

BUSINESS PLAN
FOR
JIN DA SHOES COMPANY LIMITED

Manufacture of Shoes



APRIL, 2024

Contact

JIN DA SHOES COMPANY LIMITED
Plot no.1, 2,3,4&20 block F, Kilwa Road, Mwanambaya, Mkuranga, Pwani, Tanzania.

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This business plan has been constructed in order to inform potentially interested parties of the opportunities presently available through an investment in manufacturing of shoes in Dar es Salaam, Tanzania and will explore the principal plans to pursue this opportunity. This document does not constitute an offer to sell, or a solicitation of an offer to purchase.

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1. Mission Statement

We are dedicated to providing our environmentally conscious consumer with eco-friendly, high quality shoes. Our commitment to creating comfortable, recycled shoes reduces waste and lessens the impact to our environment.

2. Vision Statement

Our vision for JIN DA SHOES COMPANY LIMITED is to be a leader in high quality, environmentally friendly footwear and to provide great customer service so we can create a lasting relationship with our customers.

3. Company Value

The values that JIN DA SHOES COMPANY LIMITED's Shoes strives to uphold are respect, time management and family responsibility. We provide outstanding service and unique products that cannot be found within Tanzania. We strive for excellence, no matter how big or small relevant problems are. Determination and commitment are two very important factors that Reflect JIN DA SHOES COMPANY LIMITED Shoes image.

4. Company Summary

JIN DA SHOES COMPANY LIMITED is a manufacturer and wholesaler of shoes for both men and women. The company uses innovative ways to design, manufacture, sell, and attract consumers to purchase shoes.

5. Company Ownership

The company is full owned by foreign investors from China, who have bring a Chinese technology of manufacturing shoes.

6. Market Analysis Summary

6.1. Market Segmentation

6.1.1. Demographic

Age: 4 - 80

Marital Status: All Gender:

Male and Female Income:

All Income levels

Occupation: All

Ethnicity: All

Nationality: Tanzanian, and all nationalities of neighboring countries

6.1.2. Psychographic Segmentation

Activities: Dinners, entertainment such as plays, working out, golfing, nightlife, travel, shopping, etc.

Attitudes: They like to spend time with their kids, like to entertain, like to have fun, etc.

Value: Good quality, environmental awareness

7. Environmental Analysis (SWOT)

7.1. Industry Analysis

The industry our business operates in is manufacturing, and wholesale of Shoes. According to International Trade Centre (2018), Tanzania's footwear demand is estimated to 46.8 million pairs per annum. Production of footwear in Tanzania is limited, leaving a huge gap which to an extent is filled by imports, predominantly supplied from China, while import from other counties, including India, are marginal.

7.2. Competition

We face direct competition from other manufacturers of similar products who have their factories in Tanzania.

There are also competition from small scale manufactures of shoes and sandals, although due to their limited production capacity their competition is not very strong.

The large competition which is indirect comes from importation of similar products from mainly China, India, Singapore, and Malaysia.

We see strong sustainability of the business due to the large demand of the footwear in Tanzania.

7.3. Products/ Services

JIN DA SHOES COMPANY LIMITED provides beautiful shoes that are designed to help the environment while still having a fashionable approach. These shoes are made out of fully recyclable products including used shoes materials, water bottles and cans which are all broken down and melted to form a customized unique shoe.

We have positioned our product to be perceived by our target market as a creative and original shoe. Our target market has eclectic creative tastes, so we want to insure our shoes are unique with original designs while still maintaining a high quality product.

7.4. Competitive Edge

Our Company excels in several different areas showing immense differentiation from other competitors. Along with our attention to detail, we provide a feature that no other competitor provides.

Our shoes are for all people from age 4 to 80, and our prices are affordable to all income group.

8. Marketing Strategy

8.1. Pricing (and pricing strategies)

JIN DA SHOES COMPANY LIMITED shoes prices have been set below competitor's average pricing because we want to be perceived as manufacturer of shoes for all income group.

8.2. Promotion

Our company has decided to use retailers to promote our products by ensure they are having enough stock, and the final price to our product is affordable to the all income group.

We usually use trade fairs such as the Mwalimu Nyerere International Trade Fair to show and explain our products to our customers.

9. Personnel Plan

Our company have hired 27 local employees and 3 foreigners' employees for the wholesale location, and the manufacturing location. Employees in our wholesale location are responsible for sell the shoes to sub wholesalers, and retailers, to organize the shoes, and maintain the store. Employees in the manufacturing location are responsible to manage all the manufacturing process.

10. Physical Locations and Facilities

JIN DA SHOES COMPANY LIMITED is located at Plot no. 1,2,3,4&20 block F, Kilwa Road, Mwanambaya, **Mkuranga, Pwani, Tanzania.**

11. Financial Narrative

11.1. Basis and Presumptions

This business plan has been drawn on the basis of following presumptions

- a) No of cartons to be sold per year 20,000. The carton of shoes to be produced are 50,000
- b) Price per carton will remain constant. The price for shoes shall be TZS 150,000
- c) Cost of raw materials will remain constant
- d) No major changes on the market size
- e) No changes on the legal and political factors
- f) No significant changes on the exchange rates

- g) No major changes on the business environment
- h) Full functioning of production machines and equipment
- i) Excellent relationship between employer and employees