

BUSINESS PROPOSAL 2024

DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED

**LOCATION P.O.BOX 7409, Bwawani Street,
Kinondoni, Dar es Salaam, Tanzania**

TABLE OF CONTENTS

Table of Contents

TABLE OF CONTENTS.....	1
COMPANY DESCRIPTION.....	4
COMPANY PRODUCTS	6
INTRODUCTION	6
PRODUCTS DEVELOPMENT	11
INDUSTRY ANALYSIS	13
Size of the industry.....	13 - 14
Industrial financial position	14

Competitive nature of the industry.....	14 - 15
MARKET ANALYSIS	15
Location	15
Marketing goals and objectives	16
Market Niche	17
Markets growth	17
Market prices.....	17 - 18
COMPETITION	18
Industry competition.....	18 - 20
Market Barriers	20
Strategic opportunities.....	20 - 21
ORGANIZATION STRUCTURE	21
Management chart.....	21 - 25
Salaries forecast.....	25 - 27
MARKETING STRATEGY	27
Marketing plan.....	27 - 29
<i>Marketing Programmes</i>	29
Market research analysis.....	30 - 31
Advertisement and promotion.....	31 - 32
OPERATIONS.....	33 -34
Services providers	34

FINANCIAL PLAN	35
Capital Requirements	35
Assumptions.....	35 – 37
Projected profit and loss statement	38
Projected Balance sheet	39
Statement of cash flow	40
EXPANSION	41
Long range goals	41
Diversification	41
Milestone schedule.....	41

COMPANY DESCRIPTION

Background information

DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED is an entity that was formed for undertaking Maintenance and repair of motor vehicles, Sale of motor vehicle parts and accessories, maintenance and repair of motorcycles and related parts and accessories importation and Sale of motor vehicles. The business will start its operation on 1st August, 2024. The business will be established with the initial capital of Fifty Million Tanzanian Shillings (Tsh.50,000,000), however shareholders expect to increase capital on future days.

1. Motor vehicle and Parts Industry Revenue:

- With over 1.53 trillion U.S. dollars in revenue from road vehicle and parts retail trade, the sector has swiftly recovered from the COVID-19 pandemic. However, the global automotive chip shortage and rising raw material prices are a challenge to the industry.

2. Automotive industry worldwide - statistics & facts:

- The global automotive industry experiencing an economic downturn, High inflation rates and raw material price increases recorded throughout 2022 and 2023 have challenged the industry, impacting consumers' purchasing power and manufacturers' production costs and profits. However, while global automobile sales slowed in 2022 due to the impact of the automotive semiconductor shortage, the market has been growing since the pandemic, and is forecast to move closer to its pre-pandemic level in 2023.

3. Domestic Consumption Patterns:

- From September through October 2023, we surveyed more than 27,000 consumers in 26 countries to explore opinions regarding a variety of critical issues impacting the automotive sector, including consumer interest in electric vehicles (EVs), brand perceptions, and connected technology adoption. The 2024 Global Automotive Consumer Study provides important insights that can help companies prioritize and better position their business strategies and investments in the year to come.

4. Market Growth Trends:

- The Passenger Cars market in Tanzania is projected to grow by 20.16% (2024-2028) resulting in a market volume of US\$93.0m in 2028.

- The Tanzania Automotive Market, Size, Share, Outlook and Growth Opportunities 2022-2030 report presents a comprehensive analysis of the country's automotive market. Tanzania passenger car sales outlook and Tanzania commercial vehicle demand are forecast during the period. Further, vehicle production is forecast from 2023 to 2030.

- Tanzania population and economic outlook are also presented in the report to provide insights and forecasts of macroeconomic factors shaping the future of Tanzania Automotive markets

5. Investment Opportunities:

- Automobiles industry includes companies that manufacture passenger vehicles, light trucks, and motorcycles. Industry players design, build, and sell vehicles that run using a range of traditional and alternative fuels and power trains. They sell these vehicles to dealers for consumer retail sales as well as sell directly to fleet customers, including car rental and leasing companies, commercial fleets, and governments..

- The Automobiles industry is highly concentrated, with a few large manufacturers and a diversified supply chain. Given the industry's reliance on natural resources and sensitivity to the business cycle, revenues are typically cyclical.

The business is owned by two shareholders who are **SUIPING XIAO**, and **YUWEN JIANG**. The share capital of Fifty Million Shillings (Tsh.50,000,000) 1000 ordinary shares where by each share cost One Thousand Shilling(Tsh.50,000). The following table shareholders and ordinary share distributions.

The following table show shareholders distribution:-

Shareholders	No of share	Citizenship
1 SUIPING XIAO	522	Chinese
2 YUWEN JIANG	378	Chinese

Vision

"Our vision at **DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICE CENTER LIMITED** is to become a leading provider trusted local auto care. By fostering strategic partnerships, promoting responsible business practices, and embracing continuous improvement, we aim to contribute positively to the well-being of communities, the preservation of ecosystems, and the satisfaction of our customers worldwide

Mission

Creating Value for customers through Reliability and Flexibility, our desire is to make our customers experience warmth and comfort through Respect and Trust.

