

# MED GADGETS TANZANIA LIMITED

## BUSINESS PLAN

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# 1. Executive Summary.

## Business Overview

**Overview:** Med Gadgets Tanzania Limited, incorporated in 2019, aims to become a leading provider of high-quality garments and uniforms in Dar es Salaam, Tanzania. Our goal is to establish a state-of-the-art production facility that caters to the growing demand for durable, cost-effective, and stylish uniforms and garments across various sectors. By leveraging local talent and resources, we seek to drive growth and sustainability within the Tanzanian market.

**Company Description:** Med Gadgets Tanzania Limited is dedicated to producing premium uniforms and garments, including medical and casual footwear, safety gear, and PPE. We offer a comprehensive range of products and services, including embroidery and printing on garments, and bulk custom tailoring. Our commitment to excellence is reflected in our focus on delivering high-quality products while fostering local employment and supporting sustainable practices.

**Products and Services:** Our primary offerings include:

- **Uniforms and Garments:** Custom-designed for healthcare, hospitality, education, and industrial sectors.
- **Medical and Casual Footwear:** High-quality, durable footwear for medical and everyday use.
- **Embroidery and Printing:** Custom embroidery and printing services for garments.
- **Safety and PPE:** Personal protective equipment and safety gear.
- **Bulk Custom Tailoring:** Tailoring services for large orders and custom designs.

**Marketing Plan:** We will implement a multi-channel marketing strategy to build a strong brand presence and capture significant market share. Our approach includes:

- **Online Advertising:** Targeted digital campaigns to reach potential clients.
- **Trade Shows:** Participation in industry events to showcase our products.
- **Direct Sales:** Building relationships with key clients and institutions.
- **Partnerships:** Collaborations with local businesses and institutions to enhance market reach.

**Operational Plan:** Our factory will be equipped with modern machinery and staffed by skilled professionals. We will implement stringent quality control measures to ensure that our products meet the highest standards. Our operational focus will be on efficiency, reliability, and exceptional customer satisfaction. We aim to streamline production processes and reduce lead times to better serve our clients.

**Management and Organization:** The company is led by experienced directors, Dr. Antony Giness Tairo and Dr. Ayubu Mahili Malele, who bring extensive industry expertise and leadership. Our management team oversees various aspects of production, sales, and marketing, ensuring effective decision-making and operational efficiency. The organizational structure supports our strategic goals and fosters a collaborative work environment.

**Budgets and Expenses:** We have developed a comprehensive budget covering startup expenses, operational costs, and marketing expenditures. Our financial projections are designed to ensure steady growth and profitability. Key budgetary components include equipment procurement, facility setup, initial inventory, and marketing initiatives.

**Financial Plan:** Our financial plan includes detailed cash flow projections, profit and loss statements, and a projected balance sheet. We aim to maintain financial stability and achieve our growth targets through careful financial management and strategic investments. Our projections reflect a clear path to profitability, supported by a robust operational framework and effective cost management strategies.

## 2. Company Description.

### 2.1. Business Overview

- **Name:** Med Gadgets Tanzania Limited
- **Legal Structure:** Private Company by Shares
- **Location:** Makumbusho, Dar es Salaam, Tanzania
- **Establishment Date:** 2019
- **Industry:** Garments and Uniforms

**Description:** Med Gadgets Tanzania Limited is a leading provider of high-quality uniforms and garments based in Dar es Salaam, Tanzania. Established in 2019, our company specializes in offering a diverse range of products, including medical and casual footwear, embroidery and printing services, safety and PPE, and bulk custom tailoring. We are committed to delivering exceptional products and services that meet the highest standards of durability, functionality, and style, while also emphasizing sustainability and ethical practices.

### 2.2. Mission Statement

- “To deliver exceptional uniforms, footwear, and safety gear with top-notch customization and tailoring services, while upholding our commitment to quality, sustainability, and customer satisfaction.”

### 2.3. Vision Statement

- “To be the leading provider of innovative and sustainable uniform solutions, including custom footwear and safety gear, recognized globally for our craftsmanship and customer-centric approach.”
- Wear Good Feel Good

### 2.4. Business Objectives

#### Short-term Goals:

#### 1. Market Penetration:

- Capture 10% of the market share in the custom school uniforms segment within the next 12 months by targeting private and religious schools.

#### 2. Brand Identity:

- Collaborate with at least two influential figures (e.g., Instagram influencers like 'Laugh on Leonardo') to enhance brand recognition and differentiate our products from those of larger competitors.

#### 3. Product Line Expansion:

- Introduce two new product collections specifically tailored for the hospitality and healthcare sectors, aiming to fill gaps that larger competitors may overlook.

**4. Customer Retention:**

- Implement a customer loyalty program offering discounts and rewards for repeat purchases to ensure a customer retention rate of 80% or higher.

**5. E-commerce Development:**

- Launch an online platform within the next six months, inspired by the digital strategies of H&M and Zara, to allow customers to easily order custom uniforms and garments. This will enable us to compete with larger producers by offering convenience and accessibility.

**6. Lean Production:**

- Implement lean manufacturing techniques similar to those used by Uniqlo to improve efficiency and reduce production costs by 15% within the first year. This will allow us to offer competitive pricing without sacrificing quality.

**7. Employee Training Programs:**

- Develop a comprehensive training program for our production staff within the next three months, focusing on quality control and customer service. This approach is modeled after Cintas Corporation's emphasis on employee excellence, ensuring that our products and services consistently meet high standards.

**8. Targeted Marketing Campaigns:**

- Roll out a series of targeted marketing campaigns aimed at private schools and hospitals, using data-driven approaches similar to those employed by Inditex (Zara). The goal is to increase brand visibility and attract at least 500 new customers by the end of the year.

**Long-term Goals:**

**1. Market Leadership:**

- Achieve a dominant position in the Tanzanian uniforms market, with a 25% market share within the next five years, by consistently delivering superior quality and custom designs that larger producers cannot match.

