

BUSINESS PLAN 2024

**JINKE MULTI-PURPOSES COMPANY
LIMITED**

**LOCATION Kijitonyama, Plot number
333, KINONDONI DISTRICT, DAR ES
SALAAM**

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COMPANY DESCRIPTION

Background information

JINKE MULTI-PURPOSES COMPANY LIMITED is an entity that was formed for undertaking hotels, restaurants for short term accommodation and other allied activities in tanzania. Entity will be renting Kebby's Hotel Located at Bamaga Business district and renovate the property to meet the international standards, a massive rebranding is also considered before the hotel starts operation in july 2024. The entity also intended to deal with other activities in the future such as mineral trading, sales of steam, air conditioner, wholesale of Food Beverage, Tobacco etc. It is registered with registration number @@@@@. The business will start its operation on 1st july, 2024. The business will be established with the initial capital of Five hundred thousand USD (500,000 USD), however shareholders expect to increase capital on future days.

Currently the hospitality industry has been expanding, the value of the global Hospitality sector amounted to over US\$465 billion, and the trend seems set to continue at current growth rate. The Hospitality sector is one of the significant contributors to national Gross Domestic Products (GDP) In consideration of the expansion of Tourism in Tanzania and global market, the idea of establishing JINKE MULTI-PURPOSES COMPANY LIMITED was conceived.

The business is owned by four shareholders who are YOUNBIN ZHANG, SUQIN LIU, YOUZHONG ZHANG and YOUQING ZHANG. The share capital of five hundred million TZh (500,000,000) 500000 ordinary shares where by each share cost One Thousand Shilling(1000 TZh)

. The following table shareholders and ordinary share distributions.

The following table show shareholders distribution:-

Shareholders	No of share	Citizenship
1 YOUNBIN ZHANG	200000	Chinese
2 SUQIN LIU	150000	Chinese
3 YOUZHONG ZHANG	50000	Chinese
4YOUQING ZHANG	100000	Chinese

Vision

To become a leading Hospitality company in Tanzania and promote tourism here.

Mission

Creating Value for customers through Reliability and Flexibility, our desire is to make our customers experience warmth and comfort through Respect and Trust.

COMPANY PRODUCTS

Introduction

JINKE MULTI-PURPOSES COMPANY LIMITED Set in the Bamaga business district, this relaxed hotel is 3 km from Mlimani City shopping mall and 10 km from the National Museum of Tanzania. It's 20 km from Julius Nyerere International Airport. Unfussy rooms come with complimentary Wi-Fi, flat-screen TVs and desks, as well as mosquito nets. Upgraded quarters have sitting areas. Warmly decorated suites add separate living rooms, and bathrooms with whirlpool tubs. A laid-back restaurant features a bar and a terrace. There's also a casual lounge that has views of the Indian Ocean. Event facilities are available.

Jinka Hotel and Restaurant is an innovative hospitality venture poised to redefine luxury accommodation and culinary experiences in Dar es Salaam, Tanzania. Our mission is to create an unparalleled fusion of modern luxury and authentic Tanzanian hospitality, catering to discerning travelers and locals alike. With a commitment to excellence in service, cuisine, and ambiance, we aim to establish Jinka as the premier destination for unforgettable hospitality experiences.

Business Description:

Jinka Hotel and Restaurant will be a flagship establishment in the heart of Dar es Salaam, embodying sophistication and cultural richness. Strategically located to

capture the vibrancy of the city, our property will feature 50 meticulously designed rooms and suites, each offering contemporary comforts and panoramic views of the bustling metropolis. Complementing our accommodation, our restaurant will showcase the diversity of Tanzanian cuisine, with a curated menu highlighting local flavors and international influences. Jinka will operate as a [partnership/corporation], led by a seasoned management team committed to delivering unparalleled service and creating lasting memories for our guests.

Dar es Salaam represents a dynamic market for hospitality businesses, fueled by increasing tourism and economic growth. Our target market includes luxury travelers seeking authentic cultural experiences, business executives requiring upscale accommodation, and locals seeking refined dining options. While competition exists in the region, Jinka will differentiate itself through a unique blend of luxury, cultural authenticity, and personalized service, positioning us as a leader in the market.

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INDUSTRY ANALYSIS

The hospitality industry, encompassing hotels, restaurants, and related services, is a dynamic and multifaceted sector that plays a vital role in the global economy. In this industry analysis, we will examine key trends, opportunities, challenges, and competitive factors shaping the landscape of the hospitality sector, with a focus on the market in Dar es Salaam, Tanzania.

Market Overview:

The hospitality industry in Dar es Salaam, Tanzania, is experiencing robust growth driven by various factors, including increasing tourism, economic development, and rising consumer spending. As Tanzania's largest city and principal commercial hub, Dar es Salaam attracts a diverse array of visitors, including business travelers, tourists exploring the country's natural wonders, and local residents seeking leisure and entertainment options.

Trends and Opportunities:

1. **Growing Tourism:**Tanzania is renowned for its stunning landscapes, wildlife reserves, and cultural heritage, attracting millions of tourists annually. As the gateway to popular destinations such as Zanzibar, Serengeti National Park, and Mount Kilimanjaro, Dar es Salaam benefits from the influx of travelers seeking accommodation, dining, and recreational experiences.