COMPANY PRODUCTS

Introduction

DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED:

1. Tyres
2. Parts
3. Bodyline Accessories
4. Tools & Hardware
5. Batteries
6. Other

The industry's principal products are passenger automobiles and light trucks, including pickups, vans, and sport utility vehicles. Commercial vehicles (i.e., delivery trucks and large transport trucks, often called semis), though important to the industry, are secondary.

At DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED we prioritize sustainability, innovation, and excellence in every aspect of our operations. From the careful selection of tyres, parts, bodyline accessories, tools & hardware, as well as batteries. we employ best practices to ensure the health and vitality of our client's vehicles.

Moreover, we are dedicated to fostering mutually beneficial partnerships with local communities, government agencies, and international stakeholders. By promoting responsible business practices and supporting the development of Tanzania, as we aim to contribute to the economic growth and social welfare of the region.

INDUSTRY ANALYSIS

Market Analysis:

Tanzania Auto Industry Auto Industry Analysis and Outlook is a detail report. It is part of East Africa Auto Industry Analysis. Tanzania maintained steady, high growth over the last period around 6%–7% per annum. The inflation rate is under control of around 5 percent and poverty rate declined.

Tanzania's economy with its ever-growing middle class is powering a growing and impactful Regional Auto industry. New products, OEM strategy, Assembly units and an old manufacturer returning, are reshaping Tanzania's Auto Industry. An East African market is having huge potential for Auto Industry. Tanzania is one of the key markets in East Africa region.

Trend Analysis:

Several trends are reshaping the marine products industry and influencing consumer preferences:

1. Sustainability: Chinese automobile brands improved their brand positioning in the last couple of years. Sino Truk, Foton, and Dongfeng are few major Chinese brands in this segment. Most of the Chinese brands offer customized vehicles which suit the market dynamics of the country of Tanzania. For example, they install heavy engines and bigger fuel tanks which suit long distance movement of vehicles. Their new Chinese vehicle price is almost half compared to the new vehicle price.

Volvo and Scania are popular brands in the refurbished Truck segment. Scania buses are also popular in luxury bus segment. Tata is the market leader in Medium Duty Truck segment while Mitsubishi is the market leader in Light Duty Truck segment. Eicher, Kinglong, and Tata are major players in Bus Segment.

2. Premiumization: Tanzania automotive market is witnessing a strong rebound in demand from the COVID downturn and Post-COVID supply chain bottlenecks. The market is expected to grow at a significant CAGR between 2023 and 2030. The Tanzania Automotive Market, Size, Share, Outlook and Growth Opportunities 2022-2030 report presents a comprehensive analysis of the country's automotive market. Tanzania passenger car sales outlook and Tanzania commercial vehicle demand are forecast during the period. Further, vehicle production is forecast from 2023 to 2030.

3. Market Competition: Tanzania is one of the most promising and fastest-growing automobile markets in the region. Tanzania automobile industry is supported by multiple factors such as labor availability, R&D efforts, geographic advantage and government support. With a positive outlook for the economy and greater household purchasing power, automobile sales in the country are set to witness a strong surge in sales by 2030.

Conclusion:

In conclusion, the automobile industry presents promising opportunities for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED and the industry's principal products are passenger automobiles and light trucks, including pickups, vans, and sport utility vehicles. Commercial vehicles (i.e., delivery trucks and large transport trucks, often called semis), though important to the industry, are secondary.

social responsibility, as well as targeted marketing campaigns to reach key customer segments.

MARKET ANALYSIS

1. Market Size and Growth Potential:

- The 2030 Automotive Revolution perspective culminates in a comprehensive process involving various stakeholders, including employees, startups, established businesses, research institutions, and law firms. This transformative outlook is shaped by a multi-faceted approach encompassing executive interviews, in-depth discussions with over 30 industry experts across Asia, Europe, and the United States, and rigorous analysis of market trends and technological advancements.

Employees within automotive companies play a pivotal role in providing frontline insights and perspectives on emerging trends and consumer preferences. Their experiences and observations serve as valuable inputs in shaping the narrative of the automotive revolution.

Startups and entrepreneurial ventures contribute innovative ideas and disruptive technologies that challenge traditional paradigms and drive industry evolution. Through collaborations and partnerships with established players, startups inject fresh perspectives and accelerate the pace of innovation within the automotive ecosystem.

2. Consumer Trends and Preferences:

- Willingness to pay for advanced technologies remains limited Interest in electric vehicles is driven by lower running costs and better experience In-person purchase experiences are still preferred by many Personal vehicles continue to be the preferred mode of transportation

4. Regulatory Environment:

- Regulations influence the way automobiles are designed, how their parts are manufactured, and what safety features are included. In more recent years, government regulations have sought to shape what level of fuel efficiency automobiles must achieve. These regulations tend to boost production costs and limit the way autos are sold and advertised.

