

BUSINESS PLAN

WINTECHS MERCHANTS LIMITED

FOR

LARGE SCALE AGRICULTURE

WINTECHS MERCHANTS LIMITED

This is a Tanzanian local company incorporated in July 26, 2021 with registration Number: **152788096**. This Company is incorporated under the Companies Act, 2002 and that it is limited with its head office at, TPDC Kambarage Street, Kinondoni Area, Dar es Salaam.

The Company`s main objective is to do agriculture in large scale dealing with both cash and food crops, where the company trades in production and export.

OUR VISION

To become the lead exporter in East and Central Africa by enhancing quality service and value as priority to satisfy the needs of our customers, employees and stakeholders.

To become the largest dealer of local and foreign agriculture methods in East and Central Africa.

Wintechs Merchants Limited intends to maintain a high standard of efficiency in terms of service to farms preparation, growing and harvesting with latest technology to ensure maximum and quality output that can make the agriculture industry grow to its full potential regarding the international standards.

OUR MISSION

- To constantly exceed customer expectations by providing superior agro-economy solutions in a safe, efficient and cost effective manner without damaging the environment.
- To identify and enter new areas of business thereby expanding the company.

- To create a conducive work environment where employees can exceed their personal and organizational growth to international standards.
- To operate the group in a manner of continuous improvement thereby expanding market share in all its diversified businesses.
- To be oriented towards adaptation and to take advantage of windows of opportunity.
- To make contributions to various communities as individuals and as a group through corporate social responsibility.
- To succeed in business and provide a sufficient return on investment to the stakeholders.

OUR VALUES

The Company will consistently deliver convenience, quality services and add values such as

- **Teamwork**
- **Reliability**
- **Integrity**
- **Customer Satisfaction.**
- **Respect**
- **Leadership**
- **Profitability and growth**

PLANNED ACTIVITIES DURING THE PROJECT

The Company`s goal is to build resilience in the Tanzanian agricultural sector for livelihood security through enhanced adaptive capacities for team building which include:

- Ensuring there is increased farm productivity
- Adequate water supply

- Reducing vulnerability to natural hazards,
- Finding measures to manage climate vulnerability and change.

It is planned to respond to the projections of significant decreases in rainfall, intensive and more frequent hydro-meteorological events, including droughts, by building adaptive capacities of agro-ecosystems and livelihoods to these threats.

Wintechs Merchants Limited acquired PLOT NO 3 BLOCK C at IKELU for construction of a pack house where all processes of sorting and packaging shall be done.

The expansion plan will contribute positively to the growth indicators for agriculture in the national GDP through export. Besides, the company shall be beneficial in creating employment opportunities with a bias in gender equality which will be mainstreamed throughout the project.

The Company has future plans to set up branches in Rwanda, Congo, Burundi and Zambia. In addition, it also plans to expand to fishing and cattle livestock products and other dry cargo to and from Kenya, Uganda and Rwanda.

PROJECT DESCRIPTION

Significant measures have been taken to liberalize the Tanzania economy so as to encourage private sector take lead in the economic growth; The Government of Tanzania embarked on adjustment program to give the private sector the leading role. It is in view of the above that our Company came up with a proposal to develop a project for agriculture so as to support the industrialization policy of the Government.

MARKET STRATEGY

According to expert, personal selling is the most effective method for marketing.

Apart from personal selling, the company will employ other strategies such as online marketing, sponsorship, international magazine etc.

PRICING

The pricing policy for the project will be based on the cost of services provided;

MONITORING AND EVALUATION

The Management has full commitment to ensure good use of the resources and sustainable environment. Thus, the management philosophy is through business process where the company will strive to ensure compliance to standards and safety.

PROJECT INVESTMENT COST

The capital investment for the project is estimated to cost 500,000,000 Tanzania Shillings

WINTECHS MERCHANTS LIMITED

PARTICULAR	Tanzanian Shs
Land and Buildings	300,000,000.00
Vehicles	30,000,000.00
Insurance Cover	30,000,000.00
Furniture, Machines and Equipment	50,000,000.00
Working Capital	90,000,000.00
TOTAL	500,000,000.00

FINANCING PATTERN

The project will be financed by equity 500,000,000 Tanzanian Shillings and project cash flows realized from business in various phases.

ASPECT OF PROJECT SUSTAINABILITY

The project sponsors having studied market conditions, the infrastructure in Tanzania and being in business for 2 years are convinced that the project will be able to operate undisturbed. The growing of industrial, trade, Agricultural sector and global mining economic activities gives them assurance of a steady market. The peace and tranquility that exist in Tanzania is another aspect of assured business sustainability.

