

**DIGITAL  
SERVICES  
& PRODUCTS**

**DIGITAL**

**PRINTING FACTORY**

## EXECUTIVE SUMMARY

**Digitall Limited** Printing is a private business company located at Ilala, Minazi Mirefu, Plot No. P30794 Dar es salaam, Tanzania. Our business is in the industry of products and services. Our service is a design and printing on various types of Books and other material paper. Our main target customer is Schools, Companies, Government Institutions and Private Organizations. Furthermore, by bringing the high quality of the product, negotiation of the price and design and comfortable product and material that suit our environment and climate, our product and services will become preferable among our target market.

Moreover, our Company plans to build a strong market position in United republic of Tanzania and aims to offer the good qualities at a competitive price to meet the demand of the customer. Our products are designed to customize in fulfill the demand and preferences of our customers. Our company saw the opportunity that this business has the potential of success in this area and can be leading in market share of this industry. Finally, we expect that Digitall Limited Printing will blossom into a well-known national brand and will be able to provide additional services on occasion. We also expect that the demand for our products and printing services will rise year after year as the human population grows, allowing us to meet our business objectives with our business financial position statement.

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P.O. Box 22654  
Dar-es-Salaam

**BUSINESS BACKGROUND AND INFORMATION.**

<b>Name of Business</b>	DIGITALL LIMITED
<b>Business Address</b>	Digitall Limited, P.O. Box 22654 Dar es salaam, Tanzania.
<b>Correspondence Address</b>	Digitall Limited, P.O. Box 22654 Minazi Mirefu Dar es salaam, Tanzania.
<b>Business Activity</b>	Printing, Main activity Service activity related to printing.
<b>Plot No.</b>	P.30794
<b>E-mail address</b>	info@digitallservices.net
<b>Telephone number</b>	+255-683 653991
<b>Fax number</b>	07-385745
<b>Date of information</b>	02 October 2025
<b>Date of registration</b>	12 December 2007
<b>Incorporation Number</b>	63431
<b>Type of ownership</b>	Local
<b>TIN Number</b>	106-336-806

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The shareholders of the Company with their respective shareholdings is as follows:

<i>Name of the shareholders</i>	<i>No of shares Shareholding held</i>	<i>Shareholding Nationality</i>	
<i>Taher Huzaifa Essajee</i>	<i>3,530</i>	<i>94%</i>	<i>Tanzanian</i>
<i>Mustafa Khanbhai</i>	<i>90</i>	<i>2%</i>	<i>Indian</i>
<i>Hussein Ghor</i>	<i>90</i>	<i>2%</i>	<i>Indian</i>
<i>Hussain Abbas</i>	<i>50</i>	<i>1%</i>	<i>Indian</i>

## **PURPOSE OF BUSINESS PLAN**

### **a) To persuade interested parties of the project's investment opportunities**

As we were just starting out, we decided to find a good partner willing to invest in one of our future projects in order to strengthen our position in the business market. We believe that having an ideal partner will help the business achieve many goals and objectives because we are already planning several future projects that will help our business grow. This business plan will also show how our business operates and how well it performs on an annual basis, which will persuade a number of parties that our company will be a huge success in this field of business competitiveness.

### **b) To plan the business's future**

A business strategy is essential when setting up a new venture. It is the most essential aspect that an entrepreneur should consider before beginning a business. A well-planned business plan will ensure that a person's business is successful. A business plan serves several functions. To begin, Digital Limited Printing need a business plan to chart the company's development. This is because by creating a business plan, Digital Limited Printing is able to create a future strategy for how the business will work, where it should be located, and what type of product and services should be provided in the organization. This would assure the efficiency of the company's operations, as Digital Limited Printing will be able to stay on track with a good future strategy.

### **c) Manage the cash flow**

A business plan will also assist to manage company cash flow. An entrepreneur can avoid the most terrifying part of doing business by managing cash flow well. The majority of bankruptcies occur as a result of poor cashflow management. This poor management causes the accounts to become unbalanced, leading a company's debts to exceed its sales, forcing it to close its operation

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## **INTRODUCTION TO ORGANIZATION**

### **VISION**

- To be the industry leader in Printing Services for customers.
- To develop a sustainable start-up business and maintain the company's sales.

### **MISSION**

- Provide higher-quality product and printing services to customers in order to satisfy their requirements.
- Provide the highest quality product and design services while maintaining relationships with suppliers, customers, and manufacturing.
- To attract more customer and maintain customer relationships that use our services.
- To create a healthy and friendly working environment.

