

**Business Plan**  
**Tanga Coconut**  
**Value-Add Project**

***ANANKE HOLDING TZ***  
***LIMITED***

## 1.0 Executive Summary

Tanga Coconut Ventures is proposing a landmark \$20 million USD investment in three integrated, sustainable manufacturing facilities located on Land Plots 8, 9, and 10 in Tanga. Our project is designed to fully utilize the coconut, a key regional agricultural product, by establishing three distinct production lines:

1. Coconut Shell Processing Plant: Producing high-grade activated carbon for industrial and water purification markets.
2. Coconut Water Beverage Plant: Processing fresh coconut water into packaged, nutritious beverages for domestic and export markets.
3. Coconut Coir Mattress Factory: Manufacturing ergonomic and eco-friendly mattresses from coconut fiber (coir).



This integrated "Whole Coconut" model ensures 99% of the raw material is used, maximizing efficiency and profitability. The project will create approximately 300 direct jobs, stimulate the local agricultural sector, and position Tanga as a hub for sustainable manufacturing. We seek the approval and partnership of Tiseza for the allocation of the specified land plots to commence this transformative project.

## 2.0 Company Description

**Mission:** To create high-value, sustainable products from coconuts, driving economic growth in Tanga while adhering to the highest standards of environmental and social responsibility.

**Vision:** To become a leading exporter of premium coconut-based products from Tanzania, recognized for quality, innovation, and positive community impact.

**Legal Structure:** To be established as a limited liability company in Tanzania.



### 3.0 Project Description & Product Lines

Land Plot	Project Name	Core Activity	Key Products	Target Market
Plot 8	Tanga Activated Carbon Plant	Pyrolysis and activation of coconut shells	Granular Activated Carbon (GAC), Powdered Activated Carbon (PAC)	Water treatment plants, food & beverage industry, chemical and pharmaceutical sectors
Plot 9	Tanga Naturals Beverage Co	Pasteurization and packaging of coconut water	100% Pure Coconut Water (Tetra Pak & PET bottles), flavored coconut water blends	Retail supermarkets, health food stores, hotels, and export markets (Europe, Middle East)

Plot 10	Tanga Comfort Mattresses	Processing coir and bonding with natural latex.	Premium Coconut Coir Mattresses, Mattress Toppers	Furniture retailers, hotels, hospitals, and direct-to-consumer sales
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Synergy: The three facilities will operate in a synergistic loop. The shells from Plot 9 will be transferred to Plot 8 as raw material. The fiber (husk) from Plots 8 and 9 will be supplied to Plot 10. This eliminates waste and significantly reduces raw material costs.

#### 4.0 Market Analysis

- Global Demand: The global markets for activated carbon, coconut water, and natural sleep products are experiencing robust growth, driven by health, wellness, and environmental trends.
- Local & Regional Opportunity: Tanzania has a abundant supply of coconuts, but local value-addition is limited. This project will fill a critical gap in the supply chain.

#### Competitive Advantage:

- Integrated Sourcing: Direct control over the supply chain from local farmers.
- Zero-Waste" Model: Unmatched cost efficiency and sustainability credentials.
- Quality: Tropical location ensures fresh raw materials, leading to superior coconut water taste.

#### 5.0 Marketing and Sales Strategy

- B2B Sales: Direct sales to industrial clients (activated carbon) and distributors (beverages, mattresses).
- Brand Development: Create strong consumer brands for the beverage and mattress lines ("Tanga Naturals," "Tanga Comfort").
- Export Focus: Leverage Tanzania's trade agreements to target international markets.
- Digital Marketing: Utilize B2B platforms and social media to build brand awareness and generate leads.



### **6.0 Management Team**

- \* The management team will comprise experienced professionals with expertise in:
- \* Chemical Processing and Manufacturing
- \* Food & Beverage Technology
- \* Supply Chain and Logistics
- \* Sales and Marketing (Local and International)

We will prioritize hiring and training local talent for operational and administrative roles.