In conclusion, by understanding consumer trends, leveraging export opportunities, navigating the regulatory landscape, and differentiating themselves in a competitive market, Tanzanian businesses can establish themselves as key players in the global marine products industry.

Location

The business will be located in Kinondoni, Dar es Salaam Tanzania.

Marketing goals and objectives

1. Increase Market Share:

- Goal: Capture a larger share of the domestic and international automobile market.
- Objective: Increase market share by 15% within the next two years through targeted marketing campaigns, product innovation, and expansion into new geographic regions.

2. Penetrate Key Export Markets:

- Goal: Establish a strong presence in key export markets such as China, Japan, and select Western countries.
- Objective: Achieve a 20% increase in export sales volume to target markets within the next year by strengthening distribution channels, building strategic partnerships, and enhancing brand visibility through trade shows and promotions.

3. Enhance Brand Recognition and Reputation:

- Goal: Position the company as a trusted provider of premium, sustainably sourced automobile products.
- Objective: Increase brand awareness and recognition by 25% among target consumers and stakeholders through targeted marketing campaigns, social media engagement, and participation in industry events and conferences.

4. Meet Consumer Demand for Sustainable Products:

- Goal: Respond to growing consumer demand for sustainably sourced seafood products.
- Objective: Obtain relevant sustainability certifications and implement sustainable aquaculture practices to ensure that 100% of products meet recognized sustainability standards within the next three years.

5. Expand Product Portfolio:

- Goal: Diversify the product portfolio to meet evolving consumer preferences and market demands.

6. Optimize Distribution Channels:

- Goal: Improve efficiency and effectiveness of distribution channels to reach target markets more efficiently.

- Objective: Streamline logistics processes, reduce transportation costs, and optimize inventory management to achieve a 15% reduction in distribution costs within the next two years while maintaining or improving service levels.

7. Strengthen Customer Relationships:

- Goal: Build strong, long-term relationships with customers to foster loyalty and repeat business.

- Objective: Implement a customer relationship management (CRM) system to track customer interactions, gather feedback, and personalize communications. Increase customer satisfaction levels by 20% within the next year through improved customer service and responsiveness.

By setting clear and measurable market goals and objectives, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can focus its efforts and resources effectively to achieve sustainable growth and success in the competitive automobile products industry.

Markets growth

Market growth refers to the rate at which the overall market for a particular product or service expands over time. For DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED, understanding and leveraging market growth is essential for identifying opportunities, making strategic decisions, and achieving sustainable business success.

Market Growth Factors:

1. Increasing Demand: As global populations grow and consumer preferences evolve, there is a continual increase in demand for automobile products. Factors such as rising disposable incomes, urbanization, and changing dietary habits contribute to the overall growth of the automobile market.

2. Emerging Markets: Emerging economies, particularly in East Africa, present significant opportunities for market growth.

Strategies to Leverage Market Growth:

1. Product Innovation: Introducing innovative products that align with consumer preferences and market trends can drive demand and fuel market growth. This could involve developing new bodyline accessories, tyres, or eco-friendly services.

2. Market Expansion: Identifying and entering new geographic markets with high growth potential can accelerate business growth. Expanding into emerging markets or underserved regions allows the company to tap into new customer segments and diversify its revenue streams.

3. Partnerships and Collaborations: Forming strategic partnerships with distributors, retailers, and other stakeholders can facilitate market access and penetration. Collaborating with local businesses or industry associations in target markets can provide valuable insights and resources to support growth initiatives.

4. Brand Building and Marketing: Investing in branding and marketing efforts to raise awareness and promote the company's products can drive market growth. Engaging in targeted advertising, social media campaigns, and participation in industry events can enhance visibility and attract new customers.

5. Continuous Improvement: Continuously monitoring market trends, customer feedback, and competitor activities allows the company to adapt and evolve its strategies in response to changing market conditions. Embracing a culture of innovation and agility enables the company to stay ahead of the curve and capitalize on emerging opportunities.

By leveraging market growth drivers and implementing strategic initiatives, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can position itself for long-term success and capitalize on the expanding market for automobile products.

Market prices

Competitive Pricing Analysis:

Competitive pricing analysis involves evaluating the prices of similar products or services offered by competitors in the market. This analysis helps DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED understand the competitive landscape and determine an appropriate pricing strategy. By benchmarking against competitors' prices, the company can ensure its pricing remains competitive while still maintaining profitability. Additionally, the company can identify opportunities to differentiate its products based on factors other than price, such as quality, sustainability, or unique features.

Market Segmentation Pricing:

Market segmentation pricing involves setting different prices for different segments of the market based on factors such as demographics, geographic location, or purchasing behavior. DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can use market segmentation to tailor its pricing strategies to meet the needs and preferences of different customer groups. For example, the company may offer premium pricing for luxury hotels and restaurants while providing more competitive pricing for local retailers or consumers with lower purchasing power.

