

NDEGE TAUSI AFRICA LIMITED BUSINESS PLAN

INVESTMENT IN COMMERCIAL BUILDINGS ESTABLISHMENT OF SPORTS CLUB AND FACILITIES

1. Primary Aim

NDEGE TAUSI AFRICA LIMITED is the private limited company focusing mainly on investment in commercial buildings, establishment of sports club and facilities. We are striving to provide unique service that will meet the local and international standards.

2. Investment Goals and Objectives:

In Summary NDEGE TAUSI AFRICA LIMITED aims to: -

- (a) Acquisition of properties that will generate income by hosting sports-related activities, business and services.
- (b) To establish sports facilities on the acquired buildings which shall results into talent development
- (c) To establish a women football team
- (d) To increase the property value over time due to improvement and expansions, growth in surrounding real estate markets.
- (e) Portfolio diversification; to add nontraditional asset class to a real estate portfolio.
- (f) To Value-Add opportunities by renovating the outdated facilities and adding services and optimizing operations to boost revenue.

- (g) To build a sustainable business model through sponsorships, ticket sales, media rights and merchandising focused on various types of sports.

- (h) To promote equity in sports by providing equal opportunities, resources, and visibility for women in football while gaining public goodwill and stakeholder support.

- (i) To increase the number of talented and marketable sportsmen to meet the high demand the football market inside and outside the United Republic of Tanzania.

- (j) To increase the market value of football clubs as the sport professionalizes and scales.

3. Strategic Objectives

Our strategy at NDEGE TAUSI AFRICA LIMITED as a business is to always ensure

that our potential clients and end consumers receive the best footballing services that meets or exceed their expectations. To achieve this, we have several metrics that we use to measure our success, below are some of the metrics;

