



BUSINESS PLAN FOR PRODUCTION OF
SHAVING IMPLEMENT AND OTHER RELATED
PRODUCTS



BLUE MASTER LIMITED

BLUE MASTER LIMITED BUSINESS PLAN

1.0 Executive Summary

BLUE MASTER LIMITED a company incorporated in Tanzania with Certificate No. 180875514 dated 3rd January, 2025, the company is planning to establish a project for shaving implements and other related products assembling such as gas/electric cookers, TV, Fan, fridge etc.

BLUE MASTER LIMITED has identified three key factors that will be instrumental to its sustainability:

- i. Ensure 100% customer satisfaction: Repeat customers and customer referrals are valuable.
- ii. Design and sell meaningful shaving implements and valuable electronic item such as gas/electric cookers, TV, Fan, fridge and other related item.
- iii. Design and implement strict financial controls. This is very important because although BLUE MASTER LIMITED is a small business, they must be a standalone entity financially and yet they have financial and accounting responsibilities to the shareholders.

1.2 Objectives

- i. To develop a profitable product for BLUE MASTER LIMITED shareholders.
- ii. To become profitable within one year.

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- iii. To use this business as a successful model for future ventures.

1.3 Mission

To develop a medium size electronic items assembling company for consumers that offer safety and value. BLUE MASTER LIMITED will leverage the strength of the identified company in China to help build brand recognition. All customer's expectations will be exceeded with their innovative, useful products and complete customer satisfaction is guaranteed.

1.4 Keys to Success

- i. Offer every customer 100% satisfaction.
- ii. Design and sell meaningful, valuable products.
- iii. Design and employ strict financial controls.

1.5 Products

BLUE MASTER LIMITED will offer shaving implements, gas/electric cookers, TV, Fan, fridge and other related item. These products will be assembled by sold under the BLUE MASTER LIMITED brand name.

1.6 Objective of The Study

The purpose of this study is to work out the technical and commercial viability of the project

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1.7 Monitoring and Evaluation

The Management has full commitment to ensuring goods produced maintain the safety and standards required in the market. The quality control unit will establish a system of routine checking and getting feedback from customers, management philosophy is through business process, managers will strive to ensure compliance to standards and safety of products and customers they serve.

1.8 Environment Protection

The company intends to make environment friendly; the company will save the country's environment in particular and global environment in general.

1.9 Economic Benefits

The promoter's mission is to contribute maximum benefits to the society and economy at large. They and will continue creating good livelihood for their employees and their families and have a strong tax generation capability.

2.0 Management

The company will be under directors of BLUE MASTER LIMITED **who** have experience working for the large electronic item's companies in China, this top management will be assisted by

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project manager and other supporting employees estimated to be 15.

3.0 Company Summary

BLUE MASTER LIMITED is a new incorporated in Tanzania owned by two Chinese and one local investor that assemble electronic item such as gas/electric cookers, TV, Fan, fridge and other related item. It will be operated as a standalone business leveraging the existing resources and goodwill of international brand from China.

BLUE MASTER LIMITED will be located at **Plot No.582, Block S, Tabata, Ilala District, Dar es Salaam Region, Tanzania**, the location will be used as office and assembling. BLUE MASTER LIMITED will operate their own customer service call department.

The board of directors has chosen to create BLUE MASTER LIMITED as a means of increasing the rate of return to shareholders.

3.1 Company Ownership

BLUE MASTER LIMITED is a wholly owned by three shareholders.

Share Holders	% of Share	Nationality
Stephen Lameck Mgeni	53	Tanzania
Huang Jianqiang	35.30	China
Ismael Lameck Mgeni	17.7	Tanzania

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3.2 Start-up Investment Summary

BLUE MASTER LIMITED will leverage the existing shareholders resources

The project is estimated at US Dollars **\$1,000,000** to cover for the acquisition modern machineries, equipment and motor vehicles.

Breakdown of the total investment is as proved here below.

BLUE MASTER LIMITED COSTSTRUCTURE US\$

PARTICULAR	
Land and Buildings	100,000.00
Machinery & Equipment	400,000.00
Motor Vehicles	180,000.00
Furniture & Fixtures	5,000.00
Pre exp	10,000.00
Others	5,000.00
Working Capital	300,000.00
TOTAL	1,000,000.00

3.3 Investment Pattern

It is estimated that a total of US\$ **1,000,000** will be required over a period of five years of the project to acquire the various assets.