Dynamic Pricing Strategies:

Dynamic pricing strategies involve adjusting prices in real-time based on changes in demand, competition, or other market conditions. This flexible approach allows DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to optimize pricing for maximum revenue and profitability. For example, the company may implement dynamic pricing for its online sales channels, where prices can be adjusted based on factors such as time of day, seasonality, or inventory levels. Dynamic pricing can help the company capture additional revenue during periods of high demand and remain competitive during slower periods.

Value-Based Pricing:

Value-based pricing involves setting prices based on the perceived value of the product or service to the customer. Instead of focusing solely on production costs or competitor prices,

DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED considers the benefits and value proposition of its products to determine pricing. By emphasizing the unique qualities and benefits of its sustainably sourced automobile products, the company can justify premium pricing and capture value-conscious consumers willing to pay for quality and authenticity.

By incorporating these pricing strategies, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can optimize its pricing decisions to maximize revenue, remain competitive in the market, and effectively serve the diverse needs of its customers.

Conclusion:

In conclusion, pricing strategies play a critical role in the success of DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED in the competitive marine products industry. By conducting a competitive pricing analysis, the company can ensure its prices remain competitive while still maintaining profitability. Market segmentation pricing allows the company to tailor its pricing strategies to different customer segments, optimizing revenue and meeting diverse customer needs.

Dynamic pricing strategies enable DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to adjust prices in real-time based on changing market conditions, maximizing revenue opportunities and remaining agile in a dynamic marketplace. Additionally, value-based pricing emphasizes the unique qualities and benefits of the company's sustainably sourced automobile products, allowing the company to justify premium pricing and capture value-conscious consumers.

By implementing these pricing strategies effectively, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can optimize its pricing decisions, maximize revenue, and enhance its competitive position in the market. Overall, a well-executed pricing strategy is essential for achieving long-term success and profitability in the automobile products industry.

COMPETITION

Industry competition

Competitive analysis is crucial for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to understand its position in the market and identify opportunities and threats. Here's an overview of the competition in the automobile products industry:

Competitive Landscape:

The automobile products and services industry is characterized by intense competition, with numerous players vying for market share. Competitors range from large multinational corporations to small-scale, each offering a variety of automobile products to meet consumer demand.

Key Competitors:

1. Global Automobile Products Companies: Large multinational companies with extensive operations and distribution networks dominate the global automobile market. These companies have significant resources and economies of scale, allowing them to produce and distribute a wide range of seafood products worldwide.
2. Local Producers: Small-scale companies play a crucial role in supplying automobile products to domestic and regional markets. These companies often focus on specific types of tyers, parts, and bodyline accessories.

Competitive Strategies:

1. Product Differentiation: Companies differentiate themselves by offering unique products or value-added services, such as highlighting these unique selling points, companies can attract discerning consumers and command higher prices.
2. Cost Leadership: Some competitors focus on cost leadership strategies, aiming to produce automobile products at lower costs to gain a competitive advantage in pricing. This may involve optimizing production processes, sourcing ingredients efficiently, or leveraging economies of scale to lower production costs.
3. Market Expansion: Competitors often seek to expand their market presence by entering new geographic regions or target customer segments. By diversifying their customer base

and distribution channels, companies can mitigate risks and capitalize on emerging market opportunities.

4. Innovation: Innovation is key to staying competitive in the rapidly evolving automobile products industry. Companies invest in research and development to develop new products, improve production techniques, and enhance sustainability practices, ensuring they remain at the forefront of industry trends.

5. Brand Building: Building a strong brand presence is essential for standing out in the competitive market. Companies invest in marketing and branding initiatives to raise awareness, build trust with consumers, and establish themselves as leaders in the industry.

Conclusion:

In conclusion, the automobile products industry is highly competitive, with companies employing various strategies to gain market share and differentiate themselves from competitors. By understanding the competitive landscape and leveraging strategic advantages such as product differentiation, cost leadership, and innovation, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can effectively navigate the competitive environment and achieve sustainable growth and success in the market.

Market Barriers

Market barriers refer to obstacles or challenges that hinder entry into or success within a particular market. In the marine products industry, several barriers may impact companies like DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED:

1. **Access to Capital:** The capital-intensive nature of the automobile products industry, particularly for infrastructure, equipment, and research and development, can be a significant barrier for new entrants. Access to sufficient capital for investment and ongoing operations is essential for competing effectively in the market.

4. **Technological Challenges:** Advancements in technology play a crucial role in enhancing efficiency, productivity, and sustainability in the automobile products industry. However, adopting and implementing new technologies, may require significant investment and expertise, posing barriers for some companies.

