



BUSINESS CONCEPT

&

FEASIBILITY PLAN

PROPOSED COMMERCIAL MIXED USE APARTMENTS

Plot No.266, Mbezi Beach, Kinondoni

PREPARED BY:

M/s SHABELLE GENERAL TRADING CO. LIMITED

P. O. BOX 19146,

DAR ES SALAAM, TANZANIA



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1. BUSINESS PROPOSAL

This Business Plan has been prepared by **Shabelle General Trading Co. Limited** for a proposed development of commercial mixed use apartments in Kinondoni, Dar es Salaam, Tanzania.

The Business Plan has been prepared to manifest and analyze the financial and other resources required for the implementation of the proposed business and also assess its economic viability and commercial viability for presentation to the Shareholders of **Shabelle General Trading Co. Limited** and external parties including financial institutions, the revenue authority and potential investment partners. Key to this presentation is the allocation of funds so as to supplement the equity contribution.

2. COMPANY'S BACKGROUND

Shabelle General Trading Co. Limited is a private company registered /incorporated in Tanzania by Registrar of Companies.

The Company was incorporated on **22nd July 2011**, with Certificate of Incorporation Number 84733 under the name of **SHABELLE GENERAL TRADING CO. LIMITED**.

We are a registered private company providing transportation services in the United Republic of Tanzania and neighboring countries. The company's vision gives insight of what to be achieved in the near future. A strong management team highly trained and modern facilities and equipment are deployed to accomplish the company's objectives. We strive for excellence in everything we do, driven by a sense of urgency and a wish to meet all your needs. This personal features are our corporate signature.



The company's shareholders and management are diversifying their product offering by investing in the real estate sector.

The company's shareholders have determined that there is need for provision of a world class commercial and residential facilities in the environs of Mbezi Beach in the southern part of the city of Dar es Salaam, Tanzania.

Dar es-Salaam or commonly known as Dar, is the largest city and financial hub of Tanzania. It is also the capital of Dar es Salaam Region. With a population of over six million people, Dar is the largest city in East Africa and the seventh-largest in Africa. Located on the Swahili coast, Dar es Salaam is an important economic centre and is one of the fastest-growing cities in the world. The town was founded by the first Sultan of Zanzibar in 1865 or 1866. It was the main administrative and commercial center of German East Africa, Tanganyika, and Tanzania.

Dar es Salaam is Tanzania's most prominent city for the arts, fashion, media, film, and television, as well as serving as its leading financial centre. It is the capital of the co-extensive Dar es Salaam Region, one of Tanzania's 31 administrative regions, and consists of five districts: Kinondoni in the north; Ilala in the centre; Ubungo and Temeke in the south; and Kigamboni in the east across the Kurasini estuary.

Historical trends in the Tanzania all demonstrate steadily rising numbers of citizens with migration towards the city of Dar es Salaam from all over the countryside.

Similarly, the population of the country is rapidly rowing with Dar es Salaam estimated to be home to over ten million people in the new future.

This offers an exciting opportunity for us, Shabelle General Trading Company Limited to offer an investment project that not only provides return to the shareholders but also offers social good by providing top quality residential space as well as commercial space for rent leading to a new modern approach to housing and construction in Mbezi Beach, Dar es Salaam, Tanzania.

Architecturally the project takes on a very iconic and modern approach, with a planned construction of modern apartments, well designed to meet global world class requirements and we believe this will also change the skyline and general area of Mbezi Beach, Dar es Salaam, Tanzania.



As part of our local content approach, we also aim to use only local contractors in the project and maximize use of locally available construction material such as ceramic tiles from Kibaha, premixed concrete from Simba Cement and steel rods from authorized local suppliers.

3. MARKET POTENTIAL

Market research shows that Mbezi Beach, Dar es Salaam, has a rich and vibrant history of being a busy trading center for over fifty years. Under the auspices of the Mbezi Beach Municipal Council, The Municipal under the authority of the Council is the largest in size compared to Ilala and Temeke Municipalities.

Readily available data from the Kinondoni Municipal Council Socio-Economic review clearly shows the need for housing and commercial property in Mbezi Beach. As such this clearly presents an opportunity for our organization to not only do profitable investment but also provide high quality social good to all our esteemed clientele and the wider society at large..

