

AFRIVANTA INVESTMENT COMPANY BUSINESS PLAN

Afrivanta Investment Co Limited is a company established in Tanzania with a focus on produce packing materials, manufacturing materials, and general merchandise trading. The company also specializes in fumigation and fire fighting equipment installation and maintenance services. With a capital of Shillings 3,000,000,000/=, Afrivanta Investment Co Limited aims to become a leader in the agricultural, manufacturing, and trading industries in Tanzania.

2. Business Description:

Afrivanta Investment Co Limited is involved in the production of packing materials, manufacturing materials, and general merchandise trading. The company also offers fumigation and fire fighting equipment installation and maintenance services. Additionally, Afrivanta Investment Co Limited is engaged in poultry raising, fishery, piggery, and dairy farming.

3. Market Analysis:

The market for packing materials, manufacturing materials, and general merchandise trading in Tanzania is growing rapidly. There is a high demand for high-quality products in these industries, and Afrivanta Investment Co Limited aims to capitalize on this demand by offering top-notch products and services.

4. Marketing and Sales Strategy:

Afrivanta Investment Co Limited will focus on building strong relationships with suppliers and customers to ensure a steady supply of materials and a loyal customer base. The company will also use online and offline marketing strategies to promote its products and services.

5. Operations Plan:

Afrivanta Investment Co Limited will establish manufacturing facilities for producing packing materials and manufacturing materials. The company will also set up fumigation and fire fighting equipment installation and maintenance services operations. Additionally, the company will focus on efficient farming practices to ensure high-quality agricultural products.

6. Financial Plan:

Afrivanta Investment Co Limited's capital of Shillings 3,000,000,000/= will be used to set up manufacturing facilities, purchase equipment, and cover operational expenses. The company expects to generate revenue through the sale of products and services in the packing materials, manufacturing materials, and general merchandise trading sectors.

OUR VISION.

Our vision is to establish standard Packaging materials Company whose products will be not only be sold in Dar-es-salaam, but also throughout the United Republic of Tanzania, East Africa, Africa and in other parts of the world.

OUR MISSION.

Our mission is to establish a standard and world class Packaging Materials Company that is in our own capacity will favourably compete with leaders in the industry such as Omar Packaging Industries Ltd, Centaza Plastics, and Jambo Packaging and many others. We want to build the packaging Manufacturing business that will be listed amongst the top 5 Packaging company manufacturing brands in the United Republic of Tanzania and in Africa.

Roles and Responsibilities

Managing Director - CEO (Owner):

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction - i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals.
- Responsible for providing direction for the business.
- Creates, communicates, and implements the organization's vision, mission, and overall direction - i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization.

Production Manager

- Responsible for overseeing all the manufacturing processes and activities .
- Part of the team that determines the quantity and the quality of furniture that are to be manufactured.
- Map out strategy that will lead to efficiency amongst workers in the production.
- Responsible for training, evaluation and assessment of production workers

- Ensures that the steady flow of both raw materials to the machines and easy flow of finished products through wholesale distributors to the market.
- Ensures operation of machines by completing preventive maintenance requirements; calling for repairs.
- Ensures that the machines and all the work tools meets the expected safety and health standard at all times.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversee the smooth running of the daily office and factory activities.

Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams.
- Helps to ensure consistent quality of Furniture produced.
- Responsible for the purchase of raw materials and packaging materials (Wood, Cane, Metal, Leather and Fabrics E.t.c)
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors.
- Ensures that the organization operates within stipulated budget.

Sales and Marketing Manager

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones.
- Models demographic information and analyze the volumes of transactional data generated by customer purchases.
- Identifies, prioritizes, and reaches out to new partners, and business opportunities.
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients.
- Develops, executes and evaluates new plans for expanding increase sales
- Documents all customer contact and information.

- Represents the company in strategic meetings.
- Helps to increase sales and growth for the company.

Accountant / Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization.
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting.
- Responsible for developing and managing financial systems and policies.
- Responsible for administering payrolls.
- Ensuring compliance with taxation legislation.
- Handles all financial transactions for the organization.
- Serves as internal auditor for the organization.

Client Service Executive

- Ensures that all contacts with customer (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level.
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services.
- Manages administrative duties assigned by the store manager in an effective and timely manner.
- Consistently stays abreast of any new information on Little Egret Investment Company products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries.

Production Workers / Machine Operators:

- Cut and shape the items.
- Assemble the pieces.
- Add and decorate Features.
- Smooth the surface of the item.
- Finish the item with polish or vanish.
- Add protective coatings.
- Add handles and hinges.
- Upholster the furniture, if required.
- Check the products for faults, including weighing samples
- Set up and switch on the machines.
- Keep the machines supplied with materials or components.