2. **Demand for Luxury and Authenticity:** Discerning travelers increasingly seek unique and immersive experiences that reflect the local culture and traditions. There is a growing demand for luxury accommodation options that offer personalized service, upscale amenities, and authentic culinary offerings, presenting an opportunity for boutique hotels and upscale restaurants to differentiate themselves in the market.

3. **Technology Integration:**The hospitality industry is embracing technology to enhance guest experiences, streamline operations, and improve efficiency. From mobile check-in/out and digital concierge services to online reservation

platforms and contactless payment systems, technology plays a crucial role in meeting the evolving needs and preferences of modern travelers.

4. Sustainability and Responsible Tourism: With increasing awareness of environmental and social issues, there is a growing emphasis on sustainability and responsible tourism practices within the hospitality industry. Hotels and restaurants that adopt eco-friendly initiatives, support local communities, and promote cultural preservation are well-positioned to attract environmentally conscious travelers and differentiate themselves in the market.

Challenges:

1. Competition: The hospitality industry in Dar es Salaam is highly competitive, with numerous hotels, restaurants, and entertainment venues vying for market share. Differentiating oneself in a crowded market requires strategic branding, exceptional service, and innovative offerings.

2. Regulatory Environment: Navigating the regulatory landscape, including licensing, permits, and compliance with health and safety standards, can present challenges for hospitality businesses. Adhering to regulatory requirements while maintaining operational efficiency is essential for long-term success.

3. Infrastructure Development: While Dar es Salaam has seen significant infrastructure development in recent years, including improvements in transportation and telecommunications, challenges such as traffic congestion and power outages may impact the guest experience and operational efficiency for hospitality businesses.

Competitive Landscape:

The hospitality sector in Dar es Salaam comprises a mix of international hotel chains, boutique hotels, guesthouses, and a diverse array of restaurants offering a variety of cuisines. Major players in the market include established hotel brands such as Serena Hotels, Hyatt Regency, and Hilton, as well as locally owned boutique hotels and independent restaurants renowned for their culinary excellence and cultural authenticity.

Conclusion:

The hospitality industry in Dar es Salaam, Tanzania, presents a wealth of opportunities for innovative entrepreneurs seeking to capitalize on the city's growing tourism and vibrant cultural scene. By understanding key trends, addressing challenges, and leveraging technology and sustainability initiatives, Jinka Hotel and Restaurant aims to establish itself as a leading destination for luxury accommodation and authentic culinary experiences, contributing to the continued growth and development of the hospitality sector in the region.

MARKET ANALYSIS

Targeted market

Jinka Hotel and Restaurant will cater to a diverse range of clientele, carefully targeting specific market segments to maximize revenue and occupancy rates.

Our strategic approach encompasses both local residents and international travelers, each with distinct preferences and needs.

1. Business Travelers:

Dar es Salaam, as Tanzania's commercial capital, attracts a steady stream of business travelers seeking upscale accommodation and convenient amenities. Jinka Hotel will target this segment by offering comfortable rooms equipped with modern workspaces, high-speed internet access, and business-friendly services such as meeting facilities, conference rooms, and business center support. We aim to become the preferred choice for business travelers attending conferences, meetings, and corporate events in Dar es Salaam.

2. Tourists and Leisure Travelers:

Tanzania's rich cultural heritage, breathtaking natural landscapes, and vibrant urban atmosphere draw tourists from around the world. Jinka Hotel will appeal to leisure travelers seeking a blend of luxury, authenticity, and convenience during their stay in Dar es Salaam. Our hotel will offer guided tours and excursions to popular attractions, personalized concierge services, and cultural experiences that showcase the local cuisine, music, and arts scene. Additionally, our prime location in the city center provides easy access to shopping, entertainment, and nightlife options, enhancing the overall guest experience.

3. Expatriates and Diplomats:

Dar es Salaam is home to a significant expatriate community, including diplomats, international aid workers, and corporate expatriates. Jinka Hotel will target this segment by offering long-term accommodation options, tailored services, and amenities designed to meet the needs of expatriate residents. Our

hotel will provide a comfortable and secure environment, proximity to international schools, and assistance with relocation and integration into the local community.

4. Special Events and Celebrations:

Jinka Hotel will also cater to guests hosting special events, celebrations, and weddings in Dar es Salaam. Our event spaces, including banquet halls and outdoor venues, will be ideal for weddings, conferences, and social gatherings. We will offer customizable event packages, catering services featuring exquisite cuisine, and dedicated event planning support to ensure seamless execution and memorable experiences for our guests.

By targeting these key market segments and tailoring our offerings to their specific needs and preferences, Jinka Hotel and Restaurant aims to capture a significant share of the hospitality market in Dar es Salaam, establishing itself as a premier destination for discerning travelers and locals alike.

Location

The business will be located at kebby hotel and hall, Bamaga business district the place is located at Southern A laid-back restaurant features a bar and a terrace. There's also a casual lounge that has views of the Indian Ocean. Event facilities are available.

Marketing goals and objectives

The most generic goal of the business is to earn more than the cost of capital, this is to say the goal is to make today's investment worth more than tomorrows.

This will be done on the following ways:-

1. Increasing market share

This will be done by creating customer loyalty, getting to know them better and finding more services and products they need.