### **OBJECTIVES**

- Make sure that customers are satisfied with the product and printing service provided.
- To give our customers with the highest level of satisfaction in terms of product and service.
- To ensure that our service and product dominate the market share in the product and printing services industries.

### **MOTTO**

- "RELIABLE. TRUSTED. PASSIONATE"

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**BUSSINESS LOGO AND DESCRIPTION**



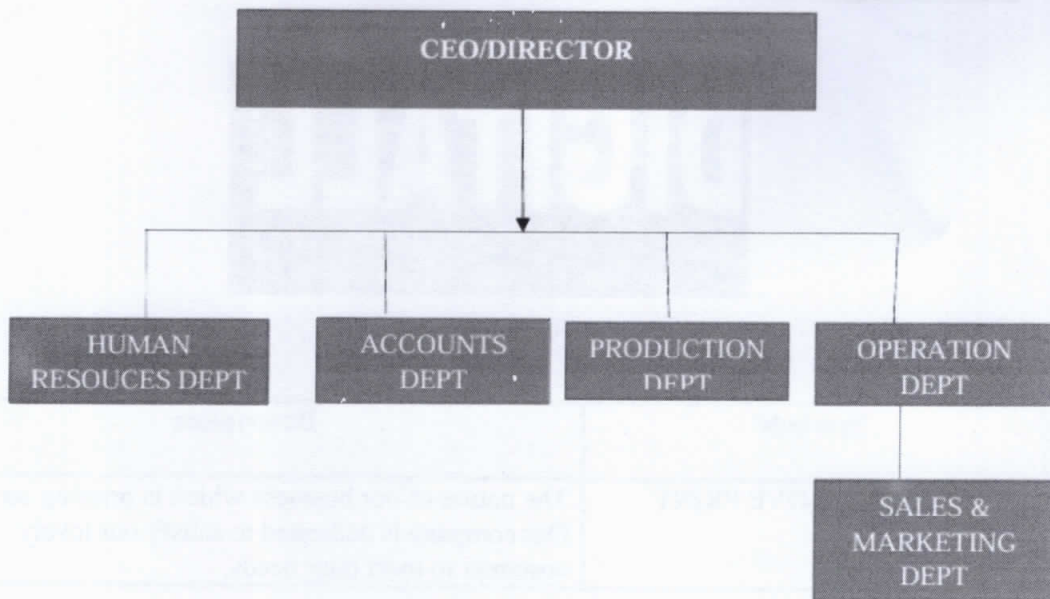
Company's Logo

Symbols	Description
DIGITALL LOVE PRINT	The nature of our business which is printing services. Our company is dedicated to satisfy our lovely costumer to meet their needs.

\* Choose purple, pink and white color for logo because it makes the logo look premium and elegant.

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# ORGANIZATIONAL CHART



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## MARKETING PLAN

### INTRODUCTION OF MARKETING

Digital Limited is a full-service agency that print the products such as Books, Cards, Fliers, Brochures, Calendars. In order to ensure our business can be the market leader in the industry and survive, Digital Limited put a very high effort and great strategy in providing the product and services to the consumers by sorting and seeking a low-cost producer with the high quality of the product and services.

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## **SERVICE DESCRIPTION**

Digitall Limited we are providing several services to the customer which include design consultation, graphic designing, and delivery service to their place. For the consultation service, we are giving free consultation service regarding ideas for every product made, but they must proceed an ordering with us, otherwise it will be charged. For the design consultation, the customer can walk in into our outlet and directly edit their design. Furthermore, we have provided the readymade design to easier the customer make decision and getting an idea to printed in their product. The customers will receive the special service which is delivery service if they make an order more than 150 unit of product and stay in around Tanzania boundaries. However, they need to pay total amount before getting free delivery service.

## **TARGET MARKET**

Target market is the specific group of customers that company aims to capture. Then, it has been identified as people with needs or wants that can be met with the products or services from this company. To ensure that our marketing effort full fill customers' need, wants and demand as well as bring profit, Digitall Limited have identify and focus on selected group of customers. Overall, our main target market is the Organizations around Tanzania.

## **MARKET SIZE AND SALES FORECAST**

Market size refers to the total purchase of the target market. Estimating Market Size is an essential first step to calculate the Market Share of a business, and the company competitors. Then, the estimation can be used to estimate in forecasting sales throughout the year. The market size estimation is done in the form of units of sales. After conducting a survey, we studied and observed the total number of people is based on our market segment.

