

BUSINESS PLAN



FRANKLIN GROUP LIMITED

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ABSTRACT

This abstract provides a snapshot of Franklin Group Co. LTD key features, including advanced product portfolio, marketing strategies, and a SWOT analysis. The company's cutting-edge aluminum production facilities leverage state-of-the-art technology to deliver high-quality products that cater to diverse industries.

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EXECUTIVE SUMMARY

Who We Are

Frankrim Group Limited, founded in June 2023, is a dynamic and forward-thinking enterprise poised to revolutionize the industrial landscape in Tanzania. Operating from our headquarters in Dar es Salaam, we specialize in the manufacturing of aluminium products and a diverse range of industrial solutions. Our strategic inception comes at a pivotal moment in Tanzania's economic development, positioning Frankrim as a key player in the nation's journey towards industrial growth. The company was found by Eng. Mugisha who has several years of experience in the field of industrial product manufacturing and it was always his dream to create a company that delivers the best service to the manufacturing of industrial products in Tanzania by using the state-of-the-art technologies and methods.

Why Choose Us

At Franklin Group Limited, we understand that choosing a manufacturing partner for your aluminum and industrial product needs is a crucial decision that impacts the success of your projects. Here are compelling reasons why you should choose us:

- i. **Unparalleled quality:*** Our commitment to excellence is non-negotiable. Frankrim Group is dedicated to delivering products of the highest quality, meeting and exceeding industry standards. Our rigorous quality control processes ensure that every product leaving our facilities is precision-engineered and built to last.
- ii. **Innovation at the Core:*** We thrive on innovation. Frankrim Group is at the forefront of technological advancements in the manufacturing industry. Our team continuously explores new possibilities, incorporating the latest trends and technologies to provide our clients with cutting-edge solutions. From design to production, innovation is ingrained in our corporate DNA.
- iii. **Custom solutions for your unique needs:*** Recognizing that every project is unique, we offer customizable solutions to meet your specific requirements. Whether you need bespoke aluminum extrusions or tailor-made industrial components, Frankrim Group has the flexibility and expertise to deliver products that perfectly align with your project goals.

- iv. **Operational excellence:** Frankrim Group operates with a commitment to operational excellence. Our state-of-the-art manufacturing facilities are equipped with cutting-edge machinery and manned by a skilled workforce. This focus on efficiency translates into reliable, consistent, and cost-effective production for our clients.

- v. **Commitment to long term partnership:** We don't just aim for one-time transactions; we strive to build long-term partnerships. Frankrim Group is dedicated to fostering enduring relationships with our clients based on trust, transparency, and a shared vision for success.

- vi. **Competitive pricing:** We understand the importance of cost-effectiveness in today's competitive business landscape. Frankrim Group offers competitive pricing without compromising on quality, ensuring that you receive excellent value for your investment.

OUR VISION AND MISSION

Vision: *To be the forefront choice for high-quality aluminum and industrial products, setting new standards for excellence in manufacturing and contributing significant to Tanzania's industrial prowess.*

Our Mission: *To innovate, produce sustainable solutions, and foster economic development while maintaining the highest standards of integrity and environmental responsibility.*

OUR GOALS

- i. **Towards customers and dealers:** To provide prompt, courteous and efficient services and quality products at competitive prices
- ii. **Towards suppliers:** To ensure prompt dealings with integrity, impartiality and courtesy
- iii. **Towards employees:** To develop their capabilities and facilitate their developments through appropriate training and career panning
- iv. **Towards community:** To import and market techno economically viable and environment friendly products

PRODUCT PORTIFOLIO

Our core product line encompasses a wide array of aluminum products, iron sheets, Guard rail, Roof truss, Door frames, Bridge truss and other industrial components, and custom solutions tailored to meet the unique needs of our clients. Frankrim is committed to delivering products that not only meet but exceed industry standards, ensuring durability, precision, and cost-effectiveness.

i. A bridge trusses

A bridge truss is a framework of connected elements forming triangular units. It is a structural component commonly used in bridge construction to support and distribute the load. The bridge truss provides strength and stability to the bridge structure. The triangular design is particularly effective in distributing weight and resisting forces, contributing to the overall integrity of the bridge.