- Keep an eye on gauges and instruments.
- Make checks on temperature, speed and pressure.
- Adjust the machine or call in maintenance staff if the machine stops working.

Distribution Truck Drivers

- Assists in loading and unloading raw materials and finished products.
- Maintains a logbook of their driving activities to ensure compliance with federal regulations governing the rest and work periods for operators.
- Keeps a record of vehicle inspections and make sure the truck is equipped with safety equipment.
- Assists the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect cash.
- Transport finished goods and raw materials over land to and from manufacturing plants or retail and distribution centers.
- Inspects vehicles for mechanical items and safety issues and perform preventative maintenance.
- Complies with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures.
- Collects and verify delivery instructions.
- Reports defects, accidents or violations.

Our Competitive Advantage

A close study of the manufacturing industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry.

We are aware of the stiffer competition and we are well prepared to compete favorably with other manufacturing companies in Dar es salaam and throughout the United Republic of Tanzania and Africa. Afrivanta Investment company is launching a standard manufacturing and packaging materials brand that will indeed become the preferred choice of residence of Dar es salaam and every city where our products will be retailed.

Part of what is going to count as competitive advantage for Afrivanta Investment Company is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to becoming a national phenomenon.

So also, the wide varieties of manufacturing products in terms of Design, durability, innovation and

Craftsmanship etc al that we produce, our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (*startups bottled water companies*) in the bottled water industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

Our Pricing Strategy

When it comes to pricing our products there are two sides to the coin. We are aware of the pricing trend in the package manufacturing industry .But our prices will depend on the materials used, build quality, mass production, design sophistication and labor costs, In view of that, our prices will conform to what is obtainable in the industry but will ensure that within the first 6 to 12 months our products are sold a little bit below the average prices of various packaging materials brands in the United Republic of Tanzania. We have put in place business strategies that will help us run on low profits for a period of 6 months; it is a way of encouraging people to buy our new packaging brands.

• Payment Options

Afrivanta Investment Company, our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our outlets;

- Payment by cash
- Payment via Point of Sale (POS) Machine
- Payment via online bank transfer (online payment portal)
- Payment via Mobile money
- Payment via check (for wholesale distributors)

In view of the above, we have chosen banking platforms that will help us achieve our payment plans without any itches

Afrivanta Business Plan - Start-Up Expenditure (Budget)

- The Total Fee for Registering the Business in BRELA \$244 .
- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) -\$1300 .
- Marketing promotion expenses for the grand opening Afrivanta Investment Company in the amount of \$3,500 and as well as flyer printing (2,000 flyers at \$0.44 per copy) or the total amount of - \$3,580. •Cost for hiring Business Consultant - \$500.

- Insurance (general liability, workers' compensation and property casualty) coverage at a total premium - **\$2,400.**
- Cost for payment of rent for 12 months \$8571
- Cost for construction of a standard Electric manufacturing plant - **\$65000.**
- Other start-up expenses including stationery (\$500) and phone and utility deposits (**\$2,500**).
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) - **\$8,810**
- The cost for Start-up inventory (raw materials) - **\$6000**
- Storage hardware (bins, rack, shelves, food case) - **\$1000**
- The cost for counter area equipment (counter top, sink, ice machine, etc.) - **\$9,500**
- Cost for store equipment (cash register, security, ventilation, signage) - **\$13,75024**
- Cost of purchase of distribution vans - **\$20,000**
- Printers, Telephone, Fax Machines, tables and chairs et al) - **\$10,000.**
- The cost of Launching a Website - **\$600**
- The cost for our opening party - **\$10,000**
- Miscellaneous - **\$10,000**

We would need an estimate of **\$550,000 and above** to successfully set up our Electric Manufacturing plant in Dares salaam. Please note that this amount includes the salaries of all the staff for the first 3 month of operation.

AFRIVANTA INVESTMENT COMPANY LIMITED**Kigamboni Municipal : Kigogo street Plot no: P66967 and P66968, Block:D****P.O.BOX 7224, Dar as salaam Tanzania.****PHONE NO: 0715 676 888/ 0672 083 367****Email: afrivanta@gmail.com****FINANCIAL STATEMENTS****INCOME STATEMENT****Year ended December 31**

In dollars 2029	2028	2027	2026	2025
\$	\$	\$	\$	\$
Revenue 1,750,000	1,250,000	750,000	250,000	30,396
Less C.O.G.S (300000)	(200000)	(100000)	(50000)	(10000)
Gross Profit 1,450,000	1,050,000	650,000	200000	20396
Depreciation (4000)	(4000)	(4000)	(3500)	(3000)
S.G&A (15000)	1500	1500	1500	(1500)
Interest (200)	(200)	(200)	(200)	(200)
Earnings before Tax 1,444,300	1,044,300	644,300	194,800	15,696
Tax (433290)		(313290)	(193290)	(58440)
Net earnings 1,011,010	731010	451010	136,360	10,987.2 17