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## COMPETITORS

Other businesses that provide the similar products, substitute or alternative products or services to the same target market is the definition of competitors. We had analyzed the strengths and weaknesses of our competitors in term of Price, Service, various business, Customer awareness and quality of the product this analyzed had been made in order to compete together with them.

Nowadays, people have changed their trend of finding their printing solution from walk- in to physical shop to negotiation through media social and internet. With the existing of our business, it able to satisfy our customer because of the composition value offered by us.

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## **Marketing Strategy**

Marketing strategy, which is very important in order to attract customers, consist of performance of the business activities that direct the flow of product to the customers. The objective of a marketing strategy is to allow the company to carry out its mission effectively and also efficiently. Digitall Limited business operates more on satisfying the needs of the Customers. In this business, we are dealing with thousands of different opinions and expectations from all kinds of individual. We need to satisfy vary groups of people on beyond their needs and expectation.

In order to pursuit and compete with other competitors, we came out with a strong marketing tool plus cost effective tools on marketing such as social media and physical tools such as banner and flyers. In addition, we also made this proper and effective plan in order to gain confidence from both suppliers and the customer towards our quality of the product and services. However, in the business we need more alliances to support and back up our businesses. The marketing strategy consists of four key variables, also known as the 4Ps of marketing. These four variables are product, price, place and promotion.

### **b) Product Strategy**

For the product strategy, we are offering the product with the high quality which are the good material has been used and neat stitching. Furthermore, our product has many different brands for a single type of product.

### **c) Price Strategy**

We are using price strategy as a main strategy in order gain market share and capture attention from our customer. For example, we offer coupon discount and lucky draw to the regular customer monthly to encourage them to repeat order and become a loyal to us. We also offer low price of our product as low as starting price including printed design per pieces.

### **d) Promotion Strategy**

We will use all type of online application and social media such as Facebook, Instagram and What apps to promote our outlet. This will be advantages to us because all this social media will not contribute to the marketing cost.

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## FINANCIAL PLANNING

Financial planning plays a very crucial role for the whole business plan. Without it, entrepreneurs would not be able to forecast and plan their business thoroughly. Financial plan facilitates the company to visualize the short and long-term financial requirements in running a new business. It also shows how the requirements are going to be financed (using internal and external resources). Financial plan also includes projection of the financial statement such as cash flow, profit and loss, balance sheet and some financial analysis in order to determine the viability of the proposed business.

The information of financial plan is a gathered input from the administrative budget, marketing, and operation budget where in the financial, working paper, schedule and financial plan must have the statements below:

- Project implementation cost
- Sources of financing
- Pro-forma income statement
- Pro-forma balance sheet

### Importance of Financial Plan

- To determine the amount of money to be invested of project cost.
- To identify and propose the relevant sources of fund.
- To ensure that the initial capital is sufficient.
- To appraise the viability before actual investment is committed.
- As a guideline for implementation

