

EAGLE PLASTIC INDUSTRIES LIMITED

BUSINESS PLAN

2024

EXECUTIVE SUMMARY

Eagle Plastic Industries Limited is emerging as a prominent manufacturer of high-quality plastic piping products in Tanzania, poised to meet the rising demand across various sectors including construction, agriculture, infrastructure, and utilities. With a commitment to excellence and innovation, the company specializes in conduit pipes, PVC pipes, IPS pipes, PPR pipes, and HDPE pipes. Situated strategically in Pangani Street Kibaha, Tanzania, Eagle Plastic Industries Limited benefits from convenient access to raw materials and markets, laying a strong foundation for its forthcoming growth trajectory in the industry.

Fueled by a vision for sustainable expansion and profitability, Eagle Plastic Industries Limited is embarking on a journey to broaden its operations by establishing new manufacturing facilities, diversifying its product portfolio, and investing in workforce development and social responsibility initiatives. Emphasizing quality, integrity, and customer satisfaction, the company is primed to seize emerging opportunities and solidify its position as a key player in Tanzania's plastic piping market.

Table of Content

CHAPTER ONE	1
COMPANY PROFILE	1
Background	1
Company Objectives.....	2
Mission.....	3
Vision	3
Core Values	3
CHAPTER TWO	5
COMPANY PRODUCTS	5
Introduction	5
Conduit Pipes	5
PVC Pipe	6
IPS Pipes.....	6
HDPE Pipes.....	7
CHAPTER THREE	9
INDUSTRY ANALYSIS	9
Introduction	9
Global Plastic Industry.....	9
Tanzania Plastic Industry	10
Target Market.....	11
CHAPTER FOUR	13
BUSINESS OPERATION	13
Introduction.....	13
Location.....	13
Operational Structure.....	14
Pipe Production Process.....	16
CHAPTER FIVE	18
COMPETITIVE ANALYSIS	18

Introduction..... 18

SWOT Analysis..... 20

CHAPTER SIX..... 24

FINANCIAL PROJECTION 24

CHAPTER SEVEN 33

BUSINESS EXPANSION..... 33

Long range goals..... 33

Milestone schedule..... 34

CHAPTER ONE

COMPANY PROFILE

Background

Eagle Plastic Industries Limited is a forward-thinking enterprise specializing in the production of various plastic pipe solutions. Since its establishment in November 2023, the company has rapidly ascended to a prominent position within the industry, propelled by its unwavering dedication to superior quality, innovation, and customer satisfaction. Registered under the number I69881480, Eagle Plastic Industries Limited offers a diverse portfolio of pipe products meticulously tailored to cater to the multifaceted requirements across sectors including construction, agriculture, infrastructure, and utilities. Bolstered by cutting-edge technology and sustainable practices, the company takes pride in its state-of-the-art manufacturing facilities and proficient workforce, ensuring the delivery of products that adhere to stringent quality benchmarks while also prioritizing environmental responsibility.

Situated strategically along Pangani Road within Pangani's bustling commercial hub, Eagle Plastic Industries Limited underscores its commitment to operational excellence and customer-centricity with its permanent address at P.O. Box 42175, Pwani, Kibaha CBD, Pangani, boasting a postal code of 61103. This prime location not only facilitates convenient access for clients and partners but also signifies the company's steadfast dedication to fostering seamless business transactions and cultivating enduring collaborations. The inception of Eagle Plastic Industries Limited was inspired by a thorough assessment of the escalating demand for building materials. This discerning analysis identified an opportunity to address the surging need for high-quality pipes, driving the company's founding principles rooted in excellence in manufacturing and service provision.

Eagle Plastic Industries Limited engages in the manufacturing of a wide array of plastic products, including Conduit Pipes, PVC Pipes, IPS Pipes, PPR Pipes, HDPE Pipes, among others. Through its relentless pursuit of innovation, commitment to quality, and customer-focused approach, Eagle Plastic Industries Limited continues to set new benchmarks in the plastic pipe manufacturing landscape, poised for sustained growth and impactful contributions to the industry and beyond.

The company is owned by two shareholders who listed on the following table with their respective shares: -

Name	Citizenship	No of shares
Josep Simon Makani	Tanzanian	5000
Rukia Abbas Salumu	Tanzania	5000

Company Objectives

Quality Excellence: To consistently manufacture and deliver top-quality plastic products like Conduit Pipes, PVC Pipes, IPS Pipes, PPR Pipes, HDPE Pipes, and more, meeting or exceeding industry standards to ensure durability, reliability, and performance for our customers.

Customer Satisfaction: To prioritize customer needs and expectations, offering prompt and efficient service, tailored solutions, and responsive support to ensure complete satisfaction and foster long-term partnerships.

Innovation and Technology: To foster a culture of innovation and embrace cutting-edge technologies in the manufacturing processes, product development, and service delivery, staying ahead of market trends and continuously improving our offerings in plastic pipe solutions.

Sustainability: To operate in an environmentally responsible manner, implementing sustainable practices throughout our manufacturing operations to minimize our ecological footprint and contribute positively to the communities we serve.

Market Leadership: To solidify our position as a market leader in the plastic pipe manufacturing industry, expanding our market reach, diversifying our product portfolio, and consistently outperforming competitors in terms of quality, reliability, and customer service.

Employee Development: To invest in the professional development and well-being of our employees, fostering a supportive work environment, providing opportunities for growth and advancement, and cultivating a team of skilled and motivated individuals dedicated to achieving our company objectives in plastic product manufacturing.

Ethical Conduct: To conduct business with integrity, transparency, and ethical responsibility, adhering to the highest standards of corporate governance, legal compliance, and ethical behavior in all our dealings with stakeholders, partners, and the community at large.