2. Return on sale

JINKE MULTI-PURPOSES COMPANY LIMITED focus on achieving a certain margin, which will be done by matching it to the sales volume generated per Tanzania shillings of Asset (asset turnover)

3. Reputation

JINKE MULTI-PURPOSES COMPANY LIMITED strive for good reputation, an enterprise main reputational goals should fourfold to be;

- i. A provider of choice to customer
- ii. The employer of choice to employees
- iii. The partners of choice to distributors
- iv. The enterprise of choice to investors

Market Niche

A small but profitable segment of a market suitable for focused attention by a marketer. Market niches do not exist by themselves, but are created by identifying needs or wants that are not being addressed by competitors, and by offering products that satisfy them. JINKE MULTI-PURPOSES COMPANY LIMITED will identify customers from different areas in Tanzania so as to create a wide customers base. The company will create a zonal sales and marketing team that will be targeted to create a market niche in every zone. This will help to create loyal customers who will be given a discount on every purchase.

Markets growth

The hospitality industry in Dar es Salaam, Tanzania, is experiencing robust growth driven by various factors contributing to the city's economic development and tourism sector expansion. Several key trends and drivers contribute to the positive market growth outlook for the hospitality industry:

1. **Tourism Growth:** Tanzania, known for its diverse wildlife, stunning landscapes, and rich cultural heritage, attracts a growing number of tourists each year. Dar es Salaam serves as the primary gateway to popular tourist destinations such as Zanzibar, Serengeti National Park, and Mount Kilimanjaro. The increasing popularity of Tanzania as a tourist destination contributes to rising demand for accommodation, dining, and entertainment options in Dar es Salaam.

2. **Economic Development:** As Tanzania's largest city and principal commercial hub, Dar es Salaam plays a pivotal role in driving the country's economic growth. The city's expanding economy, fueled by investments in infrastructure,

manufacturing, and services sectors, attracts business travelers, expatriates, and corporate events, creating a steady demand for upscale accommodation and hospitality services.

3. Infrastructure Investments: Ongoing investments in transportation, hospitality, and urban development projects enhance Dar es Salaam's infrastructure, making it more accessible and attractive to both domestic and international travelers. Improvements in airport facilities, road networks, and public transportation systems contribute to the city's appeal as a tourism and business destination.

4. Cultural and Culinary Tourism: The growing interest in cultural and culinary tourism presents opportunities for hospitality businesses to showcase Tanzania's unique heritage and cuisine. Travelers increasingly seek authentic and immersive experiences that allow them to explore local traditions, taste regional delicacies, and engage with communities. Dar es Salaam's vibrant cultural scene and diverse culinary offerings position the city as an attractive destination for cultural and culinary enthusiasts.

5. Technological Advancements: The integration of technology in the hospitality industry enhances guest experiences, streamlines operations, and improves efficiency. Hotels and restaurants leverage digital platforms for online bookings, mobile check-in/out, contactless payments, and personalized guest services. Embracing technology-driven solutions enables hospitality businesses to meet the evolving needs and preferences of modern travelers, enhancing competitiveness and driving market growth.

Overall, the hospitality industry in Dar es Salaam, Tanzania, is poised for continued growth, supported by favorable tourism trends, economic development initiatives, infrastructure investments, cultural attractions, and technological advancements. By capitalizing on these opportunities and addressing challenges effectively, hospitality businesses can thrive in a dynamic and evolving market environment.

Market prices

Understanding market pricing dynamics is crucial for positioning Jinka Hotel and Restaurant competitively while maximizing profitability. This section provides an analysis of pricing strategies and factors influencing pricing decisions in the hospitality industry in Dar es Salaam, Tanzania.

Competitive Pricing Analysis:

Competitive pricing analysis involves benchmarking Jinka Hotel and Restaurant's pricing against competitors in the market. We will conduct a comprehensive assessment of room rates, restaurant menu prices, and ancillary services offered by key competitors in Dar es Salaam. By analyzing pricing structures, value propositions, and perceived quality, we can identify pricing gaps and opportunities to differentiate our offerings.

Market Segmentation Pricing:

Market segmentation pricing involves tailoring pricing strategies to different customer segments based on their willingness to pay, preferences, and perceived

value. Jinka Hotel and Restaurant will adopt a segmented pricing approach to target diverse market segments effectively. For example, business travelers may prioritize convenience and amenities, while leisure travelers may seek value-added packages and experiences. By understanding the unique needs of each segment, we can develop pricing strategies that align with their preferences and budget constraints.

Dynamic Pricing Strategies:

Dynamic pricing strategies involve adjusting prices in real-time based on demand fluctuations, seasonal trends, and market dynamics. Jinka Hotel and Restaurant will leverage dynamic pricing tools and revenue management techniques to optimize room rates and restaurant pricing dynamically. By analyzing demand patterns, booking trends, and competitor pricing, we can implement strategic pricing adjustments to maximize revenue and occupancy rates throughout the year.

Value-Based Pricing:

Value-based pricing focuses on pricing products and services based on the perceived value they deliver to customers. Jinka Hotel and Restaurant will emphasize the unique value proposition of our offerings, including luxurious accommodations, authentic culinary experiences, and personalized service. By highlighting the quality, exclusivity, and memorable experiences associated with our brand, we can justify premium pricing and attract discerning travelers willing to pay for exceptional hospitality experiences.

