTING INVESTMENTS

The Hamidu city park is a project that consists of 3000 houses sitting on 140 acres being constructed into 5 phases with the current phase 1 comprised of 250 houses with 150 houses ready.

The project is situated in a prime location (Kigamboni) has it has seen a surge in population growth due to large investments made by companies from manufacturing industries, real estate projects, extremely fertile soil for agriculture, and beautiful beaches.

Other popular landmarks like the Benjamin Mkapa National Stadium which is just 15 minutes away from our project is expected to draw in more people to Kigamboni especially for the purpose of investment.

Since Tanzania has won the bid to host the African Cup of Nations 2027, Tanzania is expecting to have an influx of visitors from nations all over Africa. These people will require proper areas for accommodation and here at Hamidu City Park we have the solution to that.

besides this project, Orange Tanzania Limited has over 10,000 acres of land located in Mkiu and Mkuranga in Pwani (coastal region) of Tanzania. This area is a prime location for investment as the area is designated for Major Mega factories which will require large areas for their establishment, accommodation for factory workers, and much more.

ARIEL VIEW OF THE ONGOING PROJECT AT HAMIDU CITY PARK.



STREET VIEW OF DIFFERENT SECTIONS AT HAMIDU CITY PARK.



STREET VIEW OF DIFFERENT SECTIONS AT HAMIDU CITY PARK.



PROPERTY TYPES AT HAMIDU CITY PARK.

RABBIT HOUSE



PROPERTY TYPES AT HAMIDU CITY PARK.

PEACOCK HOUSE



ANTELOP HOUSE



PROPERTY DESIGNS AT HAMIDU CITY PARK. ZEBRA HOUSE



ELEPHANT HOUSE



SWOT ANALYSIS

On the other side, the steady growth of any business cannot be realized without a critical analysis of its Strengths, Weaknesses, Opportunities, and Threats.

our Strengths and Weaknesses are well spelled out and therefore the need to improve since the owners regard quality and customer satisfaction with high esteem. The analysis has been summarized here below:-

<p>STRENGTH</p>	<p>1. Self-Sustaining Concept: Hamidu City Park's self-sustaining micro-satellite city project is a unique and innovative concept that sets it apart in the real estate industry.</p> <p>2. Gated Communities: The development of gated communities provides security and exclusivity, which can be attractive to potential residents and investors.</p> <p>3. Mixed-Use Development: The combination of residential and commercial real estate within the project can create a vibrant and balanced community, appealing to a wide range of stakeholders.</p>	
<p>OPPORTUNITY</p>	<p>4. Location in Dar es Salaam: Being situated in Dar es Salaam, Tanzania, Ranked 1 best country for investment in east Africa and 3rd in the whole of Africa</p>	<p>THREATS</p>

SWOT ANALYSIS

Weakness

Limited Phase Development: Hamidu City Park may choose to develop the project in phases due to the scale and complexity of a self-sustaining micro-satellite city. While this approach might initially limit the availability of certain amenities or services, it can be presented as an opportunity for investors. Investors can benefit from getting involved in the early phases of development, potentially at a lower cost, and then see their investments grow as subsequent phases are completed, adding value to their investments over time.

Opportunity

- 1. Real Estate Market:** The demand for quality real estate in Dar es Salaam is on the rise, presenting a significant growth opportunity.
- 2. Sustainable Development Trend:** The focus on sustainability and eco-friendly projects is increasing globally, and this aligns well with your project's concept.
- 3. Economic Growth:** As the economy in Dar es Salaam and Tanzania grows, there may be increased opportunities for commercial real estate and investment.

OPPORTUNITY

THREATS

Threats

Market Fluctuations: Economic and real estate market fluctuations are a common threat. However, you can position this as an opportunity for investors. During economic downturns, property prices may become more affordable, allowing investors to acquire assets at a lower cost.

CONCLUSION.

Real estate in Tanzania is lucrative due to economic growth, population expansion, political stability, investment incentives, tourism, infrastructure development, and diversification opportunities. It attracts both local and foreign investors.

Kigamboni in Dar es Salaam is a prime area for rapid economic growth due to its strategic location, improved infrastructure, tourism potential, affordable housing, industrial and commercial zones, proximity to the port, and government initiatives. These factors make it an attractive destination for businesses and investors, promoting economic development in the region.

The Tanzanian government is actively promoting foreign investment by offering incentives such as tax exemptions, establishing Special Economic Zones, and simplifying business registration processes. These measures aim to create a favorable environment for foreign investors to participate in the country's rapid economic growth, particularly in areas like Kigamboni.

**FIND
A PERFECT
HOME
FOR YOUR FAMILY**

City Park, One of the most developed urban
affordable housing and a lifestyle that is

FEATURES

- Modern House
- Top Security System
- Easy Installments

More information
+2557569

Nyumba Kwanza.

CONT



HEAD OFFICE: -The business Head offices are located in Hamidu City Park, Mikwambe Kisarawe II, Block B Kigamboni, Sar es Salaam

COMPANY DOMICILE: -The address of the company is as follows: - Hamidu City Park, Mikwambe Kisarawe II, Block B Kigamboni, Sar es Salaam

COMPANY CONTACTS: -

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