Mission

At Eagle Plastic Industries Limited, our mission is to be a leading provider of high-quality plastic pipe solutions, driven by innovation, excellence, and a commitment to customer satisfaction. We strive to meet the evolving needs of our customers by delivering durable, reliable, and sustainable piping products while maintaining the highest standards of integrity, professionalism, and environmental responsibility. Through our dedication to continuous improvement and innovation, we aim to create value for our customers, employees, and stakeholders, contributing positively to the communities we serve.

Vision

Our vision at Eagle Plastic Industries Limited is to redefine the standards of excellence in the plastic pipe manufacturing industry. We aspire to be recognized as a trusted partner and preferred choice for piping solutions, known for our uncompromising commitment to quality, reliability, and customer service. By leveraging advanced technologies, sustainable practices, and a culture of innovation, we seek to expand our market presence, drive sustainable growth, and become a globally respected leader in the field. We envision a future where Eagle Plastic Industries Limited is synonymous with excellence, integrity, and environmental stewardship, making a meaningful and lasting impact on the industries we serve and the world around us.

Core Values

At Eagle Plastic Industries Limited, core values serve as the foundation of company culture and guide our actions and decisions every day. These values include:

Quality: We are committed to maintaining the highest standards of quality in everything we do, from product manufacturing to customer service, ensuring that our customers receive reliable and durable plastic piping solutions that meet or exceed their expectations.

Integrity: Plastic Industries Limited conduct business with honesty, transparency, and ethical integrity, adhering to the highest standards of moral and professional conduct in all our interactions with customers, suppliers, employees, and stakeholders.

Innovation: Plastic Industries Limited foster a culture of innovation, creativity, and continuous improvement, embracing new ideas, technologies, and processes to drive efficiency, excellence, and competitiveness in our industry.

Customer Focus: Plastic Industries Limited prioritize the needs and satisfaction of our customers, striving to understand their requirements, exceed their expectations, and build long-lasting relationships based on trust, reliability, and responsiveness.

Sustainability: Plastic Industries Limited is committed to environmental sustainability and social responsibility, minimizing our ecological footprint, promoting eco-friendly practices, and contributing positively to the communities in which we operate.

Teamwork: Plastic Industries Limited value collaboration, respect, and diversity, recognizing that our success is built on the collective efforts, talents, and contributions of our employees, working together towards common goals and shared success.

Excellence: Plastic Industries Limited pursue excellence in all aspects of our business, striving for continuous improvement, flawless execution, and superior performance in order to deliver the best possible outcomes for our customers, employees, and stakeholders.

CHAPTER TWO

COMPANY PRODUCTS

Introduction

Eagle Plastic Industries Limited offers an extensive range of high-quality plastic piping products tailored to meet the diverse needs of various industries. From Conduit Pipes to PVC Pipes, IPS Pipes, PPR Pipes, HDPE Pipes, and more, each product is meticulously crafted to deliver unparalleled durability, reliability, and performance. With a steadfast commitment to quality, sustainability, and customer satisfaction, Eagle Plastic Industries Limited sets the standard for excellence in the plastic pipe manufacturing industry. Explore our comprehensive product offerings and discover why Eagle Plastic Industries Limited is the preferred choice for piping solutions worldwide.

Conduit Pipes

Eagle Plastic Industries Limited takes pride in offering high-quality Conduit Pipes, designed to meet the diverse needs of electrical wiring applications. Our Conduit Pipes are manufactured using premium-grade materials and state-of-the-art technology to ensure superior performance, durability, and reliability. With a range of sizes and specifications available, our Conduit Pipes provide excellent protection for electrical wiring, safeguarding against damage, corrosion, and environmental elements. Whether for residential, commercial, or industrial projects, Eagle Plastic Industries Limited's Conduit Pipes are the trusted choice for safe and efficient electrical installations.



PVC Pipe

Eagle Plastic Industries Limited is dedicated to providing customers with premium PVC Pipes, meticulously engineered to meet a wide range of plumbing, drainage, and irrigation needs. Crafted from high-quality PVC materials and manufactured with precision, our PVC Pipes offer exceptional durability, corrosion resistance, and long-term performance. Whether for residential, commercial, or industrial applications, our PVC Pipes are designed to withstand varying temperatures, pressure levels, and environmental conditions, ensuring reliable and leak-free installations. With a diverse range of sizes and specifications available, Eagle Plastic Industries Limited's PVC Pipes are the ideal choice for customers seeking efficient and sustainable piping solutions.



IPS Pipes

Eagle Plastic Industries Limited proudly presents IPS Pipes, crafted to meet the demanding requirements of various industrial applications. Engineered with precision and manufactured from top-quality materials, Eagle Plastic Industries Limited's IPS Pipes offer unmatched strength, durability, and resistance to corrosion and chemical degradation. Designed to withstand extreme conditions, our IPS Pipes are suitable for conveying a wide range of fluids and materials in industrial settings. With a focus on reliability and performance, Eagle Plastic Industries Limited's

IPS Pipes are the preferred choice for customers seeking robust and dependable piping solutions for their industrial needs.



HDPE Pipes

Eagle Plastic Industries Limited offers a comprehensive selection of HDPE Pipes, meticulously engineered to meet the diverse needs of modern infrastructure projects. Constructed from high-density polyethylene materials using advanced manufacturing techniques, our HDPE Pipes boast exceptional durability, flexibility, and resistance to corrosion and chemical damage. Whether used for water supply, sewage systems, or gas distribution, Eagle Plastic Industries Limited's HDPE Pipes deliver superior performance and reliability in even the harshest environments. With a commitment to quality and innovation, Eagle Plastic Industries Limited's HDPE Pipes are the trusted choice for customers seeking durable and efficient piping solutions for their infrastructure projects.