**2. Regional Expansion:**

- Expand operations to neighboring countries within East Africa, such as Kenya and Uganda, leveraging our success in Tanzania to establish a regional brand presence.

**3. Innovation and Sustainability:**

- Invest in sustainable production methods and materials, aiming to become the first choice for environmentally conscious customers by 2028. This includes developing eco-friendly uniforms that appeal to both existing and new clients.

**4. Strategic Partnerships:**

- Form strategic alliances with at least three major institutions or corporate clients within the next three years, ensuring long-term contracts that contribute significantly to revenue stability.

**5. Global Supply Chain Development:**

- Establish a global supply chain over the next five years, modeled after Aramark’s international reach. This includes sourcing materials from various regions to ensure cost-effectiveness and high quality, positioning our brand to compete on a global scale.

**6. Sustainability Leadership:**

- Become a leader in sustainable uniforms and garments within the next decade, taking cues from H&M’s Conscious Collection and Uniqlo’s sustainability initiatives. This will involve investing in sustainable materials, reducing carbon emissions, and launching an eco-friendly product line by 2027.

**7. Diversified Product Range:**

- Expand our product range to include smart uniforms with integrated technology, such as RFID tags, chlorine resistant, Ant Microbial properties, Spit Proof, Water Proof, Fire Resistant or temperature-regulating fabrics, within the next five years. This innovation is inspired by advanced uniform solutions offered by Cintas and could set us apart from traditional competitors.

**8. Vertical Integration:**

- Achieve vertical integration by owning key stages of the production process within the next seven years, similar to the model used by Inditex (Zara). This includes acquiring or partnering with fabric manufacturers and garment producers to control quality and reduce lead times.

**9. Franchise Model:**

- Explore and implement a franchise model within East Africa over the next decade, allowing us to rapidly scale operations while maintaining brand consistency, similar to the expansion strategies of large uniform providers like Aramark.

## 2.5 KEY SUCCESS FACTORS

### 1. High-Quality Materials and Craftsmanship

- To Use premium fabrics and maintain high standards of craftsmanship to ensure durability and comfort.

### 2. Innovative Design and Customization

- To Offer unique and customizable designs that cater to specific customer needs and preferences.

### 3. Efficient Supply Chain Management

- To Implement a streamlined and responsive supply chain to ensure timely delivery and manage inventory effectively.

#### **4. Sustainable and Ethical Practices**

- To Adopt eco-friendly practices and ensure ethical sourcing and production to appeal to environmentally conscious consumers.

#### **5. Strong Brand Identity**

- To Develop a compelling brand identity that resonates with your target audience and differentiates you from competitors.

#### **6. Exceptional Customer Service**

- To Provide outstanding customer service to enhance customer satisfaction and build long-term relationships.

#### **7. Innovative Technology Integration**

- To Leverage technology to enhance design processes, manufacturing efficiency, and customer engagement.

#### **8. Global Market Reach and Local Adaptation**

- To Expand into global markets while adapting products and marketing strategies to local preferences and needs.

#### **9. Effective Marketing and Digital Presence**

- To Utilize digital marketing strategies and maintain a strong online presence to reach and engage with your target audience.

#### **10. Continuous Innovation and Trend Adaptation**

- To Stay ahead of fashion trends and continually innovate to meet evolving consumer demands.

## 3. Description of Products/Services

### 3.1. Overview

Med Gadgets Tanzania Limited offers a comprehensive range of high-quality products and services designed to meet the diverse needs of our clients. Our offerings include uniforms, medical and casual footwear, safety gear, PPE, and custom tailoring services. We emphasize durability, functionality, and style, ensuring that our products not only meet but exceed industry standards.

### 3.2. Product Categories

#### 1. Uniforms and Garments

- **Healthcare Uniforms:** Tailored lab coats, scrubs, nursing apparel, and theatre clothes designed for medical professionals. Our healthcare uniforms are made from high-quality, durable fabrics that ensure comfort and functionality.
- **Educational Uniforms:** Custom school uniforms, including shirts, trousers, skirts, and blazers for students. We offer options for both private and religious schools, with customization available to reflect school branding and colors.
- **Hospitality Uniforms:** Elegant and functional uniforms for the hospitality industry, including hotel staff, restaurant servers, and event coordinators. These uniforms are designed to blend professionalism with comfort.
- **Industrial Workwear:** Durable workwear for various industrial sectors, including protective clothing and uniforms that meet industry safety standards.

#### 2. Medical and Casual Footwear

- **Medical Footwear:** Comfortable, durable shoes designed for healthcare professionals. Features include slip-resistant soles, arch support, and easy-to-clean materials.
- **Casual Footwear:** Stylish and practical footwear for everyday use, available in various designs and sizes to cater to different needs.

#### 3. Embroidery and Printing

- **Embroidery Services:** Custom embroidery for uniforms and garments, including logos, names, and decorative elements. Our embroidery services use high-quality threads and techniques to ensure a professional finish.
- **Printing Services:** High-quality printing for uniforms, including screen printing and heat transfer options. Ideal for adding branding, designs, and promotional messages to garments.

#### 4. Safety and PPE

- **Personal Protective Equipment (PPE):** A range of safety gear, including masks, gloves, goggles, and protective clothing. Our PPE products are designed to provide maximum protection and comfort.

- **Safety Gear:** Equipment such as helmets, ear protection, and high-visibility clothing for various industrial applications.

## 5. Bulk Custom Tailoring

- **Custom Tailoring Services:** Tailoring services for bulk orders of uniforms and garments. We offer bespoke solutions to meet specific client requirements, including fabric selection, design customization, and size fitting.
- **Design Consultations:** Personalized consultations to help clients design and select uniforms that meet their needs and preferences.