Fig 1: Bridge truss

ii. Roof truss

Similar to a bridge truss, a roof truss is a framework of triangular units designed to support the roof of a building. Roof trusses distribute the weight of the roof evenly, ensuring structural integrity and stability. They are commonly used in residential and commercial construction to provide a sturdy and reliable roofing system.



Fig 2: Roof truss



Fig 3. Iron door frames

iii. Guide rails

Iron door frames

Iron door frames are structural frames made of iron that surround and support doors. They are installed within walls to provide support for the door and facilitate its proper functioning. Iron door frames add strength and durability to the door assembly. They also serve as a means to secure the door within the wall, providing a stable and long-lasting solution for entrances and exits.

Guard rails are protective barriers or railings typically installed along the edges of elevated surfaces such as roads, bridges, walkways, or platforms. The primary purpose of guard rails is to enhance safety by preventing accidental falls or providing a barrier between vehicles and pedestrians and potential hazards.



Fig 5: Guard rail

OUR BUSINESS PRINCIPLES

- i. Combating Bribery and corruption:** the nature of our business activities exposes us to the risk of corruption. To protect against these risks, we conduct intra group discussions within the organization and apply the derived internal rules and procedures.
- ii. Apply our Code of Conduct:** Frankrim Group Ethics Committee oversees and coordinates our ethics principles and practices, which are formally expressed in the Code of conduct and deployed through real-world procedures.
- iii. Upholding Human Rights:** upholding human rights is fundamental to our commitment to ethics principles and practices. We strive to promote proactive initiatives and heightened awareness in sometimes -sensitive business environments.
- iv. Purchasing and Competition:** The nature of our activities requires great vigilance in the way we conduct our business. We take measures to ensure full

compliance with the rules of free competition, and our relations with our suppliers are governed by ethics principles and practices.

OUR ETHICS AND PRACTICES

At Frankrim Group Limited, we are committed to maintaining the highest standards of ethical conduct in all aspects of our business. This Code of Conduct outlines the principles and guidelines that govern the behavior of our employees, officers, and representatives.

Adherence to this code is essential in upholding our reputation, fostering a positive work environment, and ensuring the success of our company.

- i. Compliance with laws and regulations:** Frankrim Group Limited is dedicated to complying with all applicable laws, regulations, and industry standards. All employees must familiarize themselves with and adhere to the legal requirements relevant to their roles.
- ii. Ethical business practices:** We conduct our business with integrity and honesty. Employees are expected to avoid conflicts of interest, maintain transparency in all dealings, and act in the best interests of Frankrim Group Limited.
- iii. Respectful workplace:** We are committed to providing a workplace free from discrimination, harassment, and retaliation. All employees are expected to treat each other with dignity and respect, fostering a diverse and inclusive environment.
- iv. Confidential and data privacy:** Protecting the confidentiality of company information and respecting the privacy of individuals is of utmost importance. Employees must handle sensitive information responsibly and in accordance with applicable data protection laws.
- v. Fair competition:** Frankrim Group Limited is committed to fair and open competition. We compete vigorously but ethically, avoiding any illegal or unethical practices that may harm competitors or customers.
- vi. Environmental responsibility:** We recognize the importance of environmental sustainability. Frankrim Group Limited is committed to minimizing our environmental impact, promoting responsible resource use, and complying with environmental regulations.
- vii. Health and safety:** The safety and well-being of our employees are paramount. Frankrim Group Limited is dedicated to providing a safe working environment,

and employees are expected to follow safety protocols and report any hazards promptly.