Promotional Pricing and Packages:

Promotional pricing involves offering discounts, special packages, and incentives to stimulate demand and attract customers. Jinka Hotel and Restaurant will design promotional pricing strategies for seasonal promotions, group bookings, and special events. Additionally, we will create value-added packages that combine accommodation, dining, and leisure activities to enhance the overall guest experience and encourage longer stays.

Conclusion:

Effective pricing strategies are essential for achieving a competitive edge and driving revenue growth in the hospitality industry. By conducting thorough market price analysis, segmenting the market effectively, and implementing dynamic pricing strategies, Jinka Hotel and Restaurant aims to optimize pricing decisions, maximize profitability, and deliver exceptional value to our guests. Our commitment to providing unparalleled hospitality experiences, combined with strategic pricing initiatives, positions us for success in the dynamic market landscape of Dar es Salaam, Tanzania.

Products	Type	Price (TZS)
Single Room	32 mm	50,000
Suit Room	10 mm	15,000
Double Bed	Hard wood	600,000

COMPETITION

Industry competition

Understanding the competitive landscape is essential for Jinka Hotel and Restaurant to position itself effectively and capture market share in Dar es Salaam's hospitality industry. This analysis examines key competitors in the market, their strengths and weaknesses, and strategies to differentiate Jinka from its rivals.

1. Established Hotel Chains:

- Strengths: International hotel chains such as Serena Hotels, Hyatt Regency, and Hilton have established brand recognition, extensive networks, and loyalty programs that attract a global clientele. They often offer luxurious accommodations, world-class amenities, and impeccable service standards.

- Weaknesses: Large hotel chains may lack the intimate atmosphere and personalized service of boutique hotels. They may also be perceived as less culturally authentic compared to locally owned establishments.

- Strategy: Jinka Hotel will differentiate itself by offering a unique blend of Tanzanian hospitality, modern luxury, and personalized experiences. We will leverage our local expertise, cultural insights, and attention to detail to create memorable experiences that resonate with guests seeking authentic cultural immersion.

2. Boutique Hotels and Guesthouses:

- Strengths: Boutique hotels and guesthouses offer distinctive charm, personalized service, and intimate settings that appeal to travelers seeking unique experiences. They often emphasize local culture, art, and design elements, creating a sense of authenticity and connection with the destination.

- Weaknesses: Boutique hotels may have limited resources and amenities compared to larger chains. They may also face challenges in terms of marketing reach and brand awareness.

- Strategy: Jinka Hotel will position itself as a boutique luxury hotel, offering a curated selection of rooms and suites designed for comfort, elegance, and relaxation. We will emphasize our attention to detail, personalized service, and cultural immersion experiences to differentiate ourselves in the market.

3. Independent Restaurants and Culinary Establishments:**

- Strengths: Dar es Salaam boasts a vibrant culinary scene, with a diverse array of restaurants offering international and local cuisines. Independent restaurants may have unique menus, creative concepts, and loyal customer followings.

- Weaknesses: Independent restaurants may lack the brand recognition and marketing resources of larger chains. They may also face challenges in terms of consistency, scalability, and operational efficiency.

- Strategy: Jinka Restaurant will showcase the rich flavors and culinary traditions of Tanzania, offering a menu that celebrates local ingredients, spices, and cooking techniques. We will focus on delivering exceptional dining experiences, innovative menus, and warm hospitality to distinguish ourselves as a culinary destination in Dar es Salaam.

Conclusion:

While the hospitality industry in Dar es Salaam is competitive, Jinka Hotel and Restaurant will leverage its unique strengths, cultural authenticity, and commitment to excellence to stand out in the market. By offering personalized experiences, luxurious accommodations, and authentic cuisine, we aim to establish Jinka as a premier destination for discerning travelers seeking unforgettable hospitality experiences in Dar es Salaam, Tanzania.

The following table shows formal competitors in Hospitality industry:-

1. Serena Hotel Dar es Salaam
2. Hyatt Regency Dar es Salaam, The Kilimanjaro
3. Hilton Dar es Salaam
4. Ramada Resort by Wyndham Dar es Salaam
5. Sea Cliff Hotel
6. DoubleTree by Hilton Dar es Salaam - Oyster Bay
7. Best Western Coral Beach Hotel
8. Southern Sun Dar es Salaam
9. Protea Hotel by Marriott Dar es Salaam Courtyard
10. New Africa Hotel

These are just a few examples of hotels in Dar es Salaam that cater to various segments of the market, ranging from luxury accommodations to mid-range and budget options. Conducting a thorough analysis of each competitor's offerings, pricing strategies, target market, and customer reviews will provide valuable insights into the competitive landscape and help position Jinka Hotel and Restaurant effectively in the market

Market Barriers

Identifying market barriers is crucial for Jinka Hotel and Restaurant to anticipate challenges and develop effective strategies to overcome them. Below are potential market barriers that Jinka may encounter in Dar es Salaam's hospitality industry:

1. **High Competition:** Dar es Salaam's hospitality industry is characterized by intense competition, with established hotel chains, boutique hotels, and independent restaurants vying for market share. Competing with well-known brands and established businesses may pose challenges for Jinka in terms of brand recognition and market penetration.
2. **Brand Recognition:** Establishing brand recognition and building trust among consumers can be a significant barrier, particularly for a new entrant like Jinka. Overcoming the dominance of established hotel chains and boutique hotels in the market may require significant investment in marketing and branding initiatives to differentiate Jinka and create awareness among potential customers.
3. **Regulatory Compliance:** Navigating regulatory requirements, obtaining licenses, permits, and adhering to health and safety standards can be complex and time-consuming. Compliance with local regulations and ensuring that Jinka operates in accordance with legal requirements is essential to avoid potential legal issues or fines.