### 3.3. Unique Features and Benefits

- **Customization Options:** Tailor-made solutions to meet the specific needs of our clients, including custom designs, embroidery, and printing.
- **Quality Materials:** Use of high-quality fabrics and materials to ensure durability, comfort, and functionality.
- **Sustainability:** Commitment to eco-friendly production practices and ethical sourcing of materials.
- **Local Expertise:** Leveraging local talent and resources to provide products that are well-suited to the Tanzanian market.

### 3.4. Production and Quality Control

- **Modern Machinery:** Our factory is equipped with state-of-the-art machinery to ensure efficient production and high-quality output.
- **Skilled Workforce:** A team of skilled professionals dedicated to maintaining the highest standards of craftsmanship.
- **Quality Assurance:** Rigorous quality control measures throughout the production process to ensure that all products meet our quality standards.

### 3.5. Future Developments

- **Product Expansion:** Plans to introduce new product lines and services based on market demand and emerging trends.
- **Technological Advancements:** Investment in advanced technologies and equipment to enhance production capabilities and product offerings.

## 4. Marketing Plan.

### 4.1. Market Research

**Market Overview** The Tanzanian market for garments and uniforms is experiencing significant growth, driven by increased demand across various sectors including healthcare, education, hospitality, and industry. The expansion of healthcare facilities and educational institutions, along with a growing industrial sector, is fueling the need for high-quality, durable, and customizable uniforms and related products.

- **Healthcare Sector:** The healthcare industry in Tanzania is expanding, with new hospitals, clinics, and medical centers opening regularly. This growth creates a robust demand for medical uniforms, including lab coats, scrubs, and PPE.
- **Educational Sector:** Schools and universities require uniforms for students and staff. The focus on quality and comfort is rising, as well as the need for custom designs.
- **Hospitality Sector:** As the hospitality industry grows with tourism and local events, there is an increasing need for professional uniforms for hotel and restaurant staff. Additionally, there is demand from spas, salons, cleaning companies, and security firms.
- **Industrial Sector:** The industrial sector's expansion necessitates durable workwear and safety gear to meet regulatory and safety standards.

### 4.2 Customer Needs

- **Quality and Durability:** Customers require uniforms and footwear that are long-lasting and can withstand frequent use. High-quality materials and construction are essential.
- **Customization:** There is a growing demand for customized uniforms and products, including embroidery and printing, to meet specific branding and functional needs.
- **Comfort and Functionality:** Uniforms and workwear must be comfortable and functional for the specific tasks of the wearers. Features such as breathability, flexibility, and ease of maintenance are important.
- **Affordable Pricing:** While quality is crucial, customers also seek cost-effective solutions that fit within their budgets. Competitive pricing is key to attracting bulk orders and long-term contracts.
- **Local Production:** Customers appreciate products made locally, which often means quicker turnaround times and support for the local economy.

### 4.3 Target Customers

- **Healthcare Sector:**
  - **Hospitals and Clinics:** Institutions requiring medical uniforms, such as lab coats, scrubs, and PPE.

- **Medical Professionals:** Doctors, nurses, and healthcare workers needing high-quality and functional uniforms and footwear.
- **Educational Sector:**
  - **Schools and Universities:** Institutions that require school uniforms for students and staff, including custom designs for specific schools or programs.
  - **Educational Institutions:** Administrative and support staff in need of professional attire.
- **Hospitality Sector:**
  - **Hotels and Resorts:** Businesses needing professional and stylish uniforms for front desk staff, housekeeping, and restaurant personnel.
  - **Restaurants and Cafés:** Establishments looking for uniforms for servers, chefs, and other staff members.
  - **Spas and Salons:** Facilities requiring uniforms for their service staff, including aesthetic and comfortable designs.
  - **Cleaning Companies:** Companies needing durable and practical uniforms for their cleaning staff.
  - **Guard and Security Staff:** Uniforms and gear for security personnel, including high-visibility and protective clothing.
- **Industrial Sector:**
  - **Mining Companies:** Firms requiring rugged and protective clothing for miners, including safety boots, helmets, and high-visibility vests.
  - **Firefighting Companies:** Uniforms and gear designed for firefighters, including fire-resistant suits, helmets, and boots.
  - **Welding and Metal Fabrication:** Companies in need of heat-resistant and durable workwear, including welding jackets, gloves, and safety masks.
  - **Electrical Companies:** Uniforms and gear for electrical technicians, including insulated gloves, safety boots, and protective clothing.
  - **Food Processing Companies:** Firms requiring hygienic and durable clothing for food handling and processing, including aprons, gloves, and caps.
  - **Manufacturing Plants and Factories:** Companies requiring durable workwear and safety gear to meet industry standards and ensure worker safety.
  - **Construction Companies:** Firms needing high-visibility and protective clothing for their workforce.
- **Corporate Sector:**

- **Corporate Companies:** Businesses requiring professional attire for their employees, including tailored suits, dress shirts, and office wear.
- **Retail Consumers:**
  - **Individuals:** People seeking casual footwear, custom-printed garments, or personalized apparel for personal use or small events.

#### 4.4. Competitive Analysis

- **Competitors:**
  - **Local Manufacturers:** Established local garment manufacturers and uniform suppliers often have strong market presence. Examples include [Local Company A] and [Local Company B], which offer a range of uniforms and workwear.
  - **International Brands:** Global brands with operations or partnerships in Tanzania, such as [International Brand A], provide high-quality products but may have higher price points and longer lead times.
  - **Online Retailers:** E-commerce platforms and online retailers offer convenience and a wide selection, though they may lack the customization and local service that Med Gadgets Tanzania Limited provides.
- **Strengths of Competitors:**
  - **Brand Recognition:** Established competitors often have strong brand recognition and customer loyalty.
  - **Diverse Product Range:** Some competitors offer a wide range of products and services, including advanced customization options and bulk ordering capabilities.
  - **Established Networks:** Competitors with long-standing operations may have well-established supplier and distribution networks.
- **Weaknesses of Competitors:**
  - **Higher Prices:** International brands and some established local competitors may have higher pricing due to import costs or overheads.
  - **Limited Customization:** Some competitors may offer limited customization options or slower response times for bulk orders.
  - **Less Focus on Local Needs:** International and larger local competitors may not always cater specifically to the unique needs of the Tanzanian market, such as specific design preferences or cultural requirements.
- **Opportunities for Med Gadgets Tanzania Limited:**
  - **Local Advantage:** Leverage local production to offer faster turnaround times, personalized service, and competitive pricing.