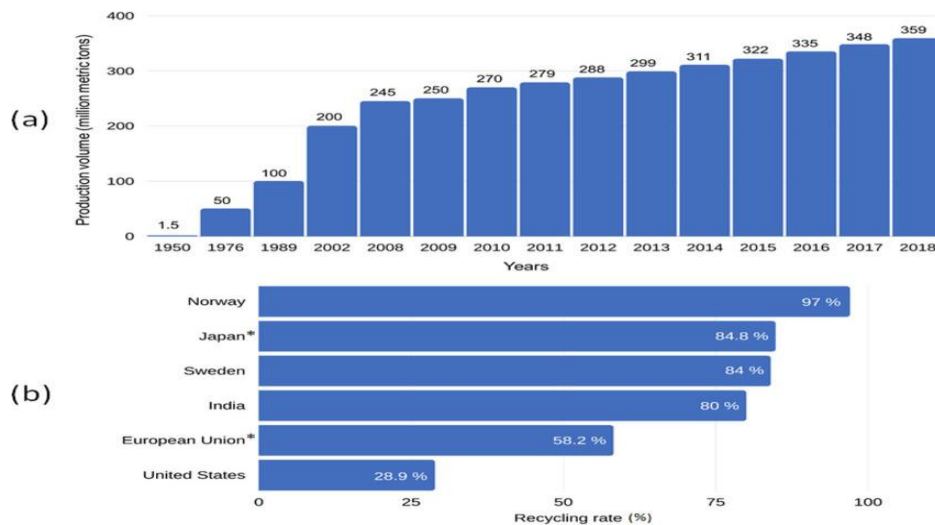
CHAPTER THREE INDUSTRY ANALYSIS

Introduction

This chapter provides a comprehensive analysis of the plastic pipe industry, exploring its global significance, market trends, and key factors that influence supply and demand dynamics. Understanding the industry landscape is crucial for Eagle Plastic Industries Limited to effectively position itself within the plastic pipe market and capitalize on emerging opportunities.

Global Plastic Industry

The global plastic industry is a cornerstone of modern manufacturing, encompassing a wide range of sectors vital to everyday life. From packaging materials to construction components, plastics play an indispensable role in various industries worldwide. In recent years, the industry has experienced significant growth driven by urbanization, population expansion, and technological advancements. Key trends such as sustainability, technological innovation, and the circular economy are reshaping the landscape, prompting companies to adopt eco-friendly practices and develop new materials and processes. Regulatory pressures aimed at reducing plastic pollution and promoting recycling further influence industry dynamics. Raw material availability, economic growth, consumer preferences, and environmental regulations are among the key factors shaping supply and demand within the industry. Despite challenges related to sustainability and environmental concerns, the global plastic industry presents ample opportunities for companies like Eagle Plastic Industries Limited to innovate, adapt, and thrive in a dynamic and evolving marketplace.



Global Plastic Production

Tanzania Plastic Industry

The plastic industry in Tanzania is a vital component of the country's manufacturing sector, playing a significant role in various economic activities and sectors. As one of the fastest-growing industries in Tanzania, the plastic sector encompasses the production of a wide range of plastic products, including packaging materials, household goods, construction materials, and industrial components. With increasing urbanization, population growth, and infrastructure development, the demand for plastic products in Tanzania has been on the rise. This growth is fueled by factors such as the expansion of the construction sector, the rise of consumerism, and the increasing adoption of plastic packaging in various industries.

Despite its growth potential, the Tanzanian plastic industry faces challenges such as limited access to raw materials, inadequate infrastructure, and competition from imported products. However, efforts are underway to address these challenges and promote the growth and sustainability of the industry. Government initiatives to support local manufacturing, investment in infrastructure development, and promotion of sustainable practices are expected to drive the growth of the plastic industry in Tanzania.

Moreover, there is a growing awareness of environmental issues related to plastic waste and pollution, prompting stakeholders in the Tanzanian plastic industry to explore sustainable alternatives and adopt environmentally friendly practices. This includes initiatives to promote recycling, reduce plastic waste, and develop biodegradable plastics. Overall, the plastic industry

in Tanzania presents opportunities for innovation, investment, and job creation, contributing to economic growth and industrial development in the country.

Target Market

Eagle Plastic Industries Limited targets a broad spectrum of industries and sectors that rely on plastic pipe solutions for various applications.

Construction Industry: Within this sector, our target market includes builders, contractors, and developers involved in residential, commercial, and industrial construction projects. These customers require plastic pipes for plumbing, drainage, and sewerage systems. Plastic pipes offer durability, flexibility, and cost-effectiveness, making them essential components in modern construction projects.

Agricultural Sector: Farmers and agricultural enterprises represent another significant target market for Eagle Plastic Industries Limited. They require plastic pipes for irrigation systems, water distribution networks, and drainage solutions to support crop cultivation and farming operations. Plastic pipes offer efficient water conveyance, ensuring optimal crop growth and yield.

Infrastructure Development: Government agencies, engineering firms, and infrastructure developers involved in the construction of roads, bridges, tunnels, and other civil engineering projects are key targets. Plastic pipes are essential for various infrastructure applications, including stormwater management, culvert installations, and utility conduit systems.

Utilities Sector: Water authorities, municipal councils, and utility companies form a crucial segment of Eagle Plastic Industries Limited's target market. These entities require plastic pipes for water supply, wastewater management, and gas distribution networks. Plastic pipes offer corrosion resistance, longevity, and ease of installation, meeting the stringent requirements of utility infrastructure projects.

Manufacturing Industry: Industrial facilities and manufacturing plants require plastic pipes for a wide range of applications, including process piping, chemical transportation, and fluid handling systems. Eagle Plastic Industries Limited targets these customers with specialized plastic pipe solutions tailored to their specific requirements, such as corrosion-resistant materials and high-pressure capabilities.

Plumbing Contractors: Plumbing contractors and service providers represent a vital customer segment for Eagle Plastic Industries Limited. These professionals are responsible for installing and maintaining plumbing systems in residential, commercial, and industrial buildings. By offering a diverse range of plastic pipes suitable for various plumbing applications, Eagle Plastic Industries Limited aims to be the preferred supplier for plumbing contractors.