MONITORING AND EVALUATION

The monitoring and evaluation tools will be applied in running this project as well, the project sponsors are determined to cooperate fully with the government and other stakeholders for smooth business running.

FINANCIAL ANALYSIS: CONSIDERATIONS AND ASSUMPTIONS

The corporate tax charged is 30% of the profits. Capital investment allowance is 50%. The capital assets are exempted from custom duty and Value Added Tax. The straight-line method to depreciate the project's capital items has been applied, it is assumed to be 5% annual depreciation.

It is assumed that the major building raw material will be procured from local market and others will be imported. Revenues have been conservatively estimated based on experience of the promoters and trends in the transportation industry. Five (5) years financial projections have been worked out.

PROJECT INVESTMENT FINANCING PLAN

Wintechs Merchants Limited owned by family members registered on 22nd day of March 2012 under the Company Act (Cap 486) (Kenya), finances the project. The main activity of the financing company is importation and sales of farming technological equipment, will provide the foreign equity to Epic as a starting capital for business operations. This is not a loan equity.

WINTECHS MERCHANTS (KENYA) LIMITED	USD
Foreign Equity	500,000,000.00
Foreign Loan	0.00
Local Loan	0.00

KEY HIGHLIGHTS AND INSIGHTS OF OUR COMPANY.

A. Operations Strategies

- Strict financial controls and production efficiency will be maximized.

- The second key will be the never ending pursuit for the industry's highest concentration levels of ingredients in each production
- The third key is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a byproduct of satisfying customers, not the other way around.
- Production management: More advanced technological equipment from planting to harvesting stage to avoid any sort of challenge leading to low standard products.
- Resources available: all raw materials at large will be extracted from Tanzania except to those ones that are either scarce or unavailable then they will be imported in such cases.
- Size and Scale: the company intends to produce in large scale to be able to meet demand and supply both locally and internationally.

B. Human Resources Strategy

- During the production, we intend to engage more of casual workers in rural areas and less of technical and professional staff.
- In rural areas, i.e Njombe region, where the production will be taking place, natives and locals will be the prioritized personnel to employ.
- Technical staff, will be based in Makambako, Njombe region where packaging will be taking place.

C. Marketing Strategy

- Wintechs has identified three main customer groups: supplement companies, food processors and other nurseries. The customer segments are distinct enough to be able to target each one

differently. The industry that our company produces for has been undergoing consolidation and interdepending for several years now. Our company will be able to serve the industry by leveraging their competitive edge of healthy, potent produce.

- Other strategy will be based on generating awareness and visibility of Wintechs and their ability to produce the highest percentages of crops. The strategy will rely on several different forms of communication. The main form is participation in the numerous trade shows for the industry. The trade shows are where everyone from the industry gathers to meet and transact business as it is a wonderful place to network as well as learn about new developments in the industry. The second form of communication will be the use of advertisements, venues for advertisements will be industry trade magazines. The trade magazines are a well-read source of information that buyers and sellers refer to for many different transactions.

D. Sales Forecast

The sales forecast indicates that growth will be slow but steady. Growth will be slow because of the time and effort needed to develop the customers. Production is not the slowing element as whenever the challenges are foreseen and advancements have been made reasonably can raise production to meet the sales needs. During the wet months of the year, the forecast reflects a tapering of sales as production will fall during these months. There will however be some sales and production which will be moved inside to the greenhouses. There are a few risks that could have a negative impact on sales such as weather. A poor growing season will have a

serious effect on production. This risk is spread amongst all of the producers of the specific region meaning the weather risk is imposed on everyone, generally not a specific farmer. Another risk that could affect sales is some sort of pest that could unexpectedly negatively affect the crops. By dealing with multiple crops and choosing them based on their heartiness relative to the growing climate, Wintechs is able to minimize these risks as much as possible

Contact Details

<u>CORPORATE HEADQUARTERS:</u>	<u>DAR ES SALAAM BRANCH:</u>	<u>CONTACT PERSON:</u>
WINTECHS MERCHANT LIMITED WINTECHS COMPLEX, OFF GARISSA ROAD, THIKA. P.O BOX 54300-00200 Nairobi, Kenya Tel: +254722502933 Email: info@wintechsmerchants.com Website: www.wintechsmerchants.com	WINTECHS MERCHANT LIMITED P.O BOX 247-14110 DAR ES SALAAM Kinondoni, Makocheni Next to Rose Garden Plot no. B, Hse No. 23 Tel : +255 758342884 Tel: +255 782966641 Kiruhimureithi98@gmail.com	SAMSON MUREITHI WAKIBIA Managing Director WINTECHS MERCHANT LIMITED Tel: +255758342884 Tel: +254722502933 Kiruhimureithi98@gmail.com