Source	Value (\$)
Equity	500,000
Loan	500,000
Total	1,000,000

3.4 Project Implementation

The project implementation is estimated to be carried out in a period of 18 months from December 2024

4.0 Introduction

A safety razor is a shaving tool that has a protection device between the blade's edge and the skin. The original goal of these safety measures was to lower the level of skill required for injury free shaving, decreasing the necessity for professional barbers. A comb modelled on several types of protective guards that had been added to open-blade straight razors throughout the preceding decades originally safeguarded the edge of safety razors

Safety razors come in two varieties: single-edged and double-edged. The skin is less irritated while using a safety razor. Because it only has one blade, there aren't many opportunities to cut skin—unless you're particularly clumsy, of course. A safety razor also gives you greater dexterity than a disposable cartridge razor. The safety razor's design allows for minor angle modifications, which improves the quality of the shave.

A razor is a bladed implement that is primarily used to remove body hair through shaving. Straight razors, safety razors, disposable razors, and electric razors are all types of razors. The safety razor and the electric razor are the most prevalent types of razors in use today, however other types are also in use. A razor blade can be

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made of a variety of materials, including platinum, stainless steel, and chrome.

Shaving is a part of many people's lives to some extent or another. Safety razors & Disposable Safety Razor are virtually always better than cartridge-based shavers, whether on the face, head, legs, armpits, or elsewhere. Some Benefits of Safety Razors and Disposable Safety Razors:

A Closer Shave: Safety razors eliminate a lot of the uncertainty involved in shaving. Because the blade's edge is the only point of touch with your flesh, it's simple to obtain a sense of what will be sliced.

Cost Effective: While purchasing a double-edged razor may appear to be costly at first, it is really cost effective in the long run when considering that the only thing you will need to purchase are the blades, which are actually less expensive than cartridge blades.

Less Skin Irritation: One of the most obvious ways in which safety razors outperform other razors is in the area of razor burn, or the irritation caused by shaving.

More Exact Lines: Safety razors make shaving more precise. Cartridge-based blades feature two to seven blades and their razors are wrapped in plastic buffers

4.1 Market Outlook

In the years 2020-2026, the global double edge razor blade market is expected to rise at a significant rate. The market's growth can be due to people switching from traditional razors to double edge sensors since they are easier to use and reduce the danger of shave burn. The double edge razor's main commercial constraint is its higher initial expenditure

Furthermore, in the case of this type of razor blade, an individual must learn how to shave effectively. The expanding urge to look well groomed, increased per capita income, and expanding urbanization are all contributing to this increase. Men's grooming industry demand has expanded in recent years as a result of growing male customer awareness of their appearance.

Furthermore, because more than half of the population is under the age of 30, the industry has a large local market. Furthermore, the market is predicted to rise through 2025 due to an increase in the urban middle class population and enhanced distribution channels in tier II and tier III cities.

4.2 Competition

BLUE MASTER LIMITED will face any real competition for imported similar products

4.3 Strategy and Implementation Summary

BLUE MASTER LIMITED has developed a targeted strategy that allows them to leverage their competitive edge and quickly gain market penetration. Safe Current's competitive edge is its ability to use the directors experience in Tanzania and China market

The marketing strategy will concentrate on the ability to offer supreme, inexpensive products for households with lower income. This campaign will be communicated through various methods and will focus on the product offerings.

4.4 Competitive Edge

The company's competitive edge is their ability to leverage the huge advantage of board of director practical experience of Tanzania market for over 10 years. The board has spent a long-time developing brand equity and BLUE MASTER LIMITED will be able to tap into this equity immediately.

BLUE MASTER LIMITED will also be able to use existing extensive vendor connections and buying power.

4.5 Marketing Strategy

The company's marketing strategy will seek to communicate the idea that the products that they offer are in effect cheap and quality products against other similar products available in the market.

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BLUE MASTER LIMITED will use several forms of communication for this marketing campaign:

- i. **Inserts in Bills:** Colorful inserts in the bills of BLUE MASTER LIMITED.
- ii. **Website:** BLUE MASTER LIMITED will have a website which will be comprehensive in describing the different product offerings as well as allowing the customer to order directly from the site.
- iii. **Direct Mail:** Another advantage of the relationship BLUE MASTER LIMITED has the ability to use their customer database. This allows BLUE MASTER LIMITED to generate a targeted list of customers that they can send product information to.