Retail and Distribution Channels: Retailers, wholesalers, and distributors catering to the construction, agriculture, and utilities sectors serve as important intermediaries between Eagle Plastic Industries Limited and end customers. By establishing partnerships with these channels, Eagle Plastic Industries Limited expands its market reach and ensures its products are readily available to customers nationwide.

CHAPTER FOUR BUSINESS OPERATION

Introduction

This chapter provides an in-depth overview of the business operations of our company. It delves into the key components and processes that drive our plastic pipe manufacturing activities, ensuring operational efficiency, environmental sustainability, and the delivery of high-quality plastic pipe products to the market. Within this framework, we examine the intricate operations that govern the manufacturing, quality control, and distribution of our products, highlighting our commitment to excellence and responsible stewardship throughout every stage of the process.

Location

The company's location in Pangani's vibrant commercial district at P.O. Box 42175, Pwani, Kibaha CBD, Pangani, with a postal code of 61103, along Pangani Road, has been carefully chosen to strategically position its operations for success. Situated amidst a central hub, this location offers unparalleled connectivity to major transportation networks, facilitating the efficient movement of raw materials to the manufacturing facilities and the distribution of finished products to customers. Moreover, Pangani's proximity to key markets and industrial zones enhances accessibility to target customers, minimizing transportation costs and lead times, thereby boosting competitiveness in the market.

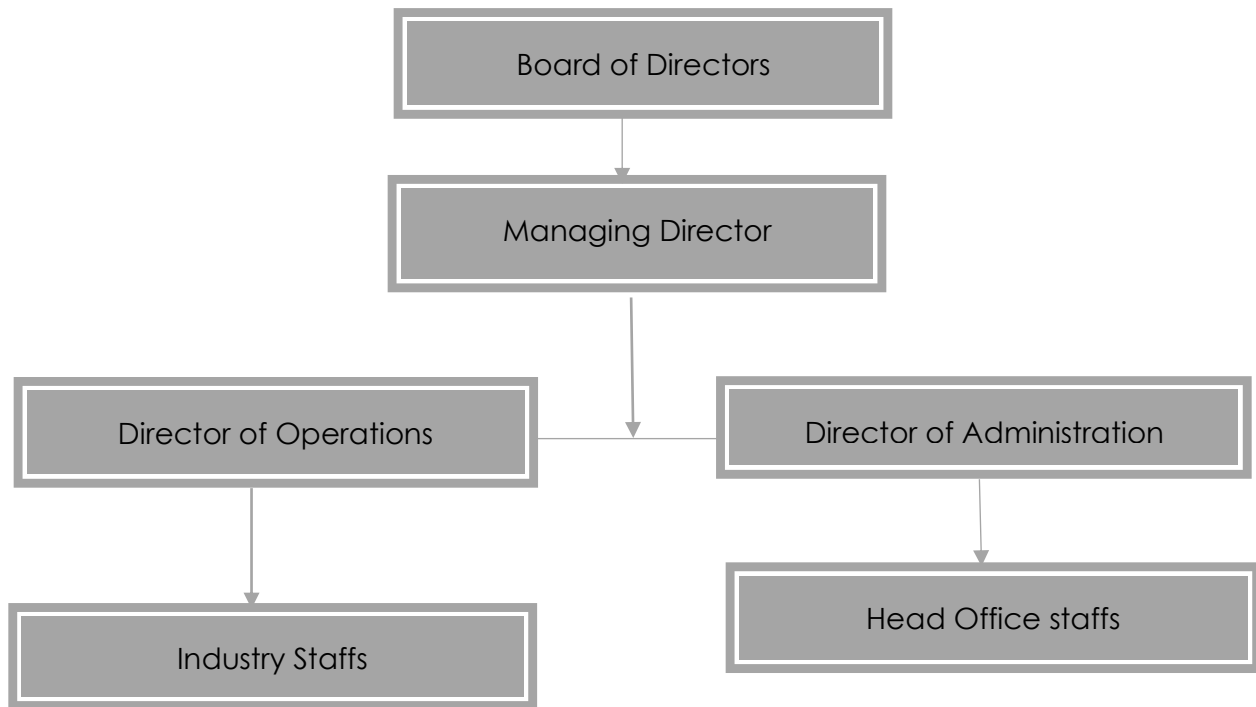
In addition to its strategic location, Pangani Road Kibaha provides a conducive business environment with access to skilled labor, essential support services, and amenities vital for seamless business operations. The presence of other businesses and industries in the area fosters opportunities for collaboration and synergies, further optimizing operational efficiency and growth potential. Kibaha strikes a balance between urban convenience and cost-effectiveness, offering a compelling proposition for the company. With relatively lower operating costs compared to major urban centers, Eagle Plastic Industries Limited can maintain competitive pricing for its products while still benefiting from being situated within a bustling commercial district. Overall, the company's choice of location in Pangani Road Kibaha reflects its commitment to positioning for long-term success, leveraging the advantages of accessibility, efficiency, and sustainability for continued growth and prosperity.

Operational Structure

Eagle Plastic Industries Limited has established a robust operational structure to facilitate effective plastic pipe manufacturing operations. This structure encompasses various departments and functions, ensuring seamless coordination and execution of activities. The operational structure includes manufacturing and production, quality control, research and development, and environmental sustainability.

Organizational Chart

The following include the structure which show the position of employees of Eagle Plastic Industries Limited.



Responsibilities of Managing Director

- i. Provide strategic leadership and direction to the company.
- ii. Make critical decisions regarding operations, investments, and resource allocation.
- iii. Manage relationships with stakeholders including the board, shareholders, and external parties.
- iv. Oversee financial performance, budgeting, and financial planning processes.