- viii. **Gift entertainment:** Employees should avoid situations that may compromise their judgment or create the appearance of impropriety. Acceptance of gifts or entertainment should be in compliance with applicable policies and laws.

COMPANY OVERVIEW

Frankrim Group Limited has been registered with Tanzania Revenue Authority and assigned the Taxpayer Identity Number (TIN) 136-550-152. It has also been registered with a certificate of incorporation of a company as a private business that is solely owned by two shareholders Mr. Francis Mugisha and Magreth R. Mugisha.

Project location

All manufacturing operations of the company will be centralized and conducted exclusively at the Kigamboni Kisota go-down facility. This location will serve as the primary hub for all manufacturing activities, ensuring a consolidated and efficient production process.

Management

Frankrim Group LTD has two directors FRANCIS RICHARD MUGISHA and MAGRETH RICHARD MUGISHA. Both directors have robust experience, qualifications and skills in industrial manufacturing, that will help to grow the business to the profitability within the shortest time possible.

JOB CREATION

Frankrim Group LTD intends to grow big in order to compete favorably with leading industrial manufacturers in Tanzania. We are aware of the importance of manufacturing sector in building the economy of the nation. That is why we are committed to employ more qualified workers in each area including transport officers, managers, drivers, mechanicals and others. We intend to employ more than 7 drivers, 4 transport and logistic officers, 2 supervisors and 2 managers. We are intending to provide employment opportunities to Tanzania youth who are talented, hard workers, and creative.

Work expansion: Continuously expanding our operations necessitates a growing workforce. Each expansion in our services, whether in transportation, manufacturing, or repair, leads to the creation of new job opportunities, directly contributing to employment growth.

Skill development program: Invest in training and development programs to enhance the skills of our existing workforce and make them more versatile. Equipping our employees with diverse skills not only improves their job prospects within the company but also enhances their employability in the broader job market.

Local hiring initiatives: Prioritize local hiring to directly benefit the communities in which we operate. By hiring locally, we contribute to the economic development of the communities, fostering a sense of pride and ownership among residents. By actively pursuing these job creation initiatives, Kilimanjaro Truck Company Limited aims not only to contribute to economic growth but also to positively impact the lives of individuals and communities, fostering a sustainable and inclusive future.

MARKETING STRATEGIES AND IMPLEMENTATION



Frankrim Group Limited intends to maintain a marketing campaign that will ensure maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of Frankrim Group Limited.

- i. Establish relationships with construction companies in need of aluminium and other industrial services within targeted market
- ii. Develop an online presence by developing a website and placing company's contact information
- iii. **Positioning:** the company strategy is to consolidate excellent customer

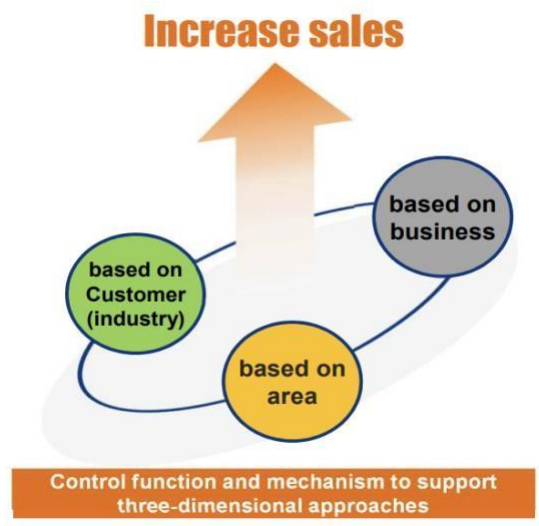
service with timely deliveries and a competitive pricing structure

- iv. **Pricing:** the company will seek to position itself not necessarily as the most
- v. **Promotion:** Web presence, on-time reputation, target market, emphasis on service and build a relationship-oriented business
- vi. **Distribution:** low distribution costs, fast delivery, optimal payload utilization, quick turnaround times, proper route planning and analysis, fuel efficiency

GROWTH STRATEGY

The Frankrim Group Limited pursues innovation to fundamentally change its approaches and philosophies to realize its long-term vision. Become a corporate group that creates new value through innovation, is the company of choice among customers around the world, and has a strong presence in the global logistic market.