Cash flow statement Year ended December 31

In dollars 2029	2028	2027	2026	2025
\$	\$	\$	\$	\$
Cash from operations				
Net income				
1011010	731010	451010	136360	10,987.2
Adjusted for:				
Depreciation				
4000	4000	4000	3500	3000
Stock base compensation				
0	0	0	0	0
Change in account receivable				
(3000)	(5000)	3000	(12000)	(6000)

Change in inventory	2000	6000	4000	5000	20000
Charge in accounts payable	3000	(3000)	(3000)	3000	5000
Cash from operations	1,017,010	743,010	440,010	135,860	32,987.2
Cash from investing					
Purchase of RP&E	5,000	5,000	5,000	5,000	102,674
Acquisition of businesses	0	0	0	0	0
Cash from investing	(5000)	(5000)	(5000)	(5000)	(102,674)
Cash from financing					
Insurance (department) debt	0	7000	11,000	10,000	100,000
Insurance of repayment Equity	0	0	0	0	150,000
Dividends	0	0	0	0	0
Cash from financing	0	7,000	11,000	10,000	250,000
Net charge in cash	1,012,010	745,010	446,010	140,860	180,313.2 18
Cash at buying period	1,542,192.2	797182.2	315172.2	210312.2	30,000
Cash at the end of period	2,554,202.2		1,542192.2	797182.2	315, 172.2
210,312.2					

Balance sheet

Year ended December 31st

2029	2028	2027	2026	2025
\$	\$	\$	\$	\$
Assets				
Current Assets.				
Cash	2,554,202.2	154,192.2	797,182.2	315,172.2
	210,0312.2			
Account receivable	1,600,000	1,200,000	350,000	150,000
				130,000

Inventory

800,000	800,000		600,000	250,000
100,000				
Other current assets				
0	0	0	0	0

Total current assets				
4,154,202.2	3,542,192.2	1,757,182.2	715,172.2	440,312.2

Long term assets	60,000	60,000	60,000	60,000
60,000				

Accumulated Dep	(11,424)	(22,848)	(34,272)	(42,500)
(51,200)				

Total long term assets	48,576	37,152	25,728	17,500
8,800				

Total assets	4,202,778.2	3,579,344.2	1,782,910.2	732,672.2
449,112.2				

Liabilities and capital

Current liabilities

Account payable	200,000	250,000	300,000	100,000	50,000
Current borrowing	0	0	0	0	0
Other current liabilities	0	0	0	0	0
Sub total current liabilities	200,000	250,000	300,000	300,000	100,000
50,000					

Long term liabilities	250,000	300,000	350,000	100,000	150,000
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Total capital

3,752,778.2	3,029,344.2	1,132,910.2	532,672.2	249,112.2
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Total liabilities and capital

4,202,778.2	3,579,344.2	1,782,910.2	732,672.2	449,112.2
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Net worth

3,752,778.2	3,029,344.2	1,132,910.2	532,672.2	249,112.2
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N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor

offering same products and customer care services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

Check List / Milestone

- Business Name Availability Check: **Completed**
 - Business Registration: **Completed**
 - Opening of Corporate Bank Accounts: **In progress**
 - Securing Point of Sales (POS) Machines: **Completed**
 - Opening Mobile Money Accounts: **Completed**
 - Opening Online Payment Platforms: **In progress**
 - Application and Obtaining Tax Payer's ID: **Completed**
 - Application for business license and permit: **In progress**
 - Purchase of Insurance for the Business: **In progress**
 - Leasing of facility and construction of standard bottled water plant: **In Progress**
- #### **Progress**
- Conducting Feasibility Studies: **Completed**
 - Generating capital : **Completed**
 - Applications for Loan from the bank: **In Progress**
 - Writing of Business Plan: **Completed**
 - Drafting of Employee's Handbook: **Completed**
 - Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- #### **Progress**
- Design of The Company's Logo: **In progress**
 - Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
 - Recruitment of employees: **In Progress**
 - Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In Progress**
 - Creating Official Website for the Company: **In Progress**
 - Creating Awareness for the business both online and around the community: **In Progress**
 - Health and Safety and Fire Safety Arrangement (License): **In progress**
 - Opening party / launching party planning: **In Progress** Establishing business relationship with vendors - wholesale suppliers / merchants: **In Progress**

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Conclusion:

Afrivanta Investment Co Limited aims to become a leading company in the agricultural, manufacturing, and trading industries in Tanzania. With a focus on quality products and services, the company seeks to establish a strong presence in the market and achieve long-term success.