Responsibilities of Director of Operations

- i. Develop and implement operational plans and strategies to meet company objectives.
- ii. Optimize resource allocation to maximize efficiency and productivity.
- iii. Lead and manage teams across various operational functions.
- iv. Identify and implement process improvements to enhance operational effectiveness.
- v. Monitor and analyze key performance indicators to track operational performance.
- vi. Ensure compliance with quality standards and regulatory requirements.
- vii. Manage relationships with suppliers and vendors to ensure timely delivery of goods and services.
- viii. Coordinate with other departments to ensure seamless execution of operational activities.
- ix. Develop and implement risk management strategies to mitigate operational risks.
- x. Provide regular reports and updates to senior management on operational performance and initiatives.

Responsibilities of Director of Administration

- i. Oversee human resources functions, including recruitment, training, and performance management.
- ii. Develop and implement HR policies and procedures to ensure compliance and best practices.
- iii. Manage employee benefits and compensation programs.
- iv. Ensure compliance with labor laws and regulations.
- v. Manage facilities and office operations to ensure a safe and productive work environment.
- vi. Oversee administrative staff and functions, including reception, mailroom, and facilities maintenance.
- vii. Develop and implement policies and procedures for office management and administration.
- viii. Manage relationships with external service providers, including cleaning, security, and maintenance vendors.
- ix. Ensure compliance with health and safety regulations and protocols.

- x. Provide support to senior management and other departments as needed

Pipe Production Process

The pipe production process at Eagle Plastic Industries Limited is a meticulously orchestrated series of steps designed to ensure the manufacturing of high-quality plastic pipes. Each stage of the process is carefully executed to meet stringent industry standards and customer specifications. Below is a detailed overview of the pipe production process:

i. Raw Material Preparation

The process begins with the careful selection and preparation of raw materials, primarily polyvinyl chloride (PVC) resin or other plastic compounds.

Raw materials are sourced from reputable suppliers and undergo thorough quality checks to ensure they meet the company's standards for purity and consistency.

ii. Material Mixing and Compounding

The raw materials are then mixed and compounded in precise proportions according to the specifications required for the specific type of pipe being produced.

This mixing process involves blending the base resin with additives such as stabilizers, plasticizers, UV inhibitors, and pigments to enhance properties such as durability, flexibility, UV resistance, and color.

iii. Extrusion

The compounded material is fed into an extruder, a specialized machine that heats and melts the plastic to form a uniform molten mass.

The molten plastic is then forced through a die, which shapes it into the desired cross-sectional profile of the pipe, such as round, oval, or square.

As the plastic passes through the die, it is cooled and solidified using water or air cooling methods to maintain its shape.

iv. Sizing and Shaping

The pipe undergoes sizing and shaping processes to ensure it meets dimensional specifications.

This may involve passing the pipe through sizing sleeves or vacuum calibration tanks to achieve the desired outer diameter and wall thickness.

Precise control of the sizing and shaping process is essential to ensure uniformity and consistency in the dimensions of the finished pipes.

v. Cooling and Cutting

Once sized and shaped, the pipe is cooled further to stabilize its dimensions and properties.

Cooling may occur through immersion in water baths or air-cooling chambers, depending on the specific requirements of the pipe.

The cooled pipe is then cut to the desired length using precision cutting equipment, ensuring accuracy and consistency in the final product.

vi. Quality Control

Throughout the production process, rigorous quality control measures are implemented to ensure that the pipes meet industry standards and customer requirements.

Quality control checks may include dimensional inspections, visual inspections for defects, and testing for mechanical properties such as tensile strength, impact resistance, and pressure performance.

Any pipes that do not meet the company's strict quality criteria are identified and either reworked or rejected to maintain the highest standards of product quality.

vii. Packaging and Storage

Finally, the finished pipes are carefully packaged according to customer specifications and prepared for shipping or storage.

Proper packaging helps protect the pipes during transportation and storage, ensuring they reach customers in optimal condition and ready for installation.

CHAPTER FIVE COMPETITIVE ANALYSIS

Introduction

In the competitive landscape of today's business world, understanding the market and the players within it is crucial for the success of any company. The ability to identify strengths and weaknesses, anticipate opportunities, and recognize threats is paramount in crafting a robust business plan. This chapter will delve into the competitive analysis of Eagle Plastic Industries Limited, exploring the key elements that define its position within the marketplace.

The purpose of this chapter is to provide a comprehensive assessment of Eagle Plastic Industries Limited's competitors and their respective offerings. By conducting a thorough analysis, we aim to identify competitive advantages and areas for improvement, allowing the company to make strategic decisions that foster growth and maintain a strong market presence.

Industry Competition

The plastic pipe manufacturing industry in Tanzania is marked by a mix of established companies and emerging players, each contributing to meet the country's growing demand for quality piping solutions. While larger manufacturers leverage advanced technologies and economies of scale, smaller companies often specialize in niche markets or cater to specific customer segments.

The plastic pipe manufacturing business in Tanzania is characterized by a competitive landscape, with companies competing on factors such as product quality, pricing, innovation, and customer service. The following overview highlights key elements shaping the competition within the industry:

Major Players and Established Manufacturers

Leading the competition are major manufacturers with extensive experience and infrastructure. Companies such as Company Cello, Jambo, Plasco Limited, Simba Plastic, Morogoro Plastic, Mwanza Plastic etc have established themselves as key players in Tanzania's plastic pipe manufacturing sector. They possess advanced production facilities, strong distribution networks, and brand recognition, giving them a competitive edge in the market.

Local and Regional Competitors

In addition to established manufacturers, the industry also features a range of local and regional competitors. These companies often cater to specific regional markets or niche segments, offering specialized products or services. While they may lack the scale of larger manufacturers, they compete by being agile, responsive to market demands, and building strong relationships with local customers.

Technological Advancements and Innovation

Innovation plays a significant role in shaping competitive dynamics within the plastic pipe manufacturing industry. Companies that invest in research and development, adopt advanced technologies, and offer innovative products gain a competitive advantage. This may include developing new materials, improving manufacturing processes, or introducing innovative product features that address customer needs and preferences.