4. Market Saturation: The saturation of certain segments of the hospitality market, such as luxury accommodations or fine dining restaurants, may limit growth opportunities for Jinka. Identifying underserved niches or segments within the market and offering unique value propositions may help mitigate this barrier.

5. Economic Volatility: Economic fluctuations, currency exchange rates, and geopolitical uncertainties can impact consumer spending patterns and travel behaviors. Economic downturns or recessions may lead to decreased demand for hospitality services, affecting occupancy rates and revenue streams for Jinka.

6. Infrastructure Limitations: Infrastructure challenges such as transportation bottlenecks, power outages, and water shortages may impact the overall guest experience and operational efficiency for Jinka. Investing in backup systems, alternative transportation options, and sustainable infrastructure solutions can help mitigate these barriers.

7. Talent Acquisition and Retention: Recruiting and retaining skilled employees, including hospitality professionals, chefs, and service staff, may be challenging in a competitive labor market. Offering competitive wages, opportunities for career advancement, and a positive work culture can help attract and retain top talent.

8. Cultural Sensitivity: Understanding and respecting local customs, traditions, and cultural norms is essential for building trust and rapport with customers and stakeholders in Dar es Salaam. Cultural missteps or insensitivity may lead to negative perceptions and hinder Jinka's reputation and success in the market.

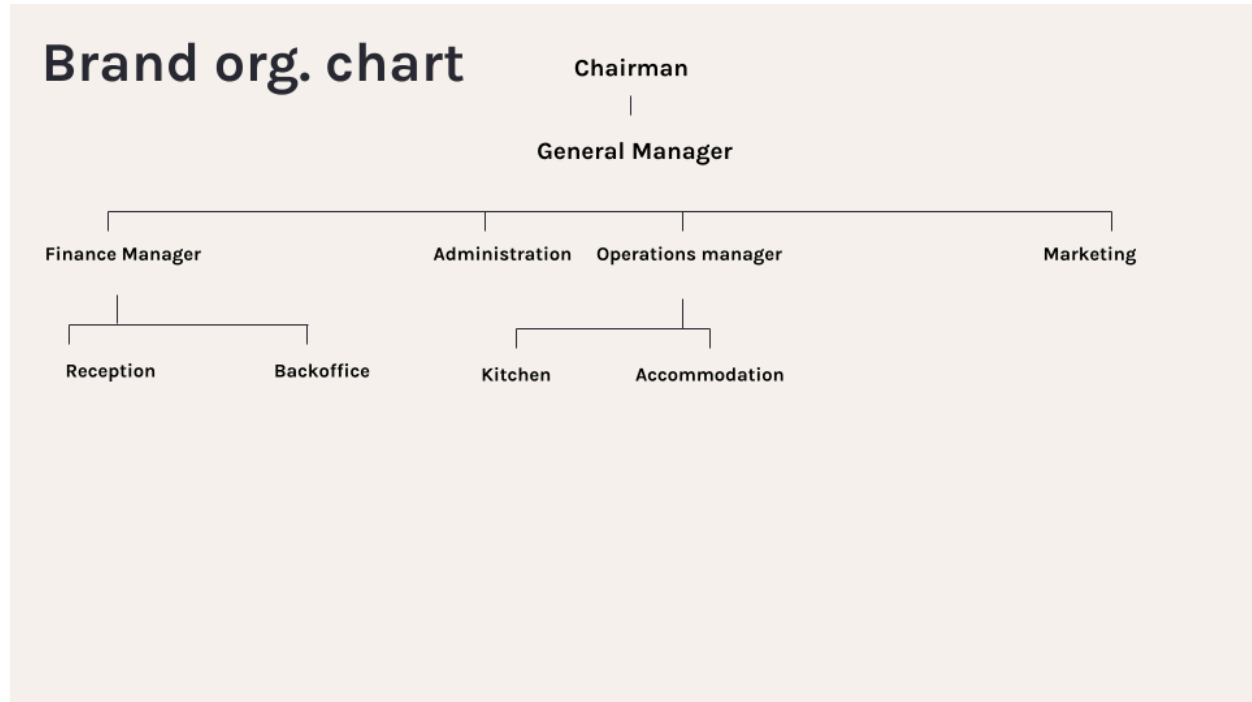
By recognizing these potential barriers and proactively addressing them through strategic planning, market research, and effective execution, Jinka Hotel and Restaurant can position itself for success and navigate the competitive landscape in Dar es Salaam's hospitality industry.