5. **Market Access and Distribution:** Establishing reliable distribution channels and accessing target markets, especially international markets, can be challenging for companies without established networks or brand recognition. Regulatory barriers, trade restrictions, and cultural differences may further complicate market entry and expansion efforts.

6. **Competition:** Intense competition from established players, both domestically and internationally, can pose significant barriers for new entrants or smaller companies. Competitors with established brands, economies of scale, and extensive distribution networks may have a competitive advantage, making it challenging for new entrants to gain market share.

Overcoming these market barriers requires strategic planning, investment in technology and infrastructure, adherence to regulatory requirements, and differentiation through innovation and sustainability practices. Companies like DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED must carefully assess and address these barriers to successfully enter and thrive in the competitive marine products market.

ORGANIZATION STRUCTURE

Management Structure:

1. Chief Executive Officer (CEO):

- Oversees the overall operations and strategic direction of the company.
- Responsible for setting goals, managing resources, and ensuring profitability.
- Leads executive decision-making and represents the company in external engagements.

2. Operations Manager:

- Manages day-to-day operations, including procurement, production, and logistics.
- Coordinates with various departments to ensure smooth workflow and timely delivery of products.
- Implements operational strategies to optimize efficiency and reduce costs.

3. Quality Control Manager:

- Oversees quality control processes throughout the production and packaging stages.
- Establishes quality standards and procedures to ensure compliance with regulatory requirements and customer expectations.
- Conducts regular inspections and audits to maintain product quality and safety.

4. Supply Chain Manager:

- Manages relationships with local automobile suppliers to ensure a steady and reliable supply of automobile materials.
- Coordinates transportation, storage, and inventory management to minimize delays and optimize supply chain efficiency.
- Develops contingency plans to mitigate supply chain risks and disruptions.

5. Export Manager:

- Leads export operations and manages international trade relationships.
- Coordinates with freight forwarders, customs agents, and shipping companies to facilitate exports and ensure compliance with export regulations.
- Identifies new market opportunities and develops export strategies to maximize sales and profitability.

Organizational Structure:

1. Procurement Department

- Establishes contracts and agreements with suppliers to ensure consistent supply and quality standards.
- Coordinates with the Quality Control Manager to assess the quality of incoming raw materials.

2. Production Department:

- Handles processing, packaging, and quality control of automobile products.
- Operates production facilities according to food safety and hygiene standards.
- Implements quality assurance measures to maintain product integrity and safety.

3. Logistics Department:

- Manages transportation, storage, and distribution of finished products.
- Coordinates with transportation providers to ensure timely delivery to export destinations.
- Oversees cold storage facilities to maintain product quality.

4. Sales and Marketing Department:

- Develops marketing strategies to promote products and expand market reach.
- Manages customer relationships and sales transactions, both domestically and internationally.
- Conducts market research to identify consumer trends and preferences.

5. Finance and Administration Department:

- Handles financial management, budgeting, and accounting functions.
- Manages administrative tasks such as payroll, human resources, and legal compliance.
- Provides support services to other departments to ensure smooth operations.

Collaboration and Integration:

- Integrated systems and communication channels ensure seamless coordination between departments, enabling efficient procurement, production, quality control, and export operations.
- Regular training and capacity-building initiatives promote alignment with company goals and standards across all levels of the organization.

This management and organizational structure fosters collaboration, efficiency, and quality throughout the value chain, enabling DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to effectively source, process, and export automobile products while maintaining high standards of quality and compliance.



Salaries forecast

Sure, let's continue without the formatting markers.

1. Management and Administrative Staff:

- CEO/Managing Director: Determine a competitive salary based on industry standards and the responsibilities of this role.
- Operations Manager: Calculate a salary that reflects the managerial duties and experience required for this position.
- Administrative Staff: Estimate salaries for administrative assistants, accountants, and other support staff based on market rates.

2. Technical Personnel:

- Quality Assurance Managers: Calculate salaries for individuals responsible for maintaining quality standards throughout the production process.

4. Benefits and Additional Compensation:

- Consider additional benefits such as health insurance, retirement plans, and performance bonuses to attract and retain qualified employees.
- Factor in allowances for housing, transportation, and other amenities if necessary, especially for remote work locations.

5. Salary Growth and Budget Allocation:

- Plan for salary increases over time to account for inflation, employee performance, and market trends.
- Allocate a portion of the budget for training and development programs to enhance employee skills and productivity.

Once we've outlined the salary forecast for each position, we can aggregate the total labor cost to ensure it aligns with the company's budget and financial projections. Let me know if you need assistance with estimating specific salaries or if there's anything else you'd like to include in the forecast!

Certainly, let's incorporate the additional workforce into the salary forecast:

6. Supplier Support Staff:

- Estimate salaries for supporting staff who will work closely with technical staff to ensure smooth supply chain operations.
- Roles may include procurement specialists, logistics coordinators, and quality control inspectors.
- Consider the complexity of coordinating with a large number of suppliers and the importance of maintaining strong relationships.