## 7.0 Operational Plan

Location: Land Plots 8, 9, and 10, Tanga.

Facilities: Construction of three purpose-built manufacturing units with modern machinery. Supply Chain: Establishment of a robust collection network from local coconut farmers and cooperatives.

Technology: Importation of state-of-the-art, energy-efficient production lines.

Compliance: Full adherence to TBS, FDA, ISO, and other relevant quality and safety standards.



## 8.0 Financial Plan

Total Investment: \$20,000,000 USD

Capital Allocation (Estimated):

- \* Land & Construction: \$7,000,000
- \* Machinery & Equipment: \$9,000,000
- \* Working Capital & Initial Operating Expenses: \$2,500,000
- \* Licensing, Permits, and Pre-operational costs: \$1,500,000

Funding Source: [e.g., Equity from founders, Bank loan, International Investors] Key Financial Projections (Year 1-5):

Revenue: Projected to grow from \$4.5M in Year 1 to over \$15M by Year 5.

Profitability: Expected to reach breakeven by the end of Year 2.

Job Creation: 300 direct jobs within the first 24 months of operation, with additional indirect jobs in logistics and agriculture.

## FIVE-YEAR FINANCIAL PROJECTION

### Tanga Coconut Value-Add Project (Plots 8, 9 & 10)

*(All figures in USD)*

Parameter	Assumption
Total Project Investment	USD 20,000,000
Revenue Year 1 → Year 5	4.5M → 15M
Cost of Goods Sold (COGS)	60% in Year 1, decreasing to 50% by Year 5 (efficiency gains)
Operating Expenses (Admin, Sales, HR, Marketing)	25% of revenue, gradually lower to 18%
Depreciation	Straight-line over 10 years on \$16,000,000 plant & equipment
Corporate Tax	30% (before incentives)
Employment	300 direct jobs by Year 2
Breakeven	End of Year 2

### Projected Income Statement

Year	Revenue	COGS (Direct Costs)	Gross Profit	Operating Expenses	EBITDA	Depreciation	EBIT	Tax (30%)	Net Profit
<b>Y1</b>	4,500,000	2,700,000	1,800,000	1,125,000	675,000	1,600,000	-925,000	0	<b>-925,000</b>
<b>Y2</b>	7,000,000	4,200,000	2,800,000	1,470,000	1,330,000	1,600,000	-270,000	0	<b>-270,000</b>
<b>Y3</b>	9,500,000	5,225,000	4,275,000	2,185,000	2,090,000	1,600,000	490,000	147,000	<b>343,000</b>
<b>Y4</b>	12,500,000	6,875,000	5,625,000	2,750,000	2,875,000	1,600,000	1,275,000	382,500	<b>892,500</b>
<b>Y5</b>	15,000,000	7,500,000	7,500,000	2,700,000	4,800,000	1,600,000	3,200,000	960,000	<b>2,240,000</b>

## 9.0 Social and Environmental Impact



- Job Creation: 300 stable, direct employment opportunities for the Tanga community.
- Agricultural Development: Increased and stable income for local coconut farmers.
- Skill Development: Technical training for employees in modern manufacturing processes.
- Environmental Sustainability:
- Zero-Waste Model: Maximizes resource utilization.
- Reduced Agricultural Burnings: Using shells and husks prevents their disposal by burning, reducing air pollution.
- Eco-friendly Products: All three product lines offer sustainable alternatives to conventional products (e.g., plastic bottled water, synthetic mattresses).

## 10. Request and Conclusion

Tanga Coconut Ventures respectfully requests Tiseza's approval for the allocation of Land Plots 8, 9, and 10 in Tanga to establish this integrated manufacturing hub. We are confident that this project aligns perfectly with regional development goals and will serve as a catalyst for sustainable economic growth. We are prepared to move forward swiftly and look forward to a successful partnership.

We welcome the opportunity to present this plan in person and discuss the next steps.



