

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.

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 furniture 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

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.