4. THE COMPANY'S OBJECTIVES

Proposed Design and Architectural Murals

Shabelle general Trading Co. Limited's inaugural mixed use residential and commercial development is the ultra- modern apartments, located at Plot No.266, Mbezi Beach, Kinondoni, Dar es salaam where the beauty of nature combines with all the benefits of modern living. For the working community, Shabelle Apartments will have a TV and virtual offices for impromptu meetings. Additional security features include; access to controlled entry into the apartments video door phone with intercom, CCTV camera and added security support to provide the safest conditions for living and working at the apartments. The apartments will also be supported by a variety of amenities and facilities; a fully equipped gym, children play area, barbecue area, Spa with Jacuzzi and Sauna, meditation area and yoga studio.

The ground floor shall be a grade A commercial offering within the Apartments mixed use development. The commercial offering shall boast world class technological capabilities befitting its status as a premier business address. The Northern and



Southern façade of the building shall have magnificent double volume entrance foyers with marble finishes and modern concierge desks manned by a dedicated service team and large floor plates with great fit factors and ceiling-to-floor heights.

With a dedicated parking area, we believe this shall be an ideal facility for banking facilities, show room or home electronic sales premises.

Proposed Architectural Renders:



M/s Shabelle General Trading Company Limited has the following objectives in the setting up of this Commercial/Residential Apartments.

- ❖ To provide high quality residential facilities in the United Republic of Tanzania;
- ❖ To provide high quality commercial property/facilities in the United Republic of Tanzania;
- ❖ To promote the availability of high quality housing facilities at affordable pricing to all our clientele;
- ❖ Job creation as the company will create employment opportunities;
- ❖ Skill development (Transfer of knowledge/human resources development) through on job training;
- ❖ Income generation;
- ❖ Improve their social welfare equally important the company contribute to the government revenue through taxes and other levies.



**5. PROPOSED IMPLEMENTATION SCHEDULE –
CONSTRUCTION OF SHABELLE GENERAL TRADING
COMPANY LIMITED TOWER, LOCATED AT PLOT NO.266,
MBEZI BEACH**



Period	Activity Schedule
Quarter 1 Year 2024 (May to July)	Project Mobilization – Contractor, Local Authorities, Work force mobilization
Quarter 2 Year 2024 (August to October)	Project Mobilization – Contractor, Local Authorities, Work force mobilization
Quarter 3 Year 2024/25 (November to January)	Project Implementation – Construction
Quarter 4 Year 2025 (February to April)	Project Implementation – Construction
Quarter 1 Year 2025 (May to July)	Project Implementation – Construction
Quarter 2 Year 2025 (August to October)	Project Implementation – Construction
Quarter 3 Year 2025/26 (November to January)	Project Implementation – Construction
Quarter 4 Year 2026 (February to April)	Project Implementation – Construction



Quarter 1 Year 2026 (May to July)	Project Implementation – Construction
Quarter 2 Year 2026 (August to October)	Project Implementation – Construction
Quarter 4 Year 2026/27 (November to January)	Project Implementation – Construction
Quarter 1 Year 2027 (February to April)	Fitting and Fit Out of the Building
End Quarter 2 Year 2027 (May 2027)	Test and Fit Out – Building Occupancy Permit issued by Kinondoni Municipal Council
Mid-Year 2027	100% Project is completed

6. CAPITAL INVESTMENT COST

Projected capital requirements for the project is highlighted below. We envisage a balanced mix of shareholder equity and external financing if required from banks.

Our expected capital to asset ratio is within desired capital adequacy ratio designed to promote adequacy of the operations.

This projections are highlighted below.

S/No	Source of Capital	Projected Amount (In USD)
01	Shareholders' Equity	1,260,000.00
Total Projected Equity/Capital for the Project		1,260,000.00
		United States Dollar One Million, Two Hundred and Sixty Thousand Only

7. FINANCIAL PLAN AND USE OF FUNDS

Projected expenditure for the project inclusive of startup costs are highlighted as structured below:



- **GENERAL ASSUMPTIONS**

The Company has the following key assumptions which guide this investment decision.

- a) A steady exponential growth curve based on real estate market demand for our residential/commercial facility;
- b) Fixed facilities costs which do not fluctuate with more than 10% deviation;
- c) New age technological tools and equipment designed to meet and match accommodation and commercial floor space rate estimates.

- **SALES FORECAST**

The projected apartments shall have four (4) buildings with each building having three (3) apartments each. Well designed and apportioned we estimate that each apartment shall consist of a three bedroomed family unit with 1 master bedroom and 2 normal bedrooms, a family living room, kitchen, laundry room and dining area.

Such a designed apartment is estimated to bring in revenue of at least Twelve Thousand (12) US Dollar per month in rent revenue.