- **Customization:** Capitalize on the demand for customized uniforms and products with extensive embroidery and printing options.
- **Sustainability:** Emphasize eco-friendly practices and sustainable materials to attract environmentally conscious customers.

#### 4.5. Threats and Opportunities

- **Threats:**

- **Intense Competition:** The presence of well-established local and international competitors poses a significant threat.
- **Economic Conditions:** Fluctuations in the economy could impact customer budgets and spending patterns.
- **Supply Chain Issues:** Potential disruptions in the supply of materials or logistical challenges could affect production and delivery.

- **Opportunities:**

- **Growing Market Demand:** Increasing demand for high-quality, customizable uniforms and PPE in Tanzania.
- **Local Production Advantages:** Leveraging local manufacturing to reduce costs and offer competitive pricing.
- **Partnerships and Collaborations:** Opportunities to form strategic alliances with local businesses and institutions.

#### 4.6. Positioning/Niche/USP

- **Positioning:** Med Gadgets Tanzania Limited positions itself as a premium provider of high-quality, customizable uniforms and related products. We emphasize durability, functionality, and style, catering to the specific needs of healthcare, education, hospitality, and industrial sectors.
- **Niche:** Our niche is in offering tailored solution/ns for bulk orders and customized uniforms, leveraging local production capabilities and sustainable practices.
- **USP (Unique Selling Proposition):**
  - **High-Quality Materials:** Premium fabrics and materials ensuring durability and comfort.
  - **Customization Options:** Extensive customization options including embroidery, printing, and bespoke tailoring.
  - **Local Expertise:** Leveraging local talent and resources to deliver products that meet Tanzanian market needs.
  - **Sustainability:** Commitment to eco-friendly practices and ethical sourcing.

#### 4.7. Method of Marketing Your Product and/or Service

- **Digital Marketing:**
  - **Online Advertising:** Targeted ads on Google and social media platforms (Facebook, Instagram, LinkedIn).
  - **SEO:** Optimize website content for search engines to drive organic traffic.
  - **Content Marketing:** Create informative blog posts, case studies, and videos showcasing your products and expertise.
- **Traditional Marketing:**
  - **Print Advertising:** Ads in local newspapers, industry magazines, and brochures.
  - **Direct Mail:** Send promotional materials and catalogs to potential clients.
- **Events and Trade Shows:**
  - **Exhibitions:** Participate in industry trade shows and local business events to showcase products and network.
  - **Sponsorships:** Sponsor relevant events to increase brand visibility.
- **Direct Sales:**
  - **Sales Team:** Engage with potential clients through personal sales efforts and product demonstrations.
  - **Cold Outreach:** Cold calling and email campaigns to introduce your offerings.

#### 4.8. Marketing Budget

- **Digital Advertising:** Allocate budget for online ads, SEO, and content marketing. Estimated budget: TZS 500,000 – 1,000,000 per month.
- **Trade Shows and Events:** Budget for exhibition fees, sponsorships, and event materials. Estimated budget: TZS 1,000,000 – 2,000,000 per event.
- **Print Advertising:** Costs for print ads, brochures, and direct mail. Estimated budget: TZS 300,000 – 700,000 per quarter.
- **Direct Sales:** Expenses related to sales team operations, including salaries and commissions. Estimated budget: TZS 1,500,000 – 2,500,000 per month.
- **Miscellaneous:** Budget for additional marketing activities and unforeseen expenses. Estimated budget: TZS 200,000 – 500,000.

#### 4.9. Distribution Channels

- **Direct Sales:** Products sold directly to clients through our sales team and physical store.
- **Online Sales:** E-commerce platform on our website for direct purchases.
- **Retail Partners:** Distribution through local retailers and partners.

- **B2B Sales:** Bulk orders and customized solutions for businesses and institutions.
- **Local Distributors:** Partner with local distributors to expand market reach and enhance product availability.

## 5. Operational Plan

### 5.1. Staffing

#### Employee Needs:

- **Production Staff:**
  - **Tailors and Seamstresses:** 10 employees, each earning TZS 300,000 per month.
  - **Machine Operators:** 5 employees, each earning TZS 250,000 per month.
  - **Quality Control Inspectors:** 3 employees, each earning TZS 450,000 per month.
- **Administrative and Sales Staff:**
  - **Sales Representatives:** 3 employees, each earning TZS 250,000 per month.
  - **Administrative Assistants:** 2 employees, each earning TZS 1,000,000 per month.
  - **Marketing Specialist:** 1 employee, earning TZS 450,000 per month.

#### Hiring Plan:

- **Recruitment Channels:** Utilize local job boards, recruitment agencies, and community networks to find qualified candidates.
- **Training:** Provide on-the-job training and offer certifications for specific skills as needed.

### 5.2. Production

#### Production Process:

- **Design and Customization:** Create patterns and prototypes based on customer specifications. Provide customization options including embroidery and printing.
- **Material Sourcing:** Source raw materials from suppliers for production.
- **Manufacturing:** Employ modern machinery for sewing, embroidery, and printing. Follow a structured production process from cutting and sewing to finishing and packaging.

#### Equipment and Costs:

- **Embroidery Machines:** 2 machines, total cost TZS 30,000,000.
- **Sewing Machines:** 15 machines, each costing TZS 1,500,000.
- **Printing Presses:** Cost of TZS 5,000,000.
- **Cutting Tables:** Cost of TZS 1,000,000.
- **Fabrics Storage Racks:** Cost of TZS 500,000.