4.6 Web Plan Summary

The company's website will be used as both a marketing and sales tool. It will take on marketing responsibilities as one of the communication methods used to raise awareness regarding Safe Current's product families. Extensive product information will be included on the site in an easy-to-use format.

The site will also be used as a sales tool, allowing customers to purchase the products. Allowing the website to offer sales support will provide consumers with a convenient way to purchase the products as well as provide BLUE MASTER LIMITED with a low-cost sales program that does not require a live sales support agent. The

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site will periodically be updated to encourage customers to make repeat visits.

4.7 Website Marketing Strategy

BLUE MASTER LIMITED will market their website in two primary ways:

- **Search engine submission:** As search engines become more and more powerful, a large number of Internet users use them to find relevant information on the Internet. BLUE MASTER LIMITED will submit their site to many popular engines ensuring that their site comes up high on the list of hits.
- **URL reference in all printer material:** The Web address, www.safecurrent.com, will be printed on all material that BLUE MASTER LIMITED uses encouraging consumers to check out the site.

5.0 FINANCIAL ANALYSIS AND PROJECTIONS

5.1 Considerations and Assumptions:

The corporate tax charged is 30% of the profits. Capital investment allowance is 50%. The capital assets are exempted from custom duty and Value Added Tax. The straight-line method to depreciate the project's capital items has been applied, it is assumed to be 5% annual depreciation.

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It is assumed that the major raw material will be procured from local market and other will be imported. Revenues have been conservatively estimated based on experience of the promoters and trends in the industry.

8 years financial projections have been worked out

5.2 Projected Profit and Loss Statement

The Income and Expenditure Statement shows the projected income for the 8 years period. The position depicted is that the project earns profit throughout its life. Accumulated after tax profits grow from. US \$ **225,820** in first year to US \$ **2,362,960** in the 8th year, refer appendix (I)

5.3 Projected Cash Flows

The project's cash flows depict a good liquid position right from the first year. Cash accumulation builds up from US \$ **287,220** in the first year to US \$ **2,093,059** at the end of 8 years of the project's operations, refer appendix (II)

5.4 Projected Balance Sheet

The company owners' equity increases from US \$ **500,000** at the end of first year to US \$ **2,301,859** at the end of 8th year which is significance increase as you can see, refer appendix (III)

5.5 Projected Risks

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No major risks have been identified for this kind of project so far. Unless a change in the country's political and economic stability and global changes affect Food business.

5.6 Implementation Schedule

Project implementation is expected to be relatively very short once project has been approved it is estimated that construction of serviced furnished apartment will be completed within two years:

Project Implementation

S/N	ACTIVITY	PERIOD
1	Processing TIC Certificate of Incentive	February 2025
2	Processing Exemptions	March-October 2025
3	Mobilizing Fund	October -May 2026
3	Renovation of building	December -August 2025
4	Ordering Machines and other equipment	September -December 2025
5	Testing business and in-house training	December –March 2026
6	Commercial operations	April 2026

6.0 Conclusion & Recommendation

6.1 Conclusion

- i. The project is profitable and contributes to government revenue by way of taxes.
- ii. The project provides employment to **15** people.

- iii. The project is an encouraging sign to prove that we have investors who have confidence with Tanzania and are ready to invest such large sums of investment.

6.2 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 the Tanzania Revenue Authority, TRA and the Tanzania Investment Centre – (TIC). The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.

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APPENDIX I

BLUE MASTER LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT " US \$

	1	2	3	4	5	6	7	8
Revenue	768,000	806,400	846,720	889,056	933,509	980,184	1,029,193	1,080,653
Operating Expenses:	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Profit before Depreciation & Interest	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Interest	40,000	32,000	24,000	16,000	8,000	0	0	0
Depreciation	21,400	21,400	21,400	21,400	21,400	21,400	21,400	21,400
Gross Profit	322,600	349,800	377,960	407,128	437,354	468,692	493,197	518,927
Tax (30%)	96,780	104,940	113,388	122,138	131,206	140,608	147,959	155,678
Profit After Tax	225,820	244,860	264,572	284,990	306,148	328,084	345,238	363,249
Accumulated Profit	225,820	470,680	735,252	1,020,242	1,326,390	1,654,474	1,999,712	2,362,960

