

SUGARLESS CONFECTIONARY (TANZANIA) LIMITED

BUSINESS PLAN

2024.

The aim of this business plan is to explicate a brief history of **Sugarless Confectionary (Tanzania) Limited**, its current activities and its future plans in relation to a tic approval for a certificate of incentives.

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION

Sugarless Confectionary (Tanzania) Limited is a company incorporated in Tanzania under the companies Act, 2022 and be granted with certificate No 136489968 of 05th May 2018. Being registered with Tax Identification Number 130-489-968 of 04th January 2019 under Tanzania Revenue Authority (TRA),

The company is a branch of Sugarless Company Pty Limited that operate in several countries like New Zealand, Singapore, Hong Kong, Malasia and South Africa. These companies are all trade mark protected and run in exactly the same model. This is Sugar-free, gluten-free, low-carb chocolate and confectionery. With the world's largest (and most tempting) sugar-free range, we're like an online factory of dreams for those who want to satisfy, not rot, their sweet tooth.

Our founder has been sweet on the sugar-free stuff since the late 60s. It was an era of sorbitol-based products that were less of a treat and more of a trick for people who had to avoid sugar. Since that dark and tasteless time, our company has partnered with European candy-making masters and found the recipe for sweet success.

1.2. PRODUCTS

We've whipped up a lot of "firsts" over the years, including the first sugar-free peppermint in 1970 and the first 80% cocoa sugar-free dark chocolate. We use only the finest ingredients to make our confectionery - because sugarless shouldn't mean tasteless. In fact, our sweet treats are so lip-smackingly good you don't have to be diabetic or dieting to appreciate their saintly ingredients lists.

From chocolate to chews, licorice to lollipops, hard-boiled candies to soft-as-clouds marshmallows ... we make them all with pride and without sugar. Shop our mouthwatering products for that "kid in a candy store".

2.0 HOSPITALITY SERVICES

Sugarless Confectionary (Tanzania) Limited manufactures garlic butter/rosemary and garlic butter, bruschetta butter and garlic butter, dill butter, tomato paste and other sauces which soon will be for sale on our website being constructed right now.

We also make delightful jam/spread using local fruit like guava, mango etc. We have patissiere (cake maker) and cake made with ugali. Our big hope of export is our peanuts with chili and apple vinegar as well as our cashew nut with chili, lime and apple vinegar to be sold to our satellites as well as our other customers like Kuwait and Mauritius.

3.0. PURPOSE OF BUSINESS PLAN

This document is prepared to serve the purpose as a business plan report for Sugarless Confectionary (Tanzania) Limited for expansion of an investment in the hospitality/food service (Restaurant Services) Sector in the United Republic of Tanzania.

4.0 THE PROJECT PROMOTER

The project will be managed and operated by Sugarless Confectionary (Tanzania) Limited which is owned by private individuals/partners with the following names as listed below;

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES TAKEN (%)
JACQUES JEAN MICHEL VASSEUR	AUSTRALIAN	99
CHERYLE JEAN HUM	SINGAPORE	1

5. INTENDED INVESTMENT AMOUNT:

Considering that the nature of the company being a joint venture enterprise, the intended investment amount for operating the same is intended to be a total of five hundred US Dollars over 5 years, constituting working capital and all other business operating expenses.

6. BUSINESS LEGALITY

The legal certificates, and documents such as Certificate of Registration, Extract from Register, the Partnership Deed, and the Tax Identification Number, and Business License, justify that Sugarless Company Pty Limited is operating within the ambit of the law of the Land.

7. PROJECT ORGANIZATION STRUCTURE

The management of Sugarless Confectionary (Tanzania) Limited is constituted by the following organization set up, and Partner Jacques J.M Vasseur who is the Managing Director and responsible on the supervision on the entire operations of the entire business with Asha Rhobii Nganya being his Assistant.

8. INVESTMENT STRUCTURE

This is an existing operating business. The investment structure is a combination of the existing partners equity in the business and reinvestment of profits as required.

9. PURPOSE OF INVESTMENT

This document is prepared to the serve the purpose as a feasibility study for Sugarless Confectionary (Tanzania) Limited on the expansion of quality Restaurant Services in the United Republic of Tanzania.

10. SUMMARY OF THE EXPECTED RESULTS

At the end, the project is expected to achieve the following: -

- Provide best and quality hospitality/ food service in the United Republic of Tanzania, East Africa and the whole of Africa.
- Increase training and direct employment opportunities for Tanzanians
- Direct Domestic investment of more than 500,000USD over five years between 2024 and 2029 comprising of working capital and all costs and expenses to run the business
- Increase tax contribution to the government

11. OPERATIONS

The project will be managed and operated by Sugarless Confectionary (Tanzania) Limited Management will establish a sound operating guidelines to conduct the day-to-day operations of this project. The partnership has already secured a location and commenced the investment into rehabilitation of the premises, which commenced in 2023 and is ongoing process.

12. PROJECT LOCATION

The project is located on Plot No 290, Mbezi Beach Area Kinondoni Municipality, Dar es salaam City Tanzania comprised in the certificate Title No. 42554.

13. ACCOMMODATION AND FOOD SERVICE INDUSTRY

Tanzania's Accommodation and food service Sector contributed almost 8.1% to the country's real GDP in 2018 with USD 3.8 billion, compared to USD 2.8 billion in 2014, representing an increase

of 33%. Main growth drivers include the increase in the number of Restaurants in the United Republic of Tanzania.

According to Tanzania's 2025 Development Vision, investments in food service Industry in Tanzania, particularly in the development of the infrastructure and networking are the Government's top priority.

14. PROJECT JUSTIFICATION

The proposed project is under management of Sugarless Confectionary (Tanzania) Limited and is in line with Tanzania Government efforts in attempt to revamp the food service Sector specifically in Restaurant business for the purpose of attracting more local and foreign businesses. This also has been complemented by the fact that the government is making a critical effort in improving food service Sector, by implementing criteria under restaurant business projects with ultimate aim of improving business environment for food service Sector and other all businesses operating Restaurants in the United Republic of Tanzania.

Regarding the initiative undertaken by Sugarless Confectionary (Tanzania) Limited is justified by the following facts: -

- The Business have a special invested interest in food service Sector/industry therefore, the establishment of a Restaurant in the United Republic of Tanzania.
- The involvement of the business in the restaurant business under the

Accommodation and food service Sector will boost and at the same time

strengthen the food service Sector in the United Republic of Tanzania. The business's marketing strategy and intention is to have a wide customer base both locally and internationally which focuses on solving business's development issues, revenues, foreign investments etc.

15. SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

The proposed project will result into the following social and economic impacts:

- I. Improve and increase the Accommodation and food service Sector within and outside the United Republic of Tanzania.
- II. Increased competitiveness among local Accommodation and food service
- III. Providing markets in Tanzania.
- IV. The project will provide employment for people in Tanzania and training the employees to further their knowledge on the industry.
- V. The Government and other agencies will benefit from various taxes, fees

11. Financial Projections Details in (Tshs.)

Details	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	500,000,000	542,000,000	587,000,000	635,000,000	686,000,000
Cost of sales	220,000,000	242,000,000	266,000,000	292,000,000	319,000,000
Gross profit	280,000,000	300,000,000	321,000,000	343,000,000	367,000,000
Fixed costs	210,000,000	225,000,000	240,000,000	257,000,000	275,000,000
Profit before Tax	70,000,000	75,000,000	81,000,000	86,000,000	92,000,000
Tax (30%)	21,000,000	22,500,000	24,300,000	25,800,000	27,600,000
Profit after tax	49,000,000	52,500,000	56,700,000	60,200,000	64,400,000

16. THE MARKET

Targeted Market and Strategy

The business will focus on becoming a favorite for local people and foreigners visiting Tanzania. Many type of companies products are sold on our web site being constructed right now. There also even bigger opportunity to make and export sugar free chocolate. As so far what has been done multiple pictures are available in our web site.

PICTURES OF OUR PRODUCTS

Natural Sweetness.

From chocolate to chews, licorice to lollipops, hard-boiled candies to sof-as-clouds marshmallows...we make them all with pride and without sugar.

We use only the finest natural ingredients to offer you the largest sugar-free range of sweets and chocolates. Shop online and get delivery to your door.