#### Estimated Production Costs:

- **Materials:** TZS 2,000,000 - 3,000,000 per month

- **Labor:** TZS 8,000,000 per month
- **Utilities (electricity, water):** TZS 500,000 - 700,000 per month
- **Maintenance and Repairs:** TZS 200,000 - 300,000 per month

### 5.3. Quality Control

#### Quality Assurance Measures:

- **Inspection Protocols:** Conduct regular inspections throughout production to ensure quality standards are met.
- **Testing:** Perform fabric and garment tests to check durability, colorfastness, and comfort.
- **Feedback Loop:** Collect and analyze customer feedback to address quality issues and make improvements.

#### Quality Measurement:

- **Standards Compliance:** Adhere to industry standards for all materials and manufacturing processes.
- **Performance Metrics:** Monitor defect rates, return rates, and customer satisfaction scores.

### 5.4. Location

#### Facility Details:

- **Size:** 500 square meters
- **Rent Costs:** TZS 1,200,000 per month
- **Utilities:** TZS 500,000 - 700,000 per month
- **Maintenance:** TZS 200,000 - 300,000 per month
- **Insurance:** TZS 300,000 per month
- **Remodeling Expenses:** Initial setup cost of TZS 5,000,000 for equipment and layout adjustments.

#### Building Type and Zoning:

- **Type:** Industrial warehouse with office space
- **Zoning:** Compliant with local zoning regulations for manufacturing operations.

### 5.5. Legal Environment

#### Licenses and Permits:

- **Business Licenses:** Three business licenses obtained to operate in different aspects of the garment and medical equipment sectors.
- **Medical Equipment Permit:** Issued by TMDA (Tanzania Medicines and Medical Devices Authority) to ensure compliance with medical device regulations.

- **Sewing Permit:** Approved by LGA (Local Government Authority) for operating sewing and tailoring services.
- **Safety and Garment Licenses:** Granted by LGA to meet safety and garment production standards.
- **Trademark:** Registered trademark for “Sunrise Professional Uniforms” to protect brand identity and intellectual property and unique designs

**Other Legal Considerations:**

- **Insurance Coverage:** Includes general liability insurance, worker’s compensation insurance, and property insurance.
- **Regulations Compliance:** Adherence to environmental regulations, health and safety standards, and workplace safety regulations.

## 5.6. Inventory

**Inventory Management:**

- **Types of Inventory:**
  - **Raw Materials:** Fabrics, threads, and accessories.
  - **Supplies:** Embroidery threads, printing materials.
  - **Finished Products:** Completed uniforms and garments.
- **Investment and Value:**
  - **Raw Materials:** TZS 100,000,000
  - **Finished Goods:** TZS 100,000,000
- **Inventory Turnover Rate:** Expected rate of 4-6 times per year.
- **Seasonal Peaks:** Higher demand during school enrollment periods and corporate events.
- **Lead Time:** 1-2 weeks for ordering raw materials.
- **Storage:** Dedicated warehouse with proper shelving and climate control.

## 5.7. Suppliers and Vendors

**Key Suppliers:**

- **Supplier A:**
  - **Name:** Jeeny Wu
  - **Address:** Wenzhou, China
  - **Website:** [www.fabricschina.com](http://www.fabricschina.com)
  - **Type and Amount of Inventory:** Fabrics, threads

- **Credit and Delivery Policies:** 30-day payment terms, regular deliveries
- **History and Reliability:** Established supplier with reliable service
- **Supplier B:**
  - **Name:** Jocky Machinery Co. Ltd.
  - **Address:** Foshan, China
  - **Website:** [www.jockymachine.com](http://www.jockymachine.com)
  - **Type and Amount of Inventory:** Machinery and equipment
  - **Credit and Delivery Policies:** 15-day payment terms, expedited delivery options
  - **History and Reliability:** Known for high-quality machinery and dependable service

## 5.8. Payment Terms and Credit Lines

### Payment Methods:

- **Accepted Payments:** Cash, bank transfers, credit/debit cards.
- **Credit Policy:** Offer credit lines to established clients with approved credit applications. Terms of 30-60 days depending on the agreement.

### Credit Lines:

- **Credit Limits:** Set based on customer's creditworthiness and order volume.
- **Payment Terms:** Net 30 or Net 60 days, with interest on overdue payments if applicable.

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## 5.9. Total Operational Investment Plan Costs

### Monthly Costs:

1. **Staffing:**
  - **Tailors and Seamstresses:** 10 employees x TZS 300,000 = TZS 3,000,000
  - **Machine Operators:** 5 employees x TZS 250,000 = TZS 1,250,000
  - **Quality Control Inspectors:** 3 employees x TZS 450,000 = TZS 1,350,000
  - **Sales Representatives:** 3 employees x TZS 250,000 = TZS 750,000
  - **Administrative Assistants:** 2 employees x TZS 1,000,000 = TZS 2,000,000
  - **Marketing Specialist:** 1 employee x TZS 450,000 = TZS 450,000
  - **Total Staffing Costs:** TZS 8,850,000
2. **Production Costs:**
  - **Materials:** TZS 2,000,000 - 3,000,000 (Average: TZS 2,500,000)

- **Utilities (Electricity, Water):** TZS 500,000 - 700,000 (Average: TZS 600,000)
- **Maintenance and Repairs:** TZS 200,000 - 300,000 (Average: TZS 250,000)
- **Total Production Costs:** TZS 3,350,000

**3. Location Costs:**

- **Rent:** TZS 1,200,000
- **Utilities:** TZS 500,000 - 700,000 (Average: TZS 600,000)
- **Maintenance:** TZS 200,000 - 300,000 (Average: TZS 250,000)
- **Insurance:** TZS 300,000
- **Total Location Costs:** TZS 2,350,000

**4. Inventory Costs:**

- **Raw Materials:** TZS 100,000,000 (initial investment)
- **Finished Goods:** TZS 100,000,000 (initial investment)
- **Total Inventory Costs:** TZS 100,000,000 (amortized if necessary)