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APPENDIX II

BLUE MASTER LIMITED PROJECTED CASH FLOW US\$

SOURCES:		1	2	3	4	5	6	7	8
Profit before interest and depreciation	-	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Equity	500,000								
Loan	500,000								
Total Sources	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Applications:									
Capital expenditure	690,000	-	-	-	-	-			
working Capital &Others	310,000								
Cash	-	287,220	298,260	309,972	322,390	335,548	349,484	(194,464)	384,649
Tax	-	96,780	104,940	113,388	122,138	131,206	140607.636	709060.356	155677.9687
Sub total	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Total applications	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Accumulated cash		287,220	585,480	895,452	1,217,842	1,553,390	1,902,874	1,708,411	2,093,059

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APPENDIX III

BLUE MASTER LIMITED PROJECTED BALANCE SHEET US

Fixed Assets	-	1	2	3	4	5	6	7	8
Opening balance	-	690,000	668,600	647,200	625,800	604,400	556,956	500,511	444,067
Total Long-term Assets	-	690,000	668,600	647,200	625,800	604,400	556,956	500,511	444,067
Less depreciation	-	21,400	21,400	21,400	21,400	21,400	21400	21400	21400
Closing balance	-	668,600	647,200	625,800	604,400	583,000	535,556	479,111	422,667
Working capital	310,000	310,000	310,000	310,000	310,000	310,000	310,000	310,000	310,000
Accumulated cash	-	287,220	585,480	895,452	1,217,842	1,553,390	1,902,874	1,708,411	2,093,059
Total assets	310,000	1,265,820	1,542,680	1,831,252	2,132,242	2,446,390	2,748,430	2,497,522	2,825,726
Financed by									
Equity	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Accumulated profit	-	225,820	470,680	735,252	1,020,242	1,326,390	1,654,474	1,438,611	1,801,859
Total equity	500,000	725,820	970,680	1,235,252	1,520,242	1,826,390	2,154,474	1,938,611	2,301,859
Long term loan	500,000	400,000	300,000	200,000	100,000	-	-	0	0
Total debts	500,000	400,000	300,000	200,000	100,000	-	-	-	-
Total equity and debts	1,000,000	1,125,820	1,270,680	1,435,252	1,620,242	1,826,390	2,154,474	1,938,611	2,301,859

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APPENDIX IV

BLUE MASTER LIMITED PROJECTED LONG-TERM LOAN REPAYMENT US\$

Year	principle	Loan Interest (8%)	Total Amount Paid	Loan Balance
1	100,000.00	40,000.00	140,000.00	500,000.00
2	100,000.00	32,000.00	132,000.00	400,000.00
3	100,000.00	24,000.00	124,000.00	300,000.00
4	100,000.00	16,000.00	116,000.00	200,000.00
5	100,000.00	8,000.00	108,000.00	100,000.00

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APPENDIX V

BLUE MASTER LIMITED COST STRUCTURE US\$

PARTICULAR	US\$
Land and Buildings	100,000.00
Machinery & Equipment	400,000.00
Motor Vehicles	180,000.00
Furniture & Fixtures	5,000.00
Pre exp	10,000.00
Others	5,000.00
Working Capital	300,000.00
TOTAL	1,000,000.00

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APPENDIX VI

BLUE MASTER LIMITED FIXED ASSETS SCHEDULE (US\$)

NAME OF ASSETS	1	2	3	4	5	6	7	8
Land And Buildings	100,000	98,000	96,000	94,000	92,000	90,000	88,000	86,000
Machinery, Tools & Equipment	400,000	396,000	392,000	388,000	384,000	380,000	376,000	372,000
Motor Vehicles	180,000	165,600	151,200	136,800	122,400	108,000	93,600	79,200
Furniture & Fixtures	10,000	9,000	8,000	7,000	6,000	5,000	4,000	3,000
Total	690,000	668,600	647,200	625,800	604,400	583,000	561,600	540,200
DEPRECIATION	1	2	3	4	5	6	7	8
Land and buildings	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Machinery tools & Equipment	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Motor Vehicles	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400
Furniture & Fixtures	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
ANNUAL DEPRECIATION	21,400	21,400	21,400	21,400	21,400	21,400	21,400	21,400