Cost Efficiency and Pricing Strategies

Cost efficiency and pricing strategies are key determinants of competitiveness in the industry. Companies that can optimize their production processes, minimize overhead costs, and offer competitive pricing to customers are better positioned to capture market share. However, maintaining a balance between cost competitiveness and product quality is essential to sustain long-term profitability.

Quality Assurance and Compliance

Ensuring product quality and compliance with industry standards are critical for maintaining competitiveness and building customer trust. Companies that prioritize quality assurance, invest in quality control measures, and adhere to regulatory requirements differentiate themselves in the market. Certification and accreditation from relevant authorities further validate their commitment to quality and compliance.

Customer Relationships and Service Excellence

Strong customer relationships and excellent customer service are essential competitive factors in the plastic pipe manufacturing industry. Companies that understand their

customers' needs, provide personalized solutions, and offer reliable support before and after sales stand out from competitors. Building trust, fostering loyalty, and responding promptly to customer feedback are key to maintaining a competitive edge.

Market Expansion and Distribution Channels

Expanding market reach and establishing efficient distribution channels are crucial for competitiveness. Companies that penetrate new geographical markets, forge strategic partnerships with distributors, or leverage e-commerce platforms to reach customers gain a competitive advantage. Access to diverse sales channels allows them to serve a broader customer base and capitalize on market opportunities.

SWOT Analysis

SWOT analysis provides a structured framework for evaluating Eagle Plastic Industries Limited's internal strengths and weaknesses, as well as external opportunities and threats within the Tanzanian plastic pipe manufacturing industry. By analyzing these factors, the company can develop strategies to capitalize on its strengths, address weaknesses, exploit opportunities, and mitigate threats effectively.

Strengths

Strategic Location: Eagle Plastic Industries Limited benefits from its strategic location in Tanzania, facilitating access to raw materials, distribution networks, and target markets.

Technological Innovation: The company has the opportunity to leverage technological advancements in plastic pipe manufacturing, enhancing product quality, efficiency, and competitiveness.

Industry Expertise: With a team of experienced professionals in the plastic manufacturing sector, Eagle Plastic Industries Limited possesses industry-specific knowledge and insights.

Product Diversification: Offering a diverse range of plastic piping solutions allows the company to cater to various customer needs and market segments effectively.

Quality Assurance: Eagle Plastic Industries Limited emphasizes quality assurance and compliance with industry standards, ensuring customer satisfaction and trust.

Weaknesses

Limited Brand Recognition: As a relatively new entrant in the market, Eagle Plastic Industries Limited may face challenges in establishing brand awareness and recognition compared to established competitors.

Production Capacity Constraints: Initial production capacity limitations may hinder the company's ability to meet growing market demand and compete effectively with larger manufacturers.

Distribution Network Development: Building an efficient distribution network to reach customers across Tanzania and beyond requires time, investment, and logistical planning.

Regulatory Compliance: Ensuring compliance with regulatory requirements and obtaining necessary permits for manufacturing operations may pose administrative challenges and delays.

Research and Development: Limited resources allocated to research and development initiatives may restrict the company's ability to innovate and introduce new products to the market.

Opportunities

Market Growth: Tanzania's growing construction, infrastructure, and agricultural sectors present opportunities for increased demand for plastic piping solutions, providing a fertile market for Eagle Plastic Industries Limited's products.

Technological Advancements: Leveraging emerging technologies such as automation, digitalization, and sustainable manufacturing practices can enhance operational efficiency, product quality, and competitiveness.

Strategic Partnerships: Collaborating with suppliers, distributors, and industry associations can expand market reach, access new customers, and strengthen the company's position in the industry.

Export Market Expansion: Exploring export opportunities to neighboring countries and regional markets can diversify revenue streams and reduce dependence on domestic demand.

Product Innovation: Investing in research and development to develop innovative products

Threats

Intense Competition: The industry is highly competitive with numerous established and emerging players vying for market share. Intense competition may lead to price wars, margin pressures, and challenges in differentiating products and services.

Economic Instability: Tanzania's economy may face fluctuations due to factors such as currency devaluation, inflation, or changes in government policies. Economic instability can impact consumer spending, construction activities, and overall demand for plastic piping products.

Raw Material Price Volatility: Fluctuations in the prices of raw materials, such as PVC resin, due to factors like changes in global supply and demand, currency fluctuations, or geopolitical tensions, can affect production costs and profitability.

Technological Disruption: Rapid advancements in technology and manufacturing processes may disrupt the industry landscape. Failure to adopt or adapt to new technologies could render Eagle Plastic Industries Limited less competitive compared to more technologically savvy rivals.

Regulatory Changes: Changes in regulations related to environmental standards, safety requirements, or import/export regulations may impose additional compliance costs and administrative burdens on the company. Non-compliance could result in fines, legal issues, and reputational damage.

Supply Chain Disruptions: Disruptions in the supply chain due to factors such as natural disasters, transportation issues, or political unrest can disrupt production schedules, delay deliveries, and impact customer satisfaction.

Environmental Concerns: Increasing awareness of environmental issues may lead to stricter regulations or consumer preferences for eco-friendly products. Failure to address

environmental concerns or adopt sustainable practices could result in reputational damage and loss of market share.

Currency Fluctuations: Changes in exchange rates can affect the cost of imported raw materials, equipment, and machinery. Currency fluctuations may lead to higher production costs or pricing challenges in international markets.

Trade Barriers: Trade barriers such as tariffs, quotas, or trade restrictions imposed by governments could hinder export opportunities and limit market access for Eagle Plastic Industries Limited's products.

Emergence of Substitute Materials: Technological advancements or shifts in consumer preferences may lead to the emergence of substitute materials or alternative piping solutions. Increased competition from alternative materials could pose a threat to the demand for plastic piping products.