- i. **Business growth strategy** will involve promoting three-dimensional (customer, business and enhancement). Develop a current customer base in Tanzania and develop businesses in Dubai that we believe to be our strengths into global level.



Priority Measures

Approach based on customer (industry)

- One-stop business promotion / account sales promotion, account management
- Responding to changes due to the rapidly expanding aluminum global market
- Expanding sales to global market

Approach based on business

- Manufacturing business
- Consultancy in manufacturing
- Network transport business

Approach based on area

- Dubai
- European countries
- Asian countries

- ii. **Control functions and mechanisms to support the three sales approach** will involve establishing a system to support sales activities based on sales and operational data. Also, introducing Key Performance Indicators (KPIs) to the sale process and reinforcing group sales support base.

- iii. Efforts to implement our long-term goals* will involve to address innovation in our management base, including IT, research and development, human resources, branding, governance reforms as a global company. Also, try to resolve our social issues to help realize a sustainable society. Further, is to transform a company where employees from a variety of backgrounds play active role and employees feel satisfied and fulfilled through working -style reforms.

FINANCIAL PLAN

Project Finance and Sources of Funds

Aluminum and iron industrial material production is a new business for Frankrim Group Limited. The startup costs are related to the purchase of raw materials which are not found in Tanzania and importing machines and chemicals from abroad. The shareholders are seeking TSH. 125,750,000/=

Sales Forecast

One thing is certain when it comes to the manufacturing business, if you have a good customer care and machinery, you will always attract more customers and that will ~~lead~~ to increase in revenues generations for the business. We are positioned to take on the available market within and outside Tanzania and we are quite optimistic that we will meet our set of targets of generating enough profits from the first six months of operations and grow the business and our clientele base. We have been able to critically examine manufacturing business and we have been able to come up with the following forecasts

Second Fiscal year (2025) = 80,000,000 TZS

Third Fiscal year (2026) = 100,000,000 TZS

Fourth Fiscal year (2027) = 120,000,000 TZS

Fifth Fiscal year (2028) = 150,000,000 TZS

Six Fiscal year (2029) = 180,000,000 TZS

N.B: These projections were done based on what is obtained in the industry and with the assumption that there won't be any major economic meltdown, and there won't be any major competitors offering customer care services as good as ours. Please note that the above projections might lower and at the same time might be higher.

Expenditure Breakdown for year 1 (2025)

These are the key areas where we will spend our startup capital

- i. Finance costs =13,000,000/=TZS
- ii. Distribution costs = 9,000,000 TZS
- iii. Administration = 13,000,000/= TZS
- iv. Other costs (Miscellaneous) = 5,000,000 TZS

