

BUSINESS PLAN FOR FULMER TANZANIA LTD. FOR HIGH-QUALITY HONEY PRODUCTION IN TANZANIA.

1. Executive Summary

This business plan outlines the establishment of a state-of-the-art apiary in Tanzania with 1000 to 1200 bee colonies using modern European hives and technology. The project aims to produce high-quality mono-floral honey for export to Europe, integrate and train local beekeepers in modern techniques, and provide necessary tools and feeding syrup. The total planned investment is USD 500,000 over three years, covering equipment, technology, land acquisition, and working capital. This initiative promises to elevate local beekeeping standards, foster sustainability, and generate profitability.

2. Planned Activities

Apiary Creation: Establish an apiary with 1000-1200 bee colonies using modern European hives and service buildings meeting European hygiene standards, focusing on honeycomb production.

Honey Production: Produce high-quality monofloral honey in collaboration with Tanzanian beekeepers, targeting European markets.

Education and Training: Educate local beekeepers on advanced beekeeping techniques, including the use of top bar and Langstroth hives for monofloral honey production.

Supply Chain Support: Provide beekeepers with essential tools and feeding syrup to ensure optimal hive health and honey production.

Export: Export locally produced honey and honeycomb to European markets.

Consumer-Packaged Honey: Produce and export consumer-packaged honeys, including sliced honeycomb tailored for European and Arab markets.

3. Investment Overview

Total Investment: USD 500,000 over three years for equipment (USD 300,000), technology (USD 100,000), land (USD 50,000), and working capital (USD 50,000).

Capital Composition:

Reginald Saria (Tanzanian owner, 25% of shares): Owner of Asilia African Honey, with extensive experience in local beekeeping, honey processing, and sales.

Ferenc Fulmer (Hungarian owner, 75% of shares): Owner of Fulmer GmbH MF, a prominent European honey packaging company, and Fulmer Családi Méhészet Kft., Europe's largest apiary.

4. Market Analysis

Advantages:

- Tanzania's diverse ecological zones support the production of rare monofloral honeys.
- Abundance of nectar sources with underutilized potential for honey production.
- The adaptability of the East African bee to modern beekeeping practices and pesticide-free environments.

Challenges:

- Limited availability of high-quality beekeeping tools and technology within Tanzania.
- Seasonal variability in nectar availability necessitates honey reserves for dry periods.
- High costs associated with importing feeding syrups during non-blooming seasons may impact profitability.

5. Operational Plan

Apiary Setup: Implement modern European hive technologies to optimize colony health and honey production efficiency.

Training Programs: Conduct comprehensive training sessions and workshops for local beekeepers to enhance skills and knowledge.

Supply Chain Management: Establish reliable supply sources for essential tools and feeding syrups, exploring potential import partnerships.

Production and Packaging: Construct a small processing facility adhering to European hygiene standards for packaging consumer-ready honey and honeycomb.

Export Strategy: Utilize existing market connections through Fulmer GmbH MF to facilitate seamless export operations to Europe.

6. Financial Plan

Initial Investment: Allocate USD 500,000 across equipment, land acquisition, technology deployment, and working capital.

Revenue Projections: Anticipate revenue growth driven by market demand and increased production capacity for honey and honeycomb exports.

Cost Management: Focus on efficient resource allocation and cost-effective import solutions for essential tools and syrup supplies.

7. Risk Analysis and Mitigation

Economic Risks: Mitigate high customs duties and import restrictions through governmental support and strategic import partnerships.

Seasonal Risks: Manage nectar seasonality by maintaining adequate honey reserves and exploring alternative feeding solutions.

Operational Risks: Address dependencies on imported high-quality tools by fostering local manufacturing capabilities and establishing resilient sourcing partnerships.

8. Conclusion

This venture represents a significant opportunity for growth and profitability, leveraging Tanzania's natural assets and advanced European beekeeping practices. By integrating local beekeepers into the value chain and focusing on producing premium monofloral honey, the project aims to foster sustainable development and community prosperity. We seek full support and incentives available under Tanzanian law to ensure the project's success.

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