**5. Total Monthly Operational Costs:**

- **Staffing Costs:** TZS 8,850,000
- **Production Costs:** TZS 3,350,000
- **Location Costs:** TZS 2,350,000
- **Inventory Costs:** TZS 100,000,000 (initially, amortized over months as needed)
- **Total Monthly Costs (excluding amortized inventory):** TZS 14,550,000

**Annual Costs:**

**1. Staffing:**

- **Total Annual Staffing Costs:** TZS 8,850,000 x 12 = TZS 106,200,000

**2. Production:**

- **Total Annual Production Costs:** TZS 3,350,000 x 12 = TZS 40,200,000

**3. Location:**

- **Total Annual Location Costs:** TZS 2,350,000 x 12 = TZS 28,200,000

**4. Inventory:**

- **Total Annual Inventory Costs:** TZS 100,000,000 (initial investment, amortized over year)

**5. Total Annual Operational Costs:**

- **Staffing Costs:** TZS 106,200,000
- **Production Costs:** TZS 40,200,000
- **Location Costs:** TZS 28,200,000
- **Inventory Costs:** TZS 100,000,000 (initially, amortized over year as needed)
- **Total Annual Costs (excluding amortized inventory):** TZS 174,600,000

## 6. Management and Organization.

### 6.1 Organizational Structure:

#### 1. Director of Sales, Marketing, and Operations:

- **Dr. Antony Giness Tairo**
  - **Background:** Doctor of Medicine, Muhimbili University of Health and Allied Sciences (MUHAS), 2019. Currently pursuing business courses in Digital Business Administration.
  - **Skills:** Business Strategy, Production Optimization, Marketing Specialist, Health Business Administration and Analysis.
  - **Departments Under Management:**
    - **Financial Manager:** Miss Lulu Ndimbo (Responsible for accounting, sales entry, and cash handling).
    - **Marketing Personnel:** Miss Neema Mtika (Responsible for overseeing marketing strategies and campaigns).
    - **Customer Care & Stock and Machine Operations:**
      - **Customer Care:** Miss Verdiana Joseph (Provides customer service and support).
      - **Stock and Machine Operator Manager:** Ali Hemed (Manages inventory and machine operations).

#### 2. Director of Production, Designing and compliance:

- **Dr. Ayubu Mahili Malele**
  - **Departments Under Management:**
    - **Designing and Production Manager:** Mr. Jackson Mwalile (Oversees design and production processes).
    - **Inventory Manager:** Mr. Eden Antony (Manages inventory levels and supply chain operations).
    - **Production Staff Manager:** Miss Deborah Sheshemka (Responsible for managing production staff and ensuring quality control).

### 6.2 Advisory Team:

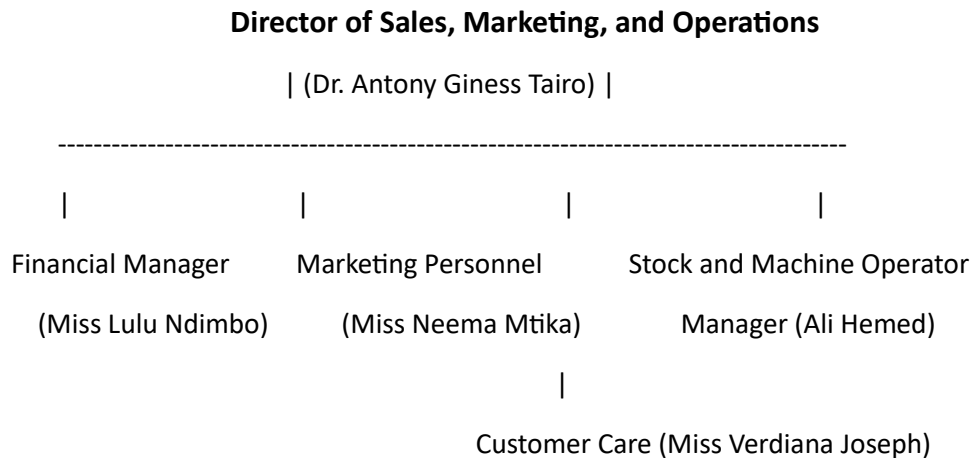
- **Legal Advisor:**
  - **Mr. Michael Heche**
    - **Experience:** Over 10 years of experience in corporate law, specializing in business licensing, trademark registration, and regulatory compliance.

- **Role:** Provides legal guidance, ensures compliance with regulations, and handles any legal matters related to the business.
- **Financial Advisor:**
  - **Mrs. Glory Nduguru**
    - **Experience:** 15 years of experience in financial management, with expertise in budgeting, financial planning, and analysis.
    - **Role:** Advises on financial strategy, budgeting, and ensures the financial health of the company.
- **Industry Expert:**
  - **Mr. Elie Who**
    - **Experience:** 20 years in the garment and textile industry, with a deep understanding of production processes, market trends, and quality control.
    - **Role:** Provides industry-specific insights, advises on production optimization, and helps the company stay ahead of market trends.

### 6.3 Management Gaps:

- Any identified gaps in the management team will be addressed by hiring professionals with the required expertise as the company expands. This includes potential roles in specialized marketing, supply chain management, and international business development.

### 6.4 Organizational Chart:



### Director of Production and Designing

| (Dr. Ayubu Mahili Malele) |

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Designing & Production Manager (Mr. Jackson Mwalile)	Inventory Manager (Mr. Eden Antony)	Production Staff Manager (Miss Deborah Sheshemka)

Advisory Team

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Legal Advisor (Mr. Michael Heche)	Financial Advisor (Mrs. Glory Ndunguru)	Industry Expert (Mr. Elie Who)

## 7. Budgets and Expenses.

### 7.1 Startup Expenses

The following are the anticipated startup expenses for Med Gadgets Tanzania Limited:

1. **Research:**

- **Amount:** TZS 2,000,000
- **Description:** Market research, competitor analysis, and feasibility studies to ensure a strong market entry.

