



Business Plan

Nyanza Bottling Company Limited (NBCL)

Mwanza, Tanzania

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1. Introduction

Nyanza Bottling Company Ltd. (NBCL), incorporated in 1984 as a joint venture between Sumaria Group and CMG Group, is one of the largest Coca-Cola franchises in East Africa. Headquartered in Mwanza, NBCL bottles and distributes Coca-Cola beverages across the Lake Zone of Tanzania, covering Mwanza, Shinyanga, Mara, Simiyu, Kagera, Tabora, Kigoma, Geita, and Kahama. NBCL has earned a reputation for operational excellence, consistent quality, and deep market penetration.

2. Mission Statement

Our mission is to refresh the people of the Lake Zone with high-quality beverages, while creating value for stakeholders and fostering sustainable development in Tanzania.

3. Vision Statement

To provide a professional work atmosphere with growth opportunities, where job knowledge, core competencies, and human values are the prime movers.

4. Core Values

- Trust
- Respect
- Integrity
- Passion
- Humility
- Excellence
- Teamwork

5. Business Concept

NBCL operates modern production lines producing globally recognized brands including Coca-Cola, Fanta, Sprite, and Dasani bottled water. With three glass lines (116,000 BPH) and two PET lines (24,000 BPH), the company manufactures over 1.3 million bottles daily. A fleet of over 300 vehicles, custom-built tricycles, and a cargo ship ensures last-mile delivery.



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6. Objectives

1. Expand production capacity, including commissioning of the new 16,000 BPH PET line.
2. Strengthen NBCL's market share in the Lake Zone and beyond.
3. Enhance sustainability through renewable energy and waste reduction initiatives.
4. Maintain leadership in quality, safety, and compliance with international standards.
5. Foster community growth through employment and entrepreneurship.

7. Keys to Success

- Prime Location in Mwanza.
- Commitment to Quality: ISO 9001, ISO 14001, ISO 18001, ISO 22000, and FSSC certifications.
- Recognition: Coca-Cola 'Gold Award' won seven times.
- Sustainability: Biomass boiler reducing CO₂ emissions by ~9,800 metric tonnes annually.

8. Products & Services

NBCL offers:

- CSDs: Coca-Cola, Fanta, Sprite, Krest, Sparletta.
- Bottled Water: Dasani.
- Other beverages: 6 brands, 29 SKUs.

Supported by HUSKY Preform Manufacturing Unit.

9. Market Analysis

NBCL dominates the Lake Zone beverage market with Coca-Cola brand strength. Population growth and urbanization drive demand, supported by logistics to remote areas.

10. Competitive Analysis & Positioning

Strengths: leadership, quality, distribution, sustainability.

Weaknesses: dependence on imports.

Opportunities: expansion, low-sugar drinks, renewable energy.

Threats: competitors, regulations, currency risks.

11. Marketing & Sales Strategy

- Leverage Coca-Cola's global campaigns.
- Expand community distribution.
- Use social media and digital channels.
- Strengthen CSR programs.

12. Operations & Infrastructure

- Facility: 16-acre site in Mwanza.
- Lines: 3 Glass (116,000 BPH), 2 PET (24,000 BPH).
- New Project: 16,000 BPH PET line for CSD production.
- Distribution: 300+ vehicles, tricycles, cargo ship.
- Sustainability: Biomass boiler, recycling.

13. Management & Personnel

NBCL employs over 1,100 people directly and supports 18,000 entrepreneurs indirectly.

14. Financial Plan

Details	2025	2026	2027	2028	2029	2030
Sales Qty (in Ltrs)	78,879,558	90,209,835	99,990,000	105,870,000	102,250,000	109,867,500
	In USD	In USD	In USD	In USD	In USD	In USD
Sales	32,422,743	37,085,742	40,615,074	41,969,438	41,917,553	43,672,079
Cost of Sales	(25,827,439)	(29,547,071)	(31,878,655)	(32,929,214)	(31,732,483)	(33,288,159)
Gross Profit	6,595,303	7,538,671	8,736,419	9,040,225	10,185,070	10,383,920
Operating & Finance Cost	(8,305,991)	(8,619,118)	(8,738,579)	(8,629,515)	(8,041,118)	(8,042,009)
Profit Before Tax	(1,710,688)	(1,080,447)	(2,160)	410,710	2,143,952	2,341,911

15. Future Growth Strategy

- Commission new 16,000 BPH PET line.
- Add eco-friendly packaging solutions.
- Expand to EAC markets.
- Invest in additional PET lines.
- Drive digital transformation.
- Deepen renewable energy investments.