Mbezi Beach Municipality has an average home occupancy rate of ninety (90)%. This is also within industry estimates of ninety-two (92%) percent for the wider Dar es Salaam region.

This translates to estimated sales unit of

1 apartment per floor by 3 floors by 4 buildings = 12 apartments rented out per month

12 apartments X 12 months = 144 Apartments rented out Annually

Units Produced Annually	Rental Price Per Unit per month	Projected Annual Revenue
144 Apartments	1,000 US Dollar per Apartment	144,000.00



Projected Annual Revenue		144,000.00
		US Dollar One Hundred Forty Four Thousand Annually Only

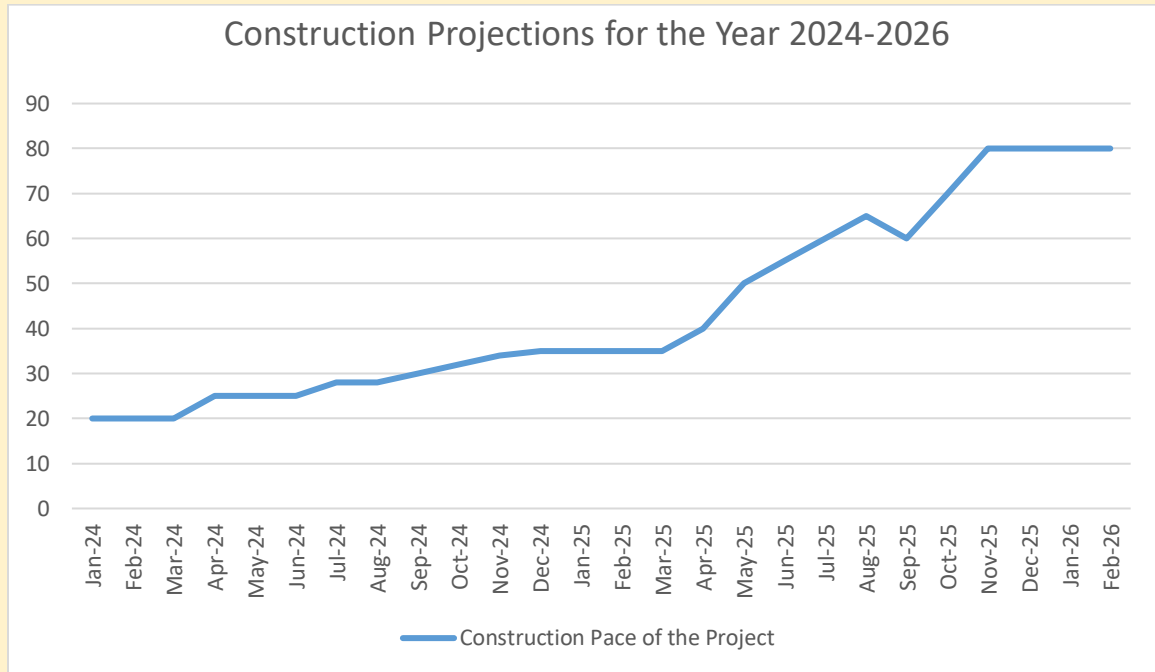
This growth forecast is estimated to take off and grow progressively year on year. This is because real estate projects have a viable investment life plan of up to thirty years before further re-investment is required in the building complex. This will be due to factors such as market growth, technical know-how, skill learning and economies of scale.

This projection also does not quantify expected revenue from the below streams of income namely:

- Ground Floor Commercial Rentals
- Fitness Center/Gym Revenue – (can be either owner operated or also leased out at rent)
- Ad hoc events such as commercial short term room hire

This can conservatively be expected to bring in at least 15% of extra total revenue for the establishment. A Pareto analysis estimation on annual revenue would mean that the establishment can bring in up to US Dollar One Hundred Forty Four Thousand on a yearly basis.

Our projected Year on Year building and project implementation plan till completion of the project growth curve would be as below:



- **STARTUP COSTS**
Envisaged start-up costs for the project are highlighted as below.

S/No	Detailed Start Up Costs	Projected Amount (In USD)
01	Building Permits and Contractor/Consultants Engagement	60,000.00
02	Building Construction – Contractor Payments	1,000,000.00
03	Project Vehicles	45,000.00
04	Project General Running Expenses	75,000.00
05	Pre- Expenses	50,000.00
06	Others	30,000.00
Detailed Start Up Costs for the Project		1,260,000.00
		United States Dollar One Million, Two Hundred and Sixty Thousand Only



- **RUNNING COSTS**

Envisaged running costs for the project once operational are highlighted as below.