NOTES TO FINANCIAL STATEMENTS

<b>DIGITALL LIMITED</b>			
	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>1.Revenue</b>			
<b>Sales</b>	1,269,378,295	851,032,681	1,651,481,963
<b>Special Relief Sales</b>	560,380,220	609,309,723	-
<b>Total Revenue</b>	<b>1,829,758,515</b>	<b>1,460,342,404</b>	<b>1,651,481,963</b>
<b>2. Cost of sales</b>			
<b>Opening stock</b>	27,830,000	85,893,965	55,434,048
Add: Purchases	1,144,297,973	403,794,041	1,053,277,397
Add: Import Purchases	7,383,693	362,537,489	4,380,120
Add: Direct Cost	114,585,130	64,889,771	59,137,151
Less: Closing stock	(85,893,965)	(55,434,048)	(27,751,719)
	<b>1,208,202,831</b>	<b>861,681,281</b>	<b>1,144,477,000</b>
<b>3. Operating Expenses</b>			
Accountancy Fee	2,400,000	2,400,000	2,400,000
Bank Charges	4,845,900	2,476,539	1,434,980
City Service Levy	5,489,276	4,381,027	4,954,446
Depreciation	60,712,088	52,107,253	32,757,785
Employment Cost	351,461,888	340,144,214	270,194,404
Exchange gain/loss	2,086,799	17,549,827	856,180
Fines and Penalties	-	456,710	1,230,827
Office Expense	6,296,193	13,064,702	10,347,863
Internet, Telephone and Postage	7,450,000	4,079,937	5,919,789
Labor charges	-	4,666,000	4,425,000
Licenses ad Inspection fee	29,481,873	24,271,363	13,458,229
Motorbike & Vehicles Running Expenses	9,912,269	9,628,136	13,055,203
Printing and Stationery	5,937,111	10,708,922	11,891,333
Refuse collection charges	750,000	750,000	830,000
Rent	46,525,800	49,116,100	51,516,000
Security Charges	10,805,082	14,237,282	15,372,881
Staff welfare	-	1,782,712	1,482,525
Transport & Travelling	17,469,161	17,893,292	19,514,216
<b>Total Operating Expenses</b>	<b>210,161,552</b>	<b>569,660,016</b>	<b>461,641,661</b>
<b>3a) Employment expense</b>	<b>271,854,197</b>	<b>258,461,424</b>	<b>197,856,072</b>
Salary and wages	31,200,000	31,200,000	31,200,000
Director fees	7,652,827	12,463,805	12,346,480
National Health Insurance Fund	27,158,777	25,846,142	19,785,607
Nssf contribution	12,111,510	10,880,533	8,016,963
Skill and development levy	1,484,577	1,292,310	989,282
Workers compensation fund	-	-	-
<b>Total employment expenses</b>	<b>351,461,888</b>	<b>270,194,404</b>	<b>340,144,214</b>

## STATEMENT OF FINANCIAL POSITION

DIGITALL LIMITED FINANCIAL POSITION			
	Year 1	Year 2	Year 3
<b>ASSETS</b>			
Non-current assets			
Property, plant and equipment	288,875,273	239,287,636	208,797,504
Renovations	25,196,152	22,676,537	20,408,884
	<b>314,071,425</b>	<b>261,964,173</b>	<b>229,206,388</b>
<b>Current Assets</b>			
Inventory	85,893,965	55,434,048	27,751,729
Differed Taxation	7,183,242	10,096,279	8,859,118
Taxation	17,252,513	19,139,782	21,887,510
Trade and receivable and equivalents	450,591,639	319,516,044	648,942,626
Cash	155,530,960	117,291,565	95,906,359
	<b>716,452,319</b>	<b>521,447,718</b>	<b>803,347,342</b>
<b>Total Assets</b>	<b>1,030,523,744</b>	<b>783,441,891</b>	<b>1,032,553,729</b>
<b>EQUITY &amp; LIABILITY</b>			
Equity	32,000,000	32,000,000	376,000,000
Share Capital	247,638,574	267,990,059	325,947,626
Retained Earning	<b>279,638,574</b>	<b>299,990,059</b>	<b>701,947,626</b>
<b>Current Liabilities</b>			
Trade and other payables	750,885,170	483,451,832	330,606,103
	750,885,170	483,451,832	330,606,103
<b>Total Equity and Liabilities</b>	<b>1,030,523,744</b>	<b>783,441,891</b>	<b>1,032,553,729</b>

## CONCLUSION

EZ PRINTING

To summaries, Digitall Limited is a business dedicated to providing the finest and highest- quality printing product available on the worldwide market. We make a determined effort to provide services of the highest quality that are tailored to our customers' interests, tastes, and needs. All our Company's departments, including Administration, Marketing, Operations, Production and Finance, have contributed to the development of a comprehensive, systematic business plan that will assist us in achieving our long-term objectives. We are sure that with this complete business plan, Digitall Limited will be the most lucrative and well-known company in the world of business, particularly among fashion industry rivals. We are certain that our business endeavor will produce and maintain a consistent rate of return-on-investment year after year. In the future, employee productivity will increase because of structured management and management's care for our employees.

We conduct inspections to gather information about this company to build a solid system and accomplish our own objectives in order to compete with other companies in this industry. With effective administration and the best services, our company will generate greater profit in sales. Additionally, efficient financial management will assist our company in effectively operating the business and generating the greatest likelihood. Using the financial information statement, we can assess the potential of participation in the company's operations. We may presume that our business has the potential to produce more income in the long run. Even though we are new to this sector, we believe that our firm will remain unified and that our company will grow to be the largest and strongest enterprise. However, our firm will begin to focus on its business methods, especially marketing, in order to ensure that it is well-known among its customers.

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