2. **Insurance and Licensing:**

- **Amount:** TZS 5,000,000
- **Description:** Costs associated with obtaining three business licenses, a medical equipment permit from TMDA, sewing permits from LGA, safety and garment licenses from LGA, and insurance coverage for operations and staff.

3. **Technology and Equipment:**

- **Amount:** TZS 67,500,000
- **Description:**
  - **Embroidery Machines (2):** TZS 30,000,000
  - **Sewing Machines (15):** TZS 22,500,000
  - **Printing Presses:** TZS 5,000,000
  - **Cutting Tables:** TZS 1,000,000
  - **Fabrics Storage Racks:** TZS 500,000
  - **Miscellaneous Tech Equipment (computers, software, etc.):** TZS 8,500,000

4. **Legal Fees:**

- **Amount:** TZS 3,000,000
- **Description:** Legal services for company registration, trademark registration for "Sunrise Professional Uniforms," and drafting of contracts and agreements.

5. **Marketing:**

- **Amount:** TZS 15,000,000
- **Description:** Initial marketing campaigns, website development, social media marketing, promotional materials, and participation in trade shows.

6. **Initial Inventory:**

- **Amount:** TZS 200,000,000
- **Description:**
  - **Finished Goods Inventory:** TZS 50,000,000
  - **Raw Materials Inventory:** TZS 20,000,000

7. **Other Initial Expenses:**

- **Rent:** TZS 1,200,000 per month (for 3 months upfront) = TZS 3,600,000
- **Utilities and Miscellaneous Overheads:** TZS 2,000,000

**Total Estimated Startup Expenses:** TZS 168,100,000

### 7.2 Developed Budgets

Given the total estimated startup expenses, Med Gadgets Tanzania Limited will need a contingency plan in case additional funds are required. The budget allocation will be closely monitored to ensure that expenses stay within projected limits.

- **Contingency Plan:** A reserve of TZS 50,000,000 will be set aside to address any unforeseen expenses during the startup phase.

### 7.3 Plan for Capital

Currently, the business has been funded by the founders and initial investments. However, to cover the startup expenses and initial operational costs, additional capital will be required. The company plans to raise capital through a combination of the following:

1. **Equity Investment:**

- **Target Amount:** TZS 150,000,000
- **Strategy:** Attracting investors interested in acquiring equity stakes in the company.

2. **Business Loan:**

- **Target Amount:** TZS 10,000,000
- **Lender:** Discussions with local banks are ongoing to secure financing with favorable terms.

3. **Founder Capital:**

- **Amount:** TZS 50,000,000
- **Contribution:** Provided by Dr. Antony Giness Tairo and Dr. Ayubu Mahili Malele.

### 7.4 Personal Financial Statement

For financing purposes, the personal financial statements of the key founders will be included. These statements will detail the assets, liabilities, and net worth of each founder outside of the business. The financial stability of the founders is essential in acquiring additional funding and demonstrating commitment to the business's success.

## 8. Financial Plan.

### 8.1 Cash Flow Projections

This cash flow projection helps manage Project liquidity, ensuring that company have enough cash on hand to cover all expenses. Here's how the cash flow will be projected:

- **Inventory:**
  - Initial Inventory Purchase: TZS 100,000,000 (Finished Goods: TZS 50,000,000, Raw Materials: TZS 50,000,000)
  - Regular Inventory Replenishment: TZS 10,000,000 per quarter
- **Rent:**
  - Monthly Rent: TZS 1,200,000
  - Annual Rent: TZS 14,400,000
- **Payroll:**
  - Monthly Payroll: TZS 7,450,000
  - Annual Payroll: TZS 89,400,000
- **Marketing Expenses:**
  - Initial Marketing Setup: TZS 15,000,000
  - Monthly Marketing Budget: TZS 1,250,000
  - Annual Marketing Budget: TZS 15,000,000
- **Customer Payments:**
  - Monthly Sales Projections: TZS 30,000,000
  - Quarterly Sales: TZS 90,000,000

#### Summary:

- **Total Monthly Cash Inflow:** TZS 30,000,000
  - **Total Monthly Cash Outflow:** TZS 20,300,000
  - **Net Monthly Cash Flow:** TZS 9,700,000
- 

### 8.2 Profit and Loss (P&L) Projection

The Project Profit and Loss statement provides a detailed view of y revenue and expenses, leading to net profit or loss.

- **Revenue:**
  - Projected Monthly Revenue: TZS 30,000,000
  - Annual Revenue: TZS 360,000,000
- **Cost of Goods Sold (COGS):**
  - Initial Inventory Purchase: TZS 100,000,000
  - Ongoing Inventory Costs: TZS 10,000,000 per quarter
- **Gross Profit:**
  - Annual Gross Profit: TZS 260,000,000
- **Operating Expenses:**
  - Rent: TZS 14,400,000 annually
  - Payroll: TZS 89,400,000 annually
  - Marketing: TZS 15,000,000 annually
  - Other Operating Costs: TZS 10,000,000 annually
- **Operating Profit (EBIT):**
  - Annual Operating Profit: TZS 131,200,000
- **Non-operating Revenues/Expenses:**
  - Interest and Taxes: TZS 10,000,000 annually
- **Net Profit/Loss:**
  - Annual Net Profit: TZS 121,200,000

### 8.3 Projected Balance Sheet

The Balance Sheet outlines the financial position of business by detailing assets, liabilities, and equity.

- **Assets:**
  - **Current Assets:**
    - Cash and Bank Balances: TZS 50,000,000
    - Accounts Receivable: TZS 30,000,000
    - Inventory: TZS 100,000,000
  - **Fixed Assets:**
    - Equipment and Machinery: TZS 86,500,000 (after depreciation)

- **Liabilities:**
  - **Current Liabilities:**
    - Accounts Payable: TZS 20,000,000
  - **Long-term Liabilities:**
    - Loans: TZS 50,000,000
- **Equity:**
  - **Owner's Equity:** TZS 196,500,000

**Summary:**

- **Total Assets:** TZS 236,500,000
  - **Total Liabilities:** TZS 70,000,000
  - **Net Worth (Equity):** TZS 166,500,000
- 

#### 8.4 Sales Plan

This section outlines sales forecast, detailing projected sales volumes and sources.