CHAPTER SIX

FINANCIAL PROJECTION

Introduction

This chapter aims to present a comprehensive and well-calculated financial outlook, which plays a pivotal role in convincing stakeholders, investors, and lenders about the viability and potential success of the business venture. It not only reflects the financial health of the company but also demonstrates the management team's proficiency in planning, executing, and achieving the business's objectives. It provides a detailed forecast of the organization's financial outcomes, including revenue, expenses, profitability, and cash flow, over a specified period, typically spanning three to five years.

Throughout this chapter, the company will delve into the financial projections of our business, meticulously outlining our revenue sources, cost structures, capital requirements, and anticipated financial milestones. By providing a clear, data-driven financial roadmap, we aim to instill confidence in our stakeholders and assure them of our business's sustainability and growth potential.

This chapter will be divided into several sections, each focusing on a different aspect of our financial projections:

Sales Forecast: We will start by presenting our sales forecast, detailing our revenue projections based on our market research, sales strategy, pricing model, and anticipated market demand.

Cost of Goods Sold (COGS): The COGS section will outline the direct costs associated with delivering our products or services. This includes the expenses directly tied to production or service delivery, such as raw materials, labor, and manufacturing costs.

Operating Expenses: In this section, we will analyze and project our operating expenses, encompassing both fixed and variable costs. This includes items like rent, utilities, salaries, marketing expenses, and administrative costs.

Profit and Loss Statement: The Profit and Loss (P&L) statement will bring together the revenue, COGS, and operating expenses, resulting in a comprehensive overview of our projected profitability over the forecasted period.

Cash Flow Projection: We will present a detailed cash flow projection to demonstrate the inflow and outflow of funds over time. This will provide insights into our ability to manage cash effectively and ensure our financial stability.

Balance Sheet Projection: The Balance Sheet projection will showcase the company's financial position at the end of each forecasting period, reflecting assets, liabilities, and shareholders' equity.

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. Rent of Mines will be 30% of Sales that will be considered as commission
- iv. No massive inflation will occur within year of income
- v. Security services are paid in one year basis
- vi. Sales revenue will be increasing yearly by 20%
- vii. Cost of sales will increase by 20%
- viii. There will no outbreak of epidemic diseases like corona, cholera etc for three consecutive years.
- ix. There will no change of weather seasons for three consecutive years.
- x. Financial year of the company starts on 1st January to 31st December
- xi. Salary increments per year will be 20%.
- xii. All transactions will be in Tanzania shillings

OPERATION EXPENSES

Expenses	2024	2025	2026	2027	2028
Purchase	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Rent expenses	12,000,000.00	14,400,000.00	17,280,000.00	20,736,000.00	24,883,200.00
Salary and Wages	97,000,000.00	116,400,000.00	139,680,000.00	167,616,000.00	201,139,200.00
NSSF	9,700,000.00	11,640,000.00	13,968,000.00	16,761,600.00	20,113,920.00
Electricity & Water	12,060,000.00	14,472,000.00	17,366,400.00	20,839,680.00	25,007,616.00
Telephone and Internet	11,785,000.00	14,142,000.00	16,970,400.00	20,364,480.00	24,437,376.00
Fuel Expenses	59,500,000.00	71,400,000.00	85,680,000.00	102,816,000.00	123,379,200.00
Repair and Maintenance - Office and Furniture	3,100,000.00	3,720,000.00	4,464,000.00	5,356,800.00	6,428,160.00
Repair and Maintenance - Motor Vehicle	31,650,000.00	37,980,000.00	45,576,000.00	54,691,200.00	65,629,440.00
Transport Expenses	2,100,000.00	2,520,000.00	3,024,000.00	3,628,800.00	4,354,560.00
Security	24,630,000.00	29,556,000.00	35,467,200.00	42,560,640.00	51,072,768.00

Cleaning expenses	7,456,000.00	8,947,200.00	10,736,640.00	12,883,968.00	15,460,761.60
Training and Seminars	3,210,000.00	3,852,000.00	4,622,400.00	5,546,880.00	6,656,256.00
Newspapers & periodicals expenses	12,000,000.00	14,400,000.00	17,280,000.00	20,736,000.00	24,883,200.00
Printing & Stationery	6,100,000.00	7,320,000.00	8,784,000.00	10,540,800.00	12,648,960.00
Marketing and Advertisements	17,450,000.00	20,940,000.00	25,128,000.00	30,153,600.00	36,184,320.00
Staff uniforms	5,230,000.00	6,276,000.00	7,531,200.00	9,037,440.00	10,844,928.00
Meals and Accomodation	14,500,000.00	17,400,000.00	20,880,000.00	25,056,000.00	30,067,200.00
legal fee	3,100,000.00	3,720,000.00	4,464,000.00	5,356,800.00	6,428,160.00
Staff Meals	6,590,000.00	7,908,000.00	9,489,600.00	11,387,520.00	13,665,024.00
Auditing Fee	2,500,000.00	3,000,000.00	3,600,000.00	4,320,000.00	5,184,000.00
Government charges and Business Licenses	2,000,000.00	2,400,000.00	2,880,000.00	3,456,000.00	4,147,200.00
TOTAL	573,661,000.00	688,393,200.00	826,071,840.00	991,286,208.00	1,189,543,449.60

STATEMENT OF PROFIT AND LOSS

	2024	2025	2026	2027	2028
Sales	580,000,000.00	696,000,000.00	835,200,000.00	1,002,240,000.00	1,202,688,000.00
Direct Cost	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Gross Profit	350,000,000.00	420,000,000.00	504,000,000.00	604,800,000.00	725,760,000.00
less					
Administration Expenses	343,661,000.00	412,393,200.00	494,871,840.00	593,846,208.00	712,615,449.60
Profit before Tax	6,339,000.00	7,606,800.00	9,128,160.00	10,953,792.00	13,144,550.40
Tax 30%	1,901,700.00	2,282,040.00	2,738,448.00	3,286,137.60	3,943,365.12
Net profit after Tax	4,437,300.00	5,324,760.00	6,389,712.00	7,667,654.40	9,201,185.28