ORGANIZATION STRUCTURE

Management chart

JINKE MULTI-PURPOSES COMPANY LIMITED is a business managed by a general manager who is employed by shareholders with the intention of providing Hospitality services. All legal and auditing duties will be contracted out. Further all aspects of the business will be documented to ensure all records are kept. Therefore, the business must embody the vision and mission of JINKE MULTI-PURPOSES COMPANY LIMITED. Any additional staff like security officers and cleaners required will be obtained on a subcontract basis.

The business has four departments which are finance, administration, operation and Marketing. These departments will work separately aiming to increase business revenue, quality and quantity of services and profits. The following chart show the organization structure of JINKE MULTI-PURPOSES COMPANY LIMITED;



Head of Operations

1. Overseeing companies day to day activities
2. Decision makers
3. Approving the financial statements of the company
4. Coordinating all business bank accounts and business investments.

General Manager

1. Coordinating all the activities of the business

2. Signing all contracts of the business with other companies.
3. Reviewing all reports presented by heads of departments.
4. Controlling resources of JINKE MULTI-PURPOSES COMPANY LIMITED Representing business in any matters outside the business.
5. Developing and directing the implementation of policies and procedures to ensure that the Company complies with all health and safety and other statutory regulations.
6. Developing and maintaining Total Quality Management systems throughout JINKE MULTI-PURPOSES COMPANY LIMITED to ensure that the best possible services are provided to customers.
7. Undertaking measures that are unusual or extensive in view of the scope and nature of the activities of the business.
8. Authorizing expenditures of the business.
9. To find appropriate sources of funds for the Lush Chanzo Wood Industries Limited.

Head of finance

1. Management of cash and other current assets.
2. Receiving cash from cashiers and deposit to the company bank account.
3. Develop business plan, timeline and budget to perform financial projects
4. Monitor and manage expenditures within the allotted budget.

5. Develop and maintain standard financial and administrative procedures.
6. Review all invoices and make the relevant payments in a timely manner
7. Supervise and manage payroll processing and tax filing activities.
8. Supervise preparation of all monthly and annual finance reports in a timely fashion

Accountant

1. Analyzing and advising on financial affairs.
2. Conducting monthly bank reconciliation
3. Recording day to day financial transactions
4. Financial report generation
5. Collecting debts.

Head of operations

1. Reporting to general manager
2. Controlling marketing and branding of the business services.
3. Recruiting employees when needed.
4. Ensuring that the customers are provided with quality services.
5. Respond to customer queries/issues in a timely manner.
6. Works with the General Manager and other Heads of Function to influence the creation and communication of company strategy, business priorities and targets for the Teams and ensures there are systems in place to enable the employees to receive the information in a timely manner.
7. Generates ideas about future retail activities to ensure a cutting edge strategy; maintains up to date knowledge of the marketplace, competitors and trends

8. Takes decisions on matters relating to the day to day retail operation within their defined work area including the strategic planning of resources
9. Managing quality assurance programmes

Salaries forecast

JINKE MULTI-PURPOSES COMPANY LIMITED intends to have two kinds of employees, this means skilled labor and unskilled labor. Skilled labor are those educated who will be allocated in professional jobs while unskilled labor are those uneducated workers. The company will have 24 employees who are allocated in different departments, the salary of the company is set and approved by the director. Increasing number of workers will depend on the demand of the market and human resources.

Gender	Men	Women	Total
Skilled	20	2	22
Unskilled	120	28	148
Total	140	30	170

The following table shows the projection of salaries for the workers of the business:-

Assumptions

1. There will be no new government regulations that will affect business.
2. Salaries will remain constant for three years
3. There will be no new employees recruited for the next three years.
4. Economic stability will remain constant.
5. Tanzania currency will remain stable for the next three years.
6. Us Dollar 1 is equal to Tanzania shillings 2750.

Staff title	No	Salary per month (TZS)	Salary per year (TZS)	2024/2025	2025/2026	2026/2027
General manager	1	1,200,000	14,400,000	14,400,000	14,400,000	14,400,000
Head of finance	1	800,000	9600,000	9600,000	9600,000	9600,000
Head of operation	1	800,000	9600,000	9600,000	9600,000	9600,000
Head of marketing	1	800,000	9600,000	9600,000	9600,000	9600,000

Head of human resource	1	800,000	9600,000	9600,000	9600,000	9600,000
Accountants	1	500,000	6,000,000	6,000,000	6,000,000	6,000,000
Supervisors	2	1,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Staffs	10	2,000,000	24,000,000	24,000,000	24,000,000	24,000,000
Unskilled labor	14	2,100,000	25,200,000	25,200,000	25,200,000	25,200,000
Total	32	10,000,000	120,000,000	120,000,000	120,000,000	120,000,000

MARKETING STRATEGY

Marketing plan

Marketing plan is the company-wide plan that describes activities involved in achieving specific marketing objectives within a set timeframe. A market plan always begins with the identification of specific customer needs and how the firm intends to fulfill them while generating an acceptable level of return.

Marketing plan has been one of the important organization strategies in today's society especially when information for consumers is often overloaded. Brands are competing aggressively for today's mass consumers' attention when most of the time, massive advertising is often being ignored by the customers. Therefore, marketing strategy plays a vital role in making today's customers want to buy your products and services.