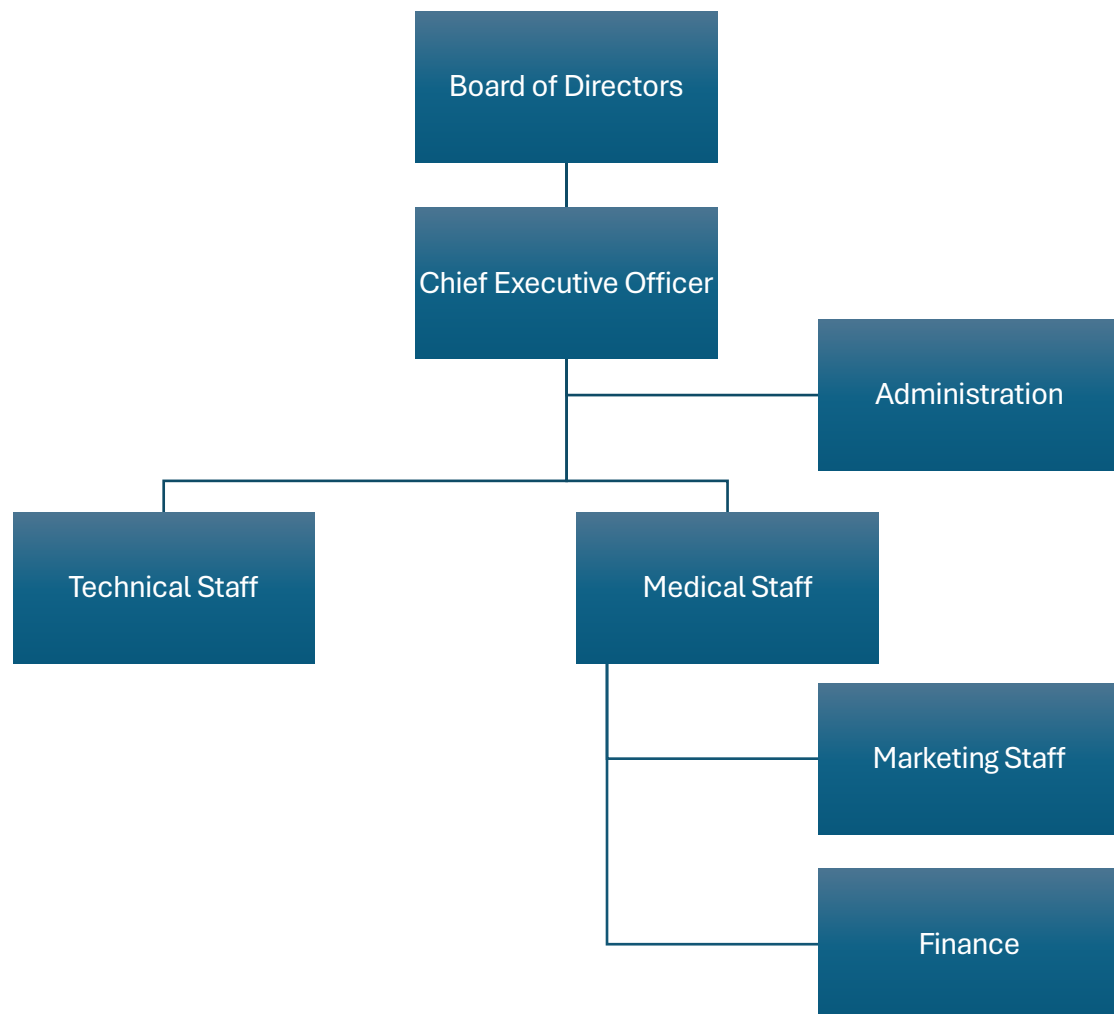
- a. ***Client satisfaction:*** A happy client is the most important aspect of our business, as they will dictate the survival of our business. Apart from the primary objective of knowing how well we are serving our clients, this metric and its trending over time helps in identifying the functions or products that need the most attention, hence helping us improve and becoming better.
- b. ***Employee Satisfaction:*** An unhappy workforce will ultimately cause a number of issues in trying to meet the business goals. The measure of the mood of our workers will help provide guidance on how best to improve performance by focusing on areas that matter most to our staff.
- c. ***Service:*** As a company we want to measure our success based on our strategic goal and determine
- d. ***Prices:*** Based on our analysis of our potential clients, we set our prices in a way that we can manage our brand and provide the profit margins we need.
- e. ***Cash flow:*** As a life blood of any business, ensuring that we have a good cash flow statement is very important, to ensure that we have enough cash to run the business – pay wages, pay supplies etc. As part of the business knowing what clients to extend credit lines and for how long will be very essential.
- f. ***Gross margins:*** This is like the mother of all business metrics and the best indicator of a business's health at least in our view. The higher the gross margin, the more the indication that we are on the right track in every operational aspect. We do not have to wait for the quarterly or annual financial results to determine profitability, productivity and customer satisfaction. Managing and monitoring gross margin on a regular basis goes a long way in reducing unpleasant surprises in the long run and also in deciding critical strategic initiatives for pricing, investments and sales efforts.
- g. ***Customer loyalty:*** Personal relationships between individual service providers and clients are critical to our success. We aim to add loyalty programs, referral bonuses, product freebies, and other promotions aimed at existing clients to create repeat business.
- h. ***Advertising and promotion:*** we intend to use demographics of our desired customer, such as age, geographic area or marital and parental status, to choose the right radio, TV, newspaper, magazine and website advertising vehicles. Create a website that lists your services and testimonials from clients. Don't talk only about your business -- provide personal beauty tips to make you a trusted partner and increase visits to your online pages. Maintain a current mailing list and use direct mail and email blasts to announce specials.

Apart from the list of key metrics described above, other metrics that we use are as follows:

- Referrals from current clients
- Payment failures
- Growth
- Progress
- Client preference changes
- Repeat clients

4. Organization Strategy

Organizational Chart



The Different roles and departments will help the business grow and manage it to run smoothly, efficiency and ultimately meet our overall objectives. Some of the different roles are as follows:

- Enable the clear identification of the required human resources, and specialties
- Ease management of responsibilities and activities
- Reduce room for errors by assigning tasks to qualified staff
- Easy to set strategic goals for functions or areas in the company

5. Management Strategy

By having the right attitude and clear communication between the management and staff, and having regular performance appraisals, monitoring and reviews, standards and performance indicators, and have set evaluation methods, we believe we will be able to capture problems and opportunities as they arise and ultimately deal with them or adjust our strategies appropriately to take advantage of the opportunities.

Risks affecting our business, the level of impact, and steps that we will take to reduce them.