7. Field Staff:

- Account for salaries for field staff who will engage directly with technical staff and providing training, support, and assistance as needed.
- Factor in travel expenses and allowances for fieldwork, as these roles may require frequent visits to supplier locations.

8. Training and Capacity Building:

- Allocate resources for training programs aimed at enhancing the skills and capacity of technical.
- Consider hiring trainers or facilitators to conduct workshops and educational sessions on best practices and sustainable resource management.
- Budget for materials, equipment, and venue rentals for training activities conducted both on-site and off-site.

By incorporating salaries for supporting staff, field staff, and training initiatives, we ensure that the company has the necessary resources to effectively manage its relationships with both suppliers and customers, thereby securing a reliable and high-quality supply of automobile products. Let me know if you need further assistance or if there are any other aspects of the salary forecast you'd like to discuss!

Gender	Men	Women	Total
Skilled	20	2	22

Unskilled	200	28	228
Total	220	30	250

The following table shows the projection of salaries for the workers of the business:-

Assumptions

1. There will be no new government regulations that will affect business.
2. Salaries will remain constant for three years
3. There will be no new employees recruited for the next three years.
4. Economic stability will remain constant.
5. Tanzania currency will remain stable for the next three years.
6. Us Dollar 1 is equal to Tanzania shillings 2700.

Staff title	No	Salary per month (TZS)	Salary per year (TZS)	2024/2025	2025/2026	2026/2027
General manager	1	1,200,000	14,400,000	14,400,000	14,400,000	14,400,000
Head of finance	1	800,000	9,600,000	9,600,000	9,600,000	9,600,000
Head of operation	1	800,000	9,600,000	9,600,000	9,600,000	9,600,000
Head of marketing	1	800,000	9,600,000	9,600,000	9,600,000	9,600,000

Head of Quality control	1	800,000	9,600,000	9,600,000	9,600,000	9,600,000
Accountants	1	500,000	6,000,000	6,000,000	6,000,000	6,000,000
Supervisors	2	1,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Staffs	10	2,000,000	24,000,000	24,000,000	24,000,000	24,000,000
Unskilled labor	200	28,000,000	336,000,000	336,000,000	336,000,000	336,000,000
Total	219	35,900,000	440,400,000	440,400,000	440,400,000	440,400,000

MARKETING STRATEGY

Marketing plan

Marketing Strategy:

1. Brand Positioning:

- Position DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED as a premium provider of sustainably automobile sales and service center.
- Highlight the company's commitment to environmental stewardship, community engagement, and innovation in technology.

2. Target Market:

- Focus on targeting affluent consumers, automobile shops, garages, and petrol station automobile service centers who value premium automobile technology.
- Tailor marketing messages to appeal to advanced automobile services and best services.

3. Product Differentiation:

- Emphasize the unique selling points of DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED products, such as the quality, prices, good services and interactions with the customers, design, and customization.

4. Online Presence:

- Establish a professional website showcasing DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED product range, company values, and commitment to sustainability.
- Leverage social media platforms such as Instagram, Facebook, and LinkedIn to engage with customers, share stories about the company's operations, and promote special offers and events.

5. Partnerships and Collaborations:

- Forge partnerships with renowned automobile wholesale and retail sellers, and attract attention from all types of customers.
- Collaborate with local car mechanics to promote sustainable quality products and raise awareness about advanced technology of automobile products and services.

6. Promotional Activities:

- Organize demonstrations, and pop-up markets to introduce DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED products to potential customers and generate more customers.
- Offer promotional discounts, loyalty programs, and seasonal specials to incentivize repeat purchases and build customer loyalty.

7. Customer Education:

- Educate consumers about the new technology of automobile products and services, and the company's commitment to traceability and transparency in the supply chain.

-By implementing a comprehensive marketing strategy that emphasizes brand positioning, product differentiation, online engagement, partnerships, and promotional activities, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can effectively attract and retain customers while

building a strong reputation in the automobile industry. Let me know if you need further elaboration on any aspect of the marketing strategy or if there are specific tactics you'd like to discuss!

Market research analysis

Market research analysis is essential for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to understand the dynamics of the automobile industry in Tanzania and identify opportunities for growth and differentiation. Here's a summary of the key insights gathered from market research:

1. Industry Size and Growth:

- The automobile industry in Tanzania is growing steadily, driven by factors such as population growth, urbanization, and increasing consumer demand for high-quality products.
- Market reports indicate that the automobile market in Tanzania is expanding, with a notable increase in consumption of premium advanced technology products among affluent urban consumers.

2. Consumer Preferences and Trends:

- Consumer preferences for automobile products in Tanzania are influenced by increase of used imported cars, advanced technology vehicles, and economic factors.

4. Distribution Channels:

- The distribution of automobile products in Tanzania is diverse, with retail channels ranging from old technology to advanced technology.
- Establishing strong distribution networks and partnerships with retail outlets will be essential for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to reach target consumers across different demographics and regions.