Thought Leadership

Content marketing leads to obtaining thought leadership from an archive of articles that are consistently shown to the customers. According to a study, consumers today are more convinced when the brand educates them with a relevant article or content that is of interest to them. By becoming the thought leader in the industry with content marketing, our brand will eventually win the consumer market share as well.

Subtle Marketing

Marketing has a subtle marketing impact on consumer decisions. Such that the customers may not feel that the branded content is trying to sell them something. Customers' mindset will become less defensive when it comes to marketing, thereby, making buying easier.

Soft Influential Marketing

Marketing makes the brand itself seen as an influencer to a point that even competitors may take reference from. If a brand is consistent in developing its marketing on a regular basis, it gives it a soft influential marketing power. Therefore if any new product category or term invented by the brand will be more readily accepted by the consumers than the competitors which are not active in marketing. In other words, marketing may help brands to lead the market.

Improve Brand Loyalty

Our long term goal is to ensure brand loyalty by educating the customers about services relevant to their business needs. Customers are grateful if a brand can deliver what they want from not only your products and services but also educate them through branded content. This will enhance brand loyalty among

a small but strong group of customers which will later become your brand advocate on social media or digital media.

Social media marketing

Social media marketing is the use of social media platforms and websites to promote a service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public.

JINKE MULTI-PURPOSES COMPANY LIMITED will have its own website which will advertise products and services provided by the company. Also business will have facebook, instagram and twitter accounts in order to advertise products and services to the

millions of viewers of these social networks. This will help to reach a large number of customers in a short period of time.

This marketing tool is used by many companies nowadays due to its applicability in reaching large numbers of people in a short period of time. By using this tool we will be assured to reach many customers thus to increase services coverage. This method tends to have low costs in its implementation.

Brochures

A brochure is an informative paper document used for advertising that can be folded into a template, pamphlet or leaflet. Brochures are promotional documents, primarily used to introduce a company's services and inform prospective customers or members of the public of the benefits. Brochures can be distributed inside newspapers, handed out personally or placed in brochure racks in high traffic locations.

The business will use brochures as the medium of passing information about the services to the customers. The method is among the cheapest ways of advertising products; however, coverage of business through this method will depend on the one who distributes brochures to the customers.

Market research analysis

Market research is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The task of market research is to provide management with relevant, accurate, reliable, valid, and current information.

Business research is very important in any business, it helps entrepreneurs to detect new markets for the products and services, and also helps to plan future marketing plans of the business. Therefore in JINKE MULTI-PURPOSES COMPANY LIMITED market research and analysis will be undertaken through direct interviews with custom

Also we will conduct direct observations so as to collect data about the markets. Head of operation will make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs. He will make decisions about potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance, and control. These decisions are complicated by interactions between the controllable marketing variables of product, pricing, promotion, and distribution. Further complications are added by uncontrollable environmental factors such as general economic conditions, technology, public policies and laws, political environment, competition, and social and cultural changes.

Advertisement and promotion

Advertisement is the description or presentation of a service in order to induce individuals to buy, support, or approve. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. The purpose of advertising is nothing but to sell something, a service or an idea. The real objective of advertising is effective communication between producers and consumers.

Thereafter in our business, we will use different tools for advertisement and promotion of our products such as traditional means (word of mouth), brochures, newspapers, radio, fliers and magazines so as to communicate business to customers.

Marketing budget

Assumption

1. Advertising cost will remain constant for three years.

2. Economic stability will remain constant.
3. Tanzania currency will remain stable for the next three years.
4. Us Dollar 1 is equal to Tanzania shillings 2750.

Advertisement	Cost per month	Cost per year	2024/2025	2025/2026	2026/2027
Brochures, flyers and posters	200,000	2400000	2400000	2400000	2400000
Social media marketing	100,000	1,200,000	1,200,000	1,200,000	1,200,000
Television and radio	400,000	4,800,000	4,800,000	4,800,000	4,800,000
Door to door marketing	100,000	1,200,000	1,200,000	1,200,000	1,200,000
Street promotion	200,000	2,400,000	2,400,000	2,400,000	2,400,000
Total	1,000,000	12,000,000	12,000,000	12,000,000	12,000,000

FINANCIAL PLAN

Capital Requirements

The business will start with the initial capital of 100,000 USD to run its activities, the amount is fully provided by shareholders. On future days, shareholders will invite other investors to buy shares so as to increase capital.

Assumptions

In calculation and estimating these costs and financial statements of the business, the following assumptions were made into consideration: ~

- i. Employees contracts are in one year basis, thus employees' salaries are fixed costs
- ii. Rent are paid in one year basis
- iii. No massive inflation will occur within year
- iv. Security services are paid in one year basis
- v. Sales revenue will be increasing yearly by 10%
- vi. Cost of sales will increase by 10%
- vii. There will be no change of government regulations that will affect business
- viii. Financial year of the company starts on 1st December and ends on 31st November every year.
- ix. Salary will remain fixed for three years

x. All transactions will be in made in Tanzania Shillings and US Dollars

The capital required in running the business illustrated in the following tables:~