Risks	Description	Level	How to reduce Risks
Strategic	<ul style="list-style-type: none"> • Change in Consumer preferences 	Low	<ul style="list-style-type: none"> • Have close relationship with clients and have appropriate feedback tools to stay informed
Compliance	<ul style="list-style-type: none"> • Change in legislation, rules and regulation • Additional checks and compliance issues to abide with to continue doing business. 	Medium	<ul style="list-style-type: none"> • Stay informed on regulations and certification requirements • Assign a person to specifically deal with compliance issues
Financial	<ul style="list-style-type: none"> • Cash flow issues • Loan management • For international business, 	High	<ul style="list-style-type: none"> • Get financial advice from a certified financial adviser /

	taking account of foreign exchange rates • Taxes		Accountant • Employ Accountant
Operational	• Transportation breakdown, failure of suppliers to deliver production ingredients	Medium	
Reputation	• Product failure • Copycats with lower standard product • Negative publicity	Medium	

6. People Strategy

Our business aims to ensure employees are happy and motivated to fulfill their responsibilities by implementing the following techniques:

- a. *Communication*: Open communication is most employees' #1 priority. We aim to find out what interests them and what doesn't. Speaking with an employee frequently shows that we care about them in more ways than simply wanting them to keep up with productivity.
- b. *Ensure Employees understand the company goals/vision*: Having employees harness self-direction in pursuit of common goals rather than forcing people to meet goals they don't understand or share.
- c. *Creating a positive working environment*: Since most of the workers will be spending most of their hours in a working environment, we will ensure to create a workplace that will encourage information and knowledge with team leaders and managers.
- d. *Recognition and Rewards*: We aim to have a built-in reward program for our employees, either by having an employee of the week, or month and giving them rewards in front of his/her colleagues to remind employees that they are appreciated and help them meet their long-term goals
- e. *Keeping employees informed*: We will strive to always keep our employees informed on what the company is doing and the direction it is taking.
- f. *Provide training*: create an ongoing training program that can help fill the gap between lack of skills and better productivity after training needs are assessed.

7. Marketing

Our targeted clients are both men and women and our long-term goal is to cater for different companies and government as our main clients. This will increase the distribution and sales of our services.

1. Customer retention strategies

- a. Never get complacent with first sale and strive to get the customer to return for more and more service. *'Serve and then serve again'*
- b. Frequent communication: To avoid losing clients by building relationships and keeping in touch by sending seasonal greeting cards, calendars, t-shirts, SMS, or informing them of special offers
- c. By providing impeccable customer service to have our clients pass on the experience to others.
- d. Ensure Product and service integrity: To ensure we produce products that meet/ exceed our customer's expectations in terms of taste, package innovation and creativity, quality, reliability and serviceability.
- e. Create a system to capture customer feedback
- f. Provide Questionnaires and Surveys

2. Customer Attraction strategies

- a. By Identifying our ideal customer
- b. Using repeating clients as ambassador to testify on the quality and effectiveness of our products.
- c. Advertise
- d. Approach and provide free samples of our products in trade fairs, or festivals.

Our competitors

With the Tanzanian government goal to support and transform the country to a more investment-based economy, more and more people are venturing into entrepreneurship, with the majority of them focusing on real estate related businesses.

Our Services

We have different services which are essential to our field, and we import our business and investment skills from Europe.

Sales strategies

To ensure that we can increase sales to our current and future clients we have come up with several strategies that we think if applied, can make a great impact in increasing sales.

8. Finance and Resource Management

Our expected monthly cash flow for the first year is between 12000 USD to 13,000 USD per month, with a breakeven point of 20,000 USD per month. For the next three years we project that our Income will start to increase, especially in the second and third year as we gradually reduce the distribution and equipment costs. The first year and first quarter of the second year we plan to reinvest most of our profits into expanding

our business (at least acquiring ten units sports related properties and facilities) and searching for markets.

What are our funding sources?

Since NDEGE TAUSI AFRICA LIMITED is a business, it is basically run by savings of the founding shareholders.

