





**EIST TECHNOLOGY COMPANY LIMITED**


ISO 9001:2015 CERTIFIED COMPANY


ETL-ADM-01