Cost Item	Description	Total (TZS)
Renting of the Building		50,000,000
	rent paid for one year	
Registration	Business license and business registration, work permits for Chinese workers and follow up	7,000,000
Renovations	Factory building Renovations required to upgrade the existing build to world standards	577,000,000
Kitchen and housekeeping inputs	110,350,000	110,350,000,000
	10 computers @ 1,000,000, 6 printers @500,000 6 UPS @ 400,000 Generator @10,000,000 Electric Cables, bulbs, wire, 1,000,000 50 Air conditions @ 1,000,000	50,00,000

10 CCTV Camera
@200,000

Maintenance cost Partition and designing
@2,000,000
Total cost used in buying
partition equipment
@25,000
Electric maintenance @
7,000,000

Furniture 80 tables @ 500,000 **50,500,000**
300 chairs @ 150,000
80 Cabinets @500,000
3 Office table @500,000

Information technology Window installation **3,000,000**
500,000 per PC

Others Workers uniforms 32 @ **1,000,000**

Total 1,140,000,000

INVESTMENT BREAKDOWN

USD.

Land / Building	25,000
Plant	288,000
Vehicles	158,500
Furnitures and Fittings	5250

Pre- Expenses	9,676.5
Others	10,000
Working Capitals	73,573.5
TOTAL	570,000

Projected profit and loss statement

	2024/2025	2025/2026	2026/2027
Sales Revenues	990,000,000	1,089,000,000	1,197,900,000
Total sales	990,000,000	1,089,000,000	1,197,900,000
Less			
Cost of sale	94,000,000	103,400,000	113,740,000
Gross profit	896,000,000	1,078,660,000	1,084,160,000
Less operation costs			
Salary	120,000,000	120,000,000	120,000,000
Electricity	15,000,000	16,000,000	17,000,000
Security	12,000,000	12,000,000	12,000,000
Suppliers	400,000,000	380,000,000	320,000,000
Repairs/ Maintenance	25,000,000	20,000,000	24,000,000
Advertising	12,000,000	12,000,000	12,000,000
Cars hire and fuel	89,000,000	92,000,000	90,000,000
Telephone	8,000,000	9,000,000	7,000,000
Cleaning services	22,000,000	22,000,000	22,000,000
Stationeries	9,000,000	9,000,000	9,000,000
Total expenses	712,000,000	680,000,000	633,000,000
Net profit before Tax	184,000,000	398,660,000	451,160,000
Taxes (30%)	55,200,000	119,598,000	135,348,000
Net operating income (USD)	128,800,000	279,062,000	315,812,000

Projected Balance sheet

	2024/2025	2025/2026	2026/2027
Assets			
Current Assets			
Cash	20,000,000	34,000,000	50,000,000
Bank	290,000,000	340,000,000	410,000,000
Prepaid expenses	97000000	89,000,000	102,000,000
Total Current Assets			
Fixed assets			
Furniture & fixtures	135,000,000	125,000,000	115,000,000
Electronics	220,000,000	210,000,000	200,000,000
Other fixed assets	145,000,000	135,000,000	125,000,000
Net Fixed Assets	500,000,000	470,000,000	440,000,000
Total Assets	1,143,800,000	1,417,312,000	
1,741,474,000			
Owners' Equity and Liability			
Current liability			
Account payable			
Total Liabilities	15,000,000	9,450,000	8,900,000
Owners' Equity			
Invested Capital	1,000,000,000	1,128,800,000	1,407,862,000
Retained earnings	128,800,000	279,062,000	315,812,000
Total owners' equity	1,128,800,000	1,407,862,000	1,723,674,000
Total owners' equity + liability	1,143,800,000	1,417,312,000	1,741,474,000

Statement of cash flow

	2024/2025	2025/2026	2026/2027
Beginning balance	-	184,000,000	582,660,000
Cash Inflow			
Sales Revenue	990,000,000	1,089,000,000	1,197,900,000
Cash outflow			
Cost of sales	94,000,000	103400000	113,740,000
Operating expenses	712,000,000	680,000,000	633,000,000
Total cash outflow	184,000,000	582,660,000	1,033,820,000
Closing balance	184,000,000	582,660,000	1,033,820,000

EXPANSION

Long range goals

The business is expected to run in an unlimited life span, Shareholders believe that the business will expand to generate an unlimited amount of profits in its operation. In the future demand for tourism products will increase as the number of people who are aware of our products increases. Therefore the following goals are kept for long range:~

- Opening new branches all over the country within five years of operation
- Improving salary and introduction of sales bonus to the workers
- Conducting social corporate responsibility activities within the areas with the businesses operate in order to increase popularity of the business at the same time helping surrounding communities.

Diversification

The business will increase services by providing other services like Medical houses, Mineral trading houses etc. which the business will add includes Soda and water. Furthermore, a long range company will provide food services to the customers.

Milestone schedule

The following milestone schedule will guide the business

Milestone	Date	Responsible person
Initial capital invested	February, 2024	Shareholders
Registration of business	April, 2024	Shareholders
Recruiting workers	June, 2024	Shareholders
Training workers	June, 2024	Shareholders
Preparation and arrangement of the business places	June, 2024	Workers
Opening the business	June 2024	Workers
Review business operation	December 2024	Owner
Workers meeting on reviewing of half year business activities	February2025	Workers
Period market research	March 2025	General manager, head of operation
Annual activities review	July 2025	Workers and owner
Opening new branch	February 2026	shareholders