9. TOTAL INVESTMENT COST

The project developer estimates that the project will be as follows: -

NDEGE TAUSI AFRICA LIMITED COST STRUCTURE

PARTICULARS	USD
EQUIPMENT AND APPAREL	30,516
PRE-EXPENSES	88,640
LAND/BUILDING	12000
FACILITIES AND INFRASTRUCTURE	14000
MARKETING AND MEDIA	13,483
OTHERS	123,000
WORKING CAPITAL	300,000
TOTAL	581,639

10. FINANCIAL ASPECTS FOR THE PROJECT

10.1 PROJECTED PROFIT AND LOSS STATEMENT

The Income and expenditure statement shows the projected income for the 5 years period. The position depicted is that the project earns profit throughout its life. Accumulated after tax profits shall grow from TSHS 83,000,000/= in the first year to TZS 100,000,000 TZS in the fifth year.

	1.	2.	3	4	5
Revenue	99,190.0 0	109,109.0 0	120,109.0 0	168,027.8 6	235,239.0 0
Operating Expenses	51,578.8 0	56,736.68	62,410.35	58,809.75	82,333.65
Profit before depreciation interest	47,611.2 0	52,372.32	57,609.55	109,218.1 1	152,905.3 5

Depreciation	70,550.00	70,550.00	70,550.00	70,550.00	70,550.00
Net profit	22,938.80	18,177.68	12,940.45	38,668.11	82,355.35
Tax (30%)				11,600.43	24,706.61
Profit after Tax	22,938.80	18,177.68	12,940.45	27,067.68	57,648.75
Accumulated profit	25,914.00	44,091.68	57,032.13	29,964.45	57,684.30

10.2 PROJECTED CASH FLOW

This is shown in the financial statements. The project has a positive end of year cash flow from year, 1st year ie USD 77,000 of operation to the 5th year ie USD 100,000/=

BUSINESS PROJECTED CASH FLOW TSHS (PROJECT PAYBACK PERIOD)

		1	2	3	4	5
SOURCES						
Profit before interest and depreciation	-	47,611	78,372	57,609	109,218	152,905
Equity	824,000	-	-	-	-	-
Total sources	891,000	23,611	56,372	89,609	109,218	152,905
Applications:						
Capital expenditure	638,000	-	-	-	-	-
Working capital & others	35,000	35,000	35,000	35,000	35,000	35,000
Cash	-	12,611	17,372	22,609	62,618	93,199
Tax	-	-	-	-	11,600.43	24,706.61

Sub total	673,000	47,611	52,372	57,609	109,218	152,905
Total applications	673,000	47,611	52,372	57,609	109,218	152,905
Accumulated cash		12,611	29,983	52,592	115,210	208,409
Necessary working capital	41,000	41,000	41,000	41,000	41,000	41,000

11. PROJECT IMPLEMENTATION SCHEDULE

It is expected that the project will take 5 months to implement as shown below:

	ACTIVITY	PERIOD
1.	Processing the business license	July 2025
2.	Fund Mobilization	August - September 2025
3.	Arrival of Equipment, apparel and machines.	October - 2025
4.	Trial operations	November 2025
5.	Commercial operations	December 2025

12. ECONOMIC ASPECTS OF THE PROJECTS

Besides the financial/monetary returns to the owners, there are other benefits to be derived for the whole country

(i) Employment Opportunities

Employment and poverty reduction are among the major concern of the central and local government authorities. It is gratifying to note that NDEGE TAUSI AFRICA LIMITED is going to provide employment to people. This is a significant contribution coming from investors.

Job creation

The jobs shall be created basing on the skills, and the labor market analysis while the local citizens are expected to be given a priority The following table illustrates the forecasted job creation throughout the coming five years.

Job Title /Year	2025	2026	2027	2028	2029	Total
Technical and	6	0	0	0	0	6

Coaching staff						
Medical and player support	6	0	0	0	0	6
Marketing Manager	2	0	0	0	0	2
Club director and CEO	1	0	0	0	0	1
Finance Officer	2	0	0	8	5	15
Content strategists	5	0	1	1	1	8
Grand Total	22	0	1	9	6	38

(ii) Revenue to the Government

The project is expected to pay a substantial annual amount in the form of corporate tax and other taxes and levies.

13. CONCLUSION AND RECOMMENDATION

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all the support required by all the concerned Government ministries and agencies, including, Tanzania Revenue Authority etc. The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.