5. Regulatory Environment:

- Compliance with local regulations and standards for automobile products, processing, and distribution is imperative for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE

SALES AND SERVICES CENTER LIMITED to operate legally and maintain consumer trust.

- Monitoring changes in government policies, trade agreements, and environmental regulations will be necessary to adapt to evolving market conditions.

6. Opportunities and Challenges:

- There are significant opportunities for DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED to capitalize on the growing demand for advanced technology automobile products, especially among affluent consumers and vehicle mechanical businesses.

- However, challenges such as supply chain disruptions, fluctuating market prices, and environmental sustainability concerns pose risks to the company's operations.

- By leveraging market research insights and adopting a strategic approach to business development, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can navigate challenges and seize opportunities for sustainable growth in the Tanzanian automobile market.

By conducting thorough market research analysis, DONGFENG (TANZANIA) ZHAOHONG AUTOMOBILE SALES AND SERVICES CENTER LIMITED can gain valuable insights into consumer preferences, competitive dynamics, and market trends, enabling the company to formulate informed strategies for success. Let me know if you need further details on any aspect of the market research analysis!

Advertisement and promotion

Advertisement is the description or presentation of a service in order to induce individuals to buy, support, or approve. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. The purpose of advertising is nothing but to sell something, a service or an idea. The real objective of advertising is effective communication between producers and consumers.

Thereafter in our business, we will use different tools for advertisement and promotion of our products such as traditional means (word of mouth), brochures, newspapers, radio, fliers and magazines so as to communicate business to customers.

Marketing budget

Assumption

1. Advertising cost will remain constant for three years.
2. Economic stability will remain constant.
3. Tanzania currency will remain stable for the next three years.
4. US Dollar 1 is equal to Tanzania shillings 2700.

FINANCIAL PLAN

Capital Requirements

The business will start with the initial capital of 500,000 USD to run its activities, the amount is fully provided by shareholders. On future days, shareholders will invite other investors to buy shares so as to increase capital.

Assumptions

In calculation and estimating these costs and financial statements of the business, the following assumptions were made into consideration: ~

- i. Employees contracts are in one year basis, thus employees' salaries are fixed costs
- ii. Rent are paid in one year basis
- iii. No massive inflation will occur within year
- iv. Security services are paid in one year basis
- v. Sales revenue will be increasing yearly by 10%
- vi. Cost of sales will increase by 10%
- vii. There will be no change of government regulations that will affect business
- viii. Financial year of the company starts on 1st December and ends on 31st November every year.
- ix. Salary will remain fixed for three years
- x. All transactions will be in made in Tanzania Shillings and US Dollars

The capital required in running the business illustrated in the following tables:~

Cost Item	Description	Total (TZS)
Cash at Bank	(Working Capital)	492,150,000
Renting of the Buildings	rent paid for one year	50,000,000
Registration	Business license and business registration, work permits for Chinese workers and follow up	7,000,000
Renovations	Factory building Renovations required to upgrade the existing build to world standards	577,000,000
Packing, chilling and preserving facility	110,350,000	110,350,000
	10 computers @ 1,000,000, 6 printers @500,000 6 UPS @ 400,000 Generator @10,000,000 Electric Cables, bulbs, wire, 1,000,000 50 Air conditions @ 1,000,000 10 CCTV Camera @200,000	

Furniture	80 tables @ 500,000 300 chairs @ 150,000 80 Cabinets @500,000 3 Office table @500,000	50,500,000
Information technology	Window installation 500,000 per PC	3,000,000
Others	Workers uniforms 200 @	10,000,000
Total		1, 350, 000, 000,

Financial Projection for next 5 years

Year	2024/2025	2025/2026	2026/2027	2027/2028	2028/2029
-------------	------------------	------------------	------------------	------------------	------------------

Sales Revenues	990,000,000	1,089,000,000	1,197,900,000	1,317,690,000	1,449,459,000
Total Sales	990,000,000	1,089,000,000	1,197,900,000	1,317,690,000	1,449,459,000
Cost of Sales	94,000,000	134,000,000	113,740,000	148,000,000	165,000,000
Gross Profit	896,000,000	955,000,000	1,084,160,000	1,169,690,000	1,284,459,000
Operating Costs					
Salary	440,000,000	440,000,000	440,000,000	460,000,000	480,000,000
Electricity	150,000,000	160,000,000	170,000,000	180,000,000	190,000,000
Security	12,000,000	12,000,000	12,000,000	13,000,000	14,000,000
Suppliers	400,000,000	380,000,000	320,000,000	340,000,000	360,000,000
Repairs/Maintenance	25,000,000	20,000,000	24,000,000	26,000,000	28,000,000
Advertising	12,000,000	12,000,000	12,000,000	13,000,000	14,000,000
Cars hire and fuel	89,000,000	92,000,000	90,000,000	95,000,000	100,000,000
Telephone	8,000,000	9,000,000	7,000,000	9,000,000	10,000,000
Cleaning services	22,000,000	22,000,000	22,000,000	23,000,000	24,000,000
Stationeries	9,000,000	9,000,000	9,000,000	10,000,000	11,000,000
Total Expenses	1,167,000,000	1,156,000,000	1,106,000,000	1,169,000,000	1,231,000,000
Net Profit Before Tax	184,000,000	275,000,000	524,584,000	618,690,000	720,459,000
Taxes (30%)	55,200,000	82,500,000	157,375,200	185,607,000	216,137,700