- **Projected Sales Volume:**
  - Year 1: TZS 360,000,000
  - Year 2: TZS 400,000,000
  - Year 3: TZS 450,000,000
- **Sales Sources:**
  - **Uniform Sales:** 60% of total revenue
  - **Medical Equipment Sales:** 25% of total revenue
  - **Embroidery and Printing Services:** 10% of total revenue
  - **Other Services:** 5% of total revenue

**Summary:**

- **Sales Growth:** Projected at 10% annually
- **Key Revenue Drivers:** Uniform contracts, medical equipment sales, and custom embroidery services

### 8.5 Funding Requirements

Your business is seeking outside funding to cover the costs of expanding operations, purchasing additional equipment, and marketing. You are seeking TZS 150,000,000 in financing, with the expected return on investment within 3 years. The funds will be allocated as follows:

- **Equipment and Technology:** TZS 50,000,000
- **Marketing and Sales Expansion:** TZS 30,000,000
- **Working Capital:** TZS 50,000,000
- **Contingency Fund:** TZS 20,000,000

**Expected ROI:** Investors can expect a return on investment starting from Year 3 as the business reaches its projected sales volumes and profitability.

## 9. APPENDICES

The appendices section of the business plan for **Med Gadgets Tanzania Limited** is where all supporting documents and materials that provide further detail and substantiation for the information presented throughout the plan are included. This section is essential for giving potential investors, lenders, or partners confidence that **Med Gadgets Tanzania Limited** is well-prepared and that all aspects of the operations have been thoroughly considered.

### 1. Agreements

- **Partnership Agreements:** A formal agreements between business partners, stakeholders, or third-party collaborators.
- **Supplier Contracts:** Agreements with suppliers such as Jeeny Wu from Wenzhou, China, and Jocky Machinery Co. Ltd., Foshan, China.

### 2. Intellectual Property

- **Trademarks:** Documentation of the registered trademark "Sunrise Professional Uniforms."
- **Licenses:** Copies of all relevant business licenses, including:
  - Three Business Licenses
  - Medical Equipment Permit from TMDA
  - Sewing Permit from LGA
  - Safety and Garment Licenses from LGA

### 3. Resumes of Owners and Key Employees

- **Dr. Antony Giness Tairo:** Director of Sales, Marketing, and Operations.
- **Dr. Ayubu Mahili Malele:** Director of Production and Designing.
- **Miss Lulu Ndimbo:** Financial Manager.
- **Mr. Jackson Mwalile:** Designing and Production Manager.
- **Miss Neema Mtika:** Marketing Personnel.
- **Mr. Eden Antony:** Inventory Manager.
- **Miss Verdiana Joseph:** Customer Care Representative.
- **Mr. Ali Hemed:** Stock and Machine Operator Manager.
- **Miss Deborah Sheshemka:** Production Staff Manager.
- **Advisors:** Mr. Daniel (Legal Advisor), Mrs. Glory (Financial Advisor), Mr. Elie Who (Industry Expert).

### 4. Insurance Policies

- Copies of any insurance policies related to **Med Gadgets Tanzania Limited**, such as liability insurance, workers' compensation, or property insurance.

#### **5. Advertising/Marketing Materials**

- Samples of marketing materials, including brochures, flyers, social media advertisements, and any other promotional content.

#### **6. Blueprints/Plans**

- Blueprints or layout plans of the production facilities or retail spaces.

#### **7. List of Equipment**

- Detailed list of all production and office equipment, including:
  - Embroidery Machines (2)
  - Sewing Machines (15)
  - Printing Presses
  - Cutting Tables
  - Fabrics Storage Racks

#### **8. Market Research Studies**

- Any studies, surveys, or data that provide insights into **Med Gadgets Tanzania Limited's** target market, customer demographics, and competitive landscape.

#### **9. Supporting Financial Documents**

- Detailed financial statements, including:
  - Previous balance sheets
  - Income statements
  - Cash flow statements
- Supporting documents for all financial projections provided in the Financial Plan section.

#### **10. List of Assets**

- This section details the assets of **Med Gadgets Tanzania Limited** that can be used as collateral for financing or for reference in assessing the company's value.

##### **1. Ranted Real Estate**

**Office and Production Facility:** Located at Makumbusho, Dar es Salaam, Tanzania.

**Size:** 20m<sup>2</sup>

##### **2. Equipment**

**Embroidery Machines:** 2 machines

**Total Cost:** TZS 30,000,000

**Sewing Machines:** 15 machines

**Cost per Machine:** TZS 1,500,000

**Total Cost:** TZS 22,500,000

**Printing Presses:** 1 set

**Total Cost:** TZS 5,000,000

**Cutting Tables:** 1 table

**Total Cost:** TZS 1,000,000

**Fabricks Storage Racks:** 1 set

**Total Cost:** TZS 500,000

### **3. Inventory**

**Finished Goods:**

**Current Value:** TZS 50,000,000

**Raw Materials:**

**Current Value:** TZS 50,000,000

### **4. Vehicles**

**Company Vehicles:** 0

**Total Value:** 0

### **5. Office Equipment and Furnishings**

**Computers:** 5 Phones 2 Tablets 1

**Total Cost:** 5,000,000

**Office Furniture:** Desks 2, chairs 6,

**Total Cost:** 3,000,000

**Other Office Equipment:** Printers 1, telephones 3

**Total Cost:** 4,000,000 TZS

### **6. Intellectual Property**

- **Trademark:** "Sunrise Professional Uniforms"
- **Registration Number:**

- **7. Additional Assets**

**Cash Reserves:** 5,000,000 TZS