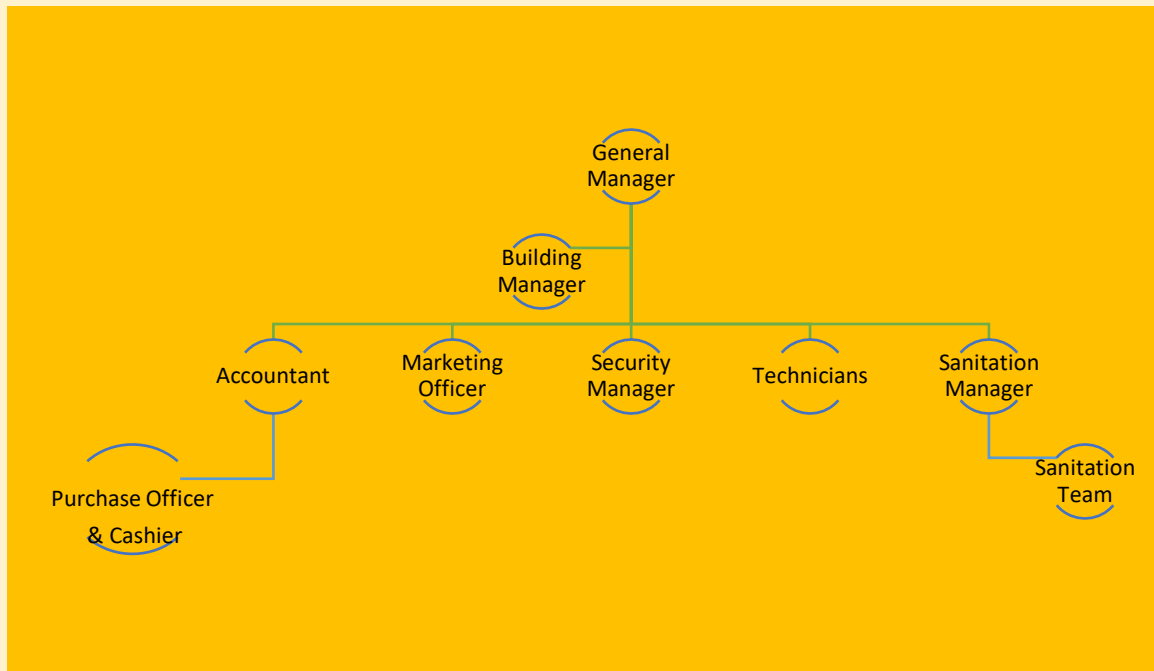
PROFORMA RUNNING COSTS

S/No	Description	Projected Expenditure per Month (In Tanzania Shillings)
Repairs & Maintenance	General Costs	2,000,000.00
Administrative Costs including Electricity (for management and public areas)	Admin Expenses	5,500,000.00
Administrative Costs	Finance Costs	1,000,000.00
Payroll Expenses	Salaries and Wages	10,005,000.00
Total Monthly Running Costs for the Project		18,505,000.00
		Tanzania Shillings Eighteen Million, Five Hundred and Five Thousand Only

ORGANIZATION STRUCTURE & PROJECTED PAYROLL COSTS AFTER CONSTRUCTION PHASE



A detailed Organization Structure inclusive of payroll details is listed below:



S/No	Position	Number of Employees	Gross Salary	Total Gross Salary
01	General Manager	1	2,000,000	2,000,000.00
02	Building Manager	1	1,000,000	1,000,000.00
03	Accountant	1	1,000,000	1,000,000.00
04	Marketing Officer	1	1,000,000	1,000,000.00
05	Security Manager	1	800,000	800,000.00
06	Technicians	2	600,000	1,200,000.00
07	Sanitation Manager	1	800,000	800,000.00
08	Sanitation Team	6	500,000	3,000,000.00
04	Purchase Officer	1	500,000	500,000.00
05	Cashiers	1	500,000	500,000.00



	Gross Salary Expenses	8,700,000.00
	NSSF Liability	870,000.00
	WCF Liability	87,000.00
	SDL Liability	348,000.00
	Total Salary and Wages Cost	10,005,000.00

- CASH FLOW FORECAST ONCE OPERATIONAL

Based on projected production figures; our cash flow forecast for the project in its initial year of operations after building completion is as below:

Quarter 1 – Year 2026 (January to March)

SHABELLE GENERAL TRADING COMPANY LIMITED						
PROJECTED CASHFLOW FOR FINANCIAL YEAR 2026 – QUARTER 1 (JAN – MARCH 2026)						
PROJECT OCCUPANCY – 75% OCCUPANCY						
	Quarter 1 Year 2026 January	Quarter 1 Year 2026 February	Quarter 1 Year 2026 March			QUARTER 1 YEAR 2026 YTD
Revenue						
Unit Selling Price	1,000,000	1,000,000	1,000,000			1,000,000
Rooms Occupied	27	27	27			81
Expected Revenue p/month	27,000,000	27,000,000	27,000,000			81,000,000.00
Gross	27,000,000	27,000,000	27,000,000			81,000,000.00



Profit						
Payroll	10,005,000	10,005,000	10,005,000			30,015,000.00
General Expenses	5,500,000	5,500,000	5,500,000			16,500,000.00
Admin Expenses	1,000,000	1,000,000	1,000,000			3,000,000.00
Finance Costs	2,000,000	2,000,000	2,000,000			6,000,000.00
Net Profit before Tax	8,495,000.00	8,495,000.00	8,495,000.00			25,485,000.00
	PROJECT BREAK EVEN & PROFITABILITY (RETURN ON INVESTMENT BY Q1)					
Corporate Tax @ 30 Percent	2,548,500	2,548,500	2,548,500			7,645,500.00
Net Profit	5,946,500	5,946,500	5,946,500			17,839,500.00

Quarter 2 – Year 2026 (April to June)

SHABELLE GENERAL TRADING COMPANY LIMITED
PROJECTED CASHFLOW FOR FINANCIAL YEAR 2026 – QUARTER 2 (APRIL – JUNE 2026)
PROJECT OCCUPANCY – 75% OCCUPANCY



	Quarter 2 Year 2026 April	Quarter 2 Year 2026 May	Quarter 2 Year 2026 June			QUARTER 2 YEAR 2026 YTD
Revenue						
Unit Selling Price	1,000,000	1,000,000	1,000,000			1,000,000
Rooms Occupied	27	27	27			81
Expected Revenue p/month	27,000,000	27,000,000	27,000,000			81,000,000.00
Gross Profit	27,000,000	27,000,000	27,000,000			81,000,000.00
Payroll	10,005,000	10,005,000	10,005,000			30,015,000.00
General Expenses	5,500,000	5,500,000	5,500,000			16,500,000.00
Admin Expenses	1,000,000	1,000,000	1,000,000			3,000,000.00
Finance Costs	2,000,000	2,000,000	2,000,000			6,000,000.00
Net Profit before Tax	8,495,000.00	8,495,000.00	8,495,000.00			25,485,000.00
Corporate Tax @ 30 Percent	2,548,500	2,548,500	2,548,500			7,645,500.00
Net Profit	5,946,500	5,946,500	5,946,500			17,839,500.00

Quarter 3 – Year 2026 (July to September)

SHABELLE GENERAL TRADING COMPANY LIMITED
PROJECTED CASHFLOW FOR FINANCIAL YEAR 2026 – QUARTER 3 (JULY- SEPT 2026)



PROJECT OCCUPANCY – 90% OCCUPANCY						
	Quarter 3 Year 2026 July	Quarter 3 Year 2026 August	Quarter 3 Year 2026 September			QUARTER 3 YEAR 2026 YTD
Revenue						
Unit Selling Price	1,000,000	1,000,000	1,000,000			1,000,000
Rooms Occupied	33	33	33			99
Expected Revenue p/month	33,000,000	33,000,000	33,000,000			99,000,000
Gross Profit	33,000,000	33,000,000	33,000,000			99,000,000.00
Payroll	10,005,000	10,005,000	10,005,000			30,015,000.00
General Expenses	5,500,000	5,500,000	5,500,000			16,500,000.00
Admin Expenses	1,000,000	1,000,000	1,000,000			3,000,000.00
Finance Costs	2,000,000	2,000,000	2,000,000			6,000,000.00
Net Profit before Tax	14,495,000.00	14,495,000.00	14,495,000.00			43,485,000.00
Corporate Tax @ 30 Percent	4,348,500	4,348,500	4,348,500			13,045,500.00
Net Profit	10,146,500	10,146,500	10,146,500			30,439,500.00

APPENDIX 1:



CERTIFICATE OF OCCUPANCY FOR PROPOSED BUILDING SITE