Net Operating Income	128,800,000	192,500,000	365,208,800	433,083,000	504,321,300
-----------------------------	-------------	-------------	-------------	-------------	-------------

Projected Balance Sheet

Year	2024/2025	2025/2026	2026/2027	2027/2028	2028/2029
Assets					
Current Assets					
Cash	20,000,000	34,000,000	50,000,000	80,000,000	120,000,000
Bank	290,000,000	340,000,000	410,000,000	460,000,000	520,000,000
Prepaid Expenses	97,000,000	89,000,000	102,000,000	105,000,000	110,000,000
Total Current Assets	407,000,000	463,000,000	562,000,000	645,000,000	750,000,000
Fixed Assets					
Furniture & Fixtures	135,000,000	125,000,000	115,000,000	105,000,000	95,000,000
Electronics	220,000,000	210,000,000	200,000,000	190,000,000	180,000,000
Other Fixed Assets	145,000,000	135,000,000	125,000,000	115,000,000	105,000,000
Net Fixed Assets	500,000,000	470,000,000	440,000,000	410,000,000	380,000,000
Total Assets	907,000,000	933,000,000	1,002,000,000	1,055,000,000	1,130,000,000

Owners' Equity and Liability

Current Liability

Account Payable	15,000,000	9,450,000	8,900,000	10,000,000	11,000,000
-----------------	------------	-----------	-----------	------------	------------

Total Liabilities	15,000,000	9,450,000	8,900,000	10,000,000	11,000,000
--------------------------	-------------------	------------------	------------------	-------------------	-------------------

Owners' Equity

Invested Capital	1,500,000,00	1,128,800,00	1,407,862,00	1,481,883,00	1,554,871,00
------------------	--------------	--------------	--------------	--------------	--------------

Retained Earnings	128,800,00	279,062,00	315,812,00	455,500,00	504,321,30
-------------------	------------	------------	------------	------------	------------

Total Owners' Equity	1,628,800,00	1,407,862,00	1,723,674,00	1,937,383,00	2,059,192,300
-----------------------------	---------------------	---------------------	---------------------	---------------------	----------------------

Total Owners' Equity + Liability	1,643,800,00	1,417,312,00	1,732,574,00	1,947,383,00	2,070,192,300
---	---------------------	---------------------	---------------------	---------------------	----------------------

Projected Statement of Cash Flow

Year	2024/2025	2025/2026	2026/2027	2027/2028	2028/2029
Beginning Balance	-	184,000,00	582,660,00	906,660,00	1,334,660,00
Cash Inflow					
Sales Revenue	990,000,00	1,089,000,00	1,197,900,00	1,317,690,00	1,449,459,00
Cash Outflow					
Cost of Sales	94,000,00	103,400,00	113,740,00	148,000,00	165,000,00
Operating Expenses	712,000,00	680,000,00	633,000,00	700,000,00	750,000,00

Total Cash Outflow	806,000,000	783,400,000	746,740,000	848,000,000	915,000,000
Closing Balance	184,000,000	582,660,000	906,660,000	1,334,660,000	1,869,119,000

EXPANSION

Long range goals

The business is expected to run in an unlimited life span, Shareholders believe that the business will expand to generate an unlimited amount of profits in its operation. In the future demand for tourism products will increase as the number of people who are aware of our products increases. Therefore the following goals are kept for long range:~

- Opening new branches all over the country within five years of operation
- Improving salary and introduction of sales bonus to the workers
- Conducting social corporate responsibility activities within the areas with the businesses operate in order to increase popularity of the business at the same time helping surrounding communities.

Diversification

The business will increase services by providing other services like Medical houses, Mineral trading houses etc. which the business will add includes Soda and water. Furthermore, a long range company will provide food services to the customers.

Milestone schedule

The following milestone schedule will guide the business

Milestone	Date	Responsible person
Initial capital invested	August, 2024	Shareholders
Registration of business	October, 2024	Shareholders
Recruiting workers	December, 2024	Shareholders
Training workers	December, 2024	Shareholders
Preparation and arrangement of the business places	December, 2024	Workers
Opening the business	December 2024	Workers
Review business operation	June 2025	Owner
Workers meeting on reviewing of half year business activities	August 2025	Workers
Period market research	September 2025	General manager, head of operation
Annual activities review	October 2025	Workers and owner
Opening new branch	February 2026	shareholders