**PROJECTED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 31
December – 2025 - 2027**

PARTICULARS	TZS	TZS	TZS	TZS	TZS
	2025	2026	2027	2028	2029
Revenue	80,000,000.00	100,000,000.00	120,000,000.00	150,000,000.00	180,000,000.00
Cost of sales(w1)	40,000,000.00	60,000,000.00	50,000,000.00	60,000,000.00	60,000,000.00
Gross profit	40,000,000.00	40,000,000.00	70,000,000.00	90,000,000.00	120,000,000.00
Distribution costs	9,000,000.00	11,000,000.00	13,000,000.00	15,000,000.00	18,000,000.00
Administration costs(w2)	13,000,000.00	13,000,000.00	15,000,000.00	15,000,000.00	15,000,000.00
Other costs	5,000,000.00	7,000,000.00	6,000,000.00	10,000,000.00	12,000,000.00
Operating profit	13,000,000.00	9,000,000.00	36,000,000.00	50,000,000.00	75,000,000.00
Finance costs	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00
Profit before tax	10,000,000.00	6,000,000.00	33,000,000.00	47,000,000.00	72,000,000.00
Income tax	2,250,000.00	2,250,000.00	2,250,000.00	2,250,000.00	2,250,000.00
Profit after tax	7,750,000.00	3,750,000.00	30,750,000.00	44,750,000.00	69,750,000.00
<u>Other comprehensive incomes</u>					
Revaluation surplus	-	1,200,000.00	4,000,000.00	6,400,000.00	10,240,000.00
Exchange gain from foreign operations	-	500,000.00	700,000.00	900,000.00	1,300,000.00
Fair value gain on financial assets	-	-	-	-	-
Income tax relating to other comprehensive incomes	-	-	-	-	-
Total other comprehensive incomes	-	1,700,000.00	4,700,000.00	7,300,000.00	11,540,000.00
Total comprehensive income for the year	7,750,000.00	5,450,000.00	35,450,000.00	52,050,000.00	81,290,000.00

PROJECTED STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2025-2029

PARTICULARS	TZS 2025	TZS 2026	TZS 2027	TZS 2028	TZS 2029
ASSETS					
Non current assets					
Property, plant and equipments	80,000,000.00	80,000,000.00	80,000,000.00	80,000,000.00	80,000,000.00
current assets					
cash	55,000,000.00	70,000,000.00	112,000,000.00	160,000,000.00	220,000,000.00
inventory	-	15,000,000.00	8,000,000.00	12,000,000.00	7,000,000.00
prepayments	5,000,000.00		12,000,000.00	-	14,000,000.00
Total Assets	140,000,000.00	165,000,000.00	192,000,000.00	252,000,000.00	321,000,000.00
EQUITY AND LIABILITIES					
Equity					
share capital	125,750,000.00	125,750,000.00	125,750,000.00	125,750,000.00	125,750,000.00
share premium	-	15,000,000.00	14,000,000.00	25,000,000.00	37,000,000.00
Reserves	-		10,000,000.00	40,000,000.00	70,000,000.00
Retained earnings	-	6,000,000.00	18,000,000.00	36,000,000.00	55,000,000.00
total earnings	125,750,000.00	146,750,000.00	167,750,000.00	226,750,000.00	287,750,000.00
liabilities					
Non current liabilities					
Long term loan	-	-	-	-	-
long term provisions	-	-	-	-	-
Deffered tax	-	-	-	-	-
current liabilities					
trade payables	7,000,000.00	5,500,000.00	4,500,000.00	5,500,000.00	9,000,000.00

short term provisions	5,000,000.00	8,000,000.00	15,000,000.00	15,000,000.00	10,000,000.00
short term loans and borrowings	-	-	-	-	9,500,000.00
current tax payable	2,250,000.00	4,750,000.00	4,750,000.00	4,750,000.00	4,750,000.00
total equity and liabilities	140,000,000.00	165,000,000.00	192,000,000.00	252,000,000.00	321,000,000.00

PROJECTED STATEMENT OF CASHFLOW FOR THE YEAR ENDED 31 DECEMBER 2025-2029

DETAIL	AMOUNT	AMOUNT	AMOUNT	AMOUNT	AMOUNT
YEAR	2025	2026	2027	2028	2029
CURRENCY	TZS	TZS	TZS	TZS	TZS
BALANCE AT THE BEGINNING OF THE YEAR	-	50,000,000.00	116,000,000.00	199,000,000.00	306,000,000.00
CASHINFLOW	80,000,000.00	100,000,000.00	120,000,000.00	150,000,000.00	180,000,000.00
CASHOUTFLOW	30,000,000.00	34,000,000.00	37,000,000.00	43,000,000.00	48,000,000.00
BALANCE AT THE END OF THE YEAR	50,000,000.00	116,000,000.00	199,000,000.00	306,000,000.00	438,000,000.00