STATEMENT OF FINANCIAL POSITION

	2024	2025	2026	2027	2028
	TZS				
Assets					
Non-Current Assets					
Motor Vehicle	120,000,000.00	105,000,000.00	91,875,000.00	80,390,625.00	70,341,796.88
Machine and Equipments	210,000,000.00	183,750,000.00	160,781,250.00	140,683,593.75	123,098,144.53
Furniture and fittings	27,456,000.00	24,024,000.00	21,021,000.00	18,393,375.00	16,094,203.13
Computers and IT Equipment	15,450,000.00	9,656,250.00	6,035,156.25	3,771,972.66	2,357,482.91
Total Non-current Assets	372,906,000.00	322,430,250.00	279,712,406.25	243,239,566.41	211,891,627.44
Current Assets					
Cash and Cash Equivalent	106,975,000.00	173,894,000.00	208,672,800.00	250,407,360.00	255,924,635.00
Prepaid Tax	10,000,000.00	10,000,000.00	10,000,000.00	10,000,000.00	5,000,000.00
Debtors	119,618,800.00	109,512,810.00	125,056,565.75	185,154,809.90	170,701,949.24
Total Current Assets	236,593,800.00	293,406,810.00	343,729,365.75	389,327,859.99	431,626,584.24

Total Assets	609,499,800.00	615,837,060.00	623,441,772.00	632,567,426.40	643,518,211.68
Capital and Liabilities					
Capital	600,000,000.00	604,437,300.00	609,762,060.00	616,151,772.00	623,819,426.40
Accumulated Profit/loss	4,437,300.00	5,324,760.00	6,389,712.00	7,667,654.40	9,201,185.28
Total Capital	604,437,300.00	609,762,060.00	616,151,772.00	623,819,426.40	633,020,611.68
Liabilities					
Creditors	5,062,500.00	6,075,000.00	7,290,000.00	8,748,000.00	10,497,600.00
Loan	-	-	-		
Total Liabilities	5,062,500.00	6,075,000.00	7,290,000.00	8,748,000.00	10,497,600.00
Total Capital and Liability	609,499,800.00	615,837,060.00	623,441,772.00	632,567,426.40	643,518,211.68

STATEMENT OF CASH FLOW

	2024	2025	2026	2027	2028
Beginning Balance	0	6,339,000.00	13,945,800.00	23,073,960.00	34,027,752.00
Cash Inflow					
Revenue	580,000,000.00	696,000,000.00	835,200,000.00	1,002,240,000.00	1,202,688,000.00
Cash Outflow					
Cost of Sales	230,000,000.00	276,000,000.00	331,200,000.00	397,440,000.00	476,928,000.00
Operating expenses	343,661,000.00	412,393,200.00	494,871,840.00	593,846,208.00	712,615,449.60
Total Cash Outflow	573,661,000.00	688,393,200.00	826,071,840.00	991,286,208.00	1,189,543,449.60
Closing Balance	6,339,000.00	13,945,800.00	23,073,960.00	34,027,752.00	47,172,302.40

CHAPTER SEVEN BUSINESS EXPANSION

Long range goals

Eagle Plastic Industries Limited envisions an indefinite lifespan with a focus on continuous growth and profitability. With the anticipation of increasing demand for plastic piping products in Tanzania and beyond, the company sets forth the following long-range goals:

Expansion into New Territories: Eagle Plastic Industries Limited plans to expand its operations by opening new manufacturing facilities in other regions of Tanzania. This expansion will enable the company to cater to a broader customer base and capitalize on emerging market opportunities.

Diversification into Other Materials: In addition to plastic pipes, the company aims to invest in manufacturing other materials such as granite, tanzanite, diamonds, and more. Diversification into additional minerals will broaden the company's product portfolio and mitigate risks associated with fluctuations in demand.

Workforce Expansion: To accommodate increased production and improve operational efficiency, Eagle Plastic Industries Limited intends to increase its workforce. By hiring more skilled workers, the company aims to enhance the quality of its products and meet growing market demands.

Enhanced Employee Benefits: As part of its long-term goals, Eagle Plastic Industries Limited plans to improve employee welfare by offering competitive salaries and introducing sales bonuses for workers. This initiative aims to motivate employees, foster loyalty, and drive overall productivity.

Social Corporate Responsibility: The company is committed to conducting social corporate responsibility activities within the communities where it operates. By engaging in initiatives such as community development projects, environmental conservation efforts, and educational programs, Eagle Plastic Industries Limited seeks to enhance its reputation and contribute positively to society.

Market Research and Analysis: Eagle Plastic Industries Limited will conduct comprehensive research to gain a deeper understanding of the plastic pipe manufacturing industry and market

trends. This research will inform strategic decision-making and guide the company's expansion efforts.

Employee Training and Development: The company plans to organize periodic training sessions and seminars for its staff to enhance their skills and knowledge. By investing in employee development, Eagle Plastic Industries Limited aims to increase operational efficiency and maintain a competitive edge in the market.

Going Public

In the future, Eagle Plastic Industries Limited may consider going public to raise additional capital and facilitate further business expansion. By selling shares of the company, Eagle Plastic Industries Limited can attract external investors and leverage their expertise and resources to fuel growth initiatives. Going public will also enhance the company's visibility and credibility in the market, enabling it to access larger pools of capital for investment in infrastructure, technology, and research and development.

Milestone schedule

The following mile-stone schedule will guide the business

Table 7.1: Milestone schedule

Milestone	Date
Initial capital invested	November 2023
Registration of business and products	November 2023
Recruiting workers	January 2024
Training workers	January 2024
Preparation and arrangement of the business places and following up on business licenses and other permits	December 2023
Starting the operation	March 2024
Review business operation	March 2024
Workers meeting on reviewing of half year business activities	June 2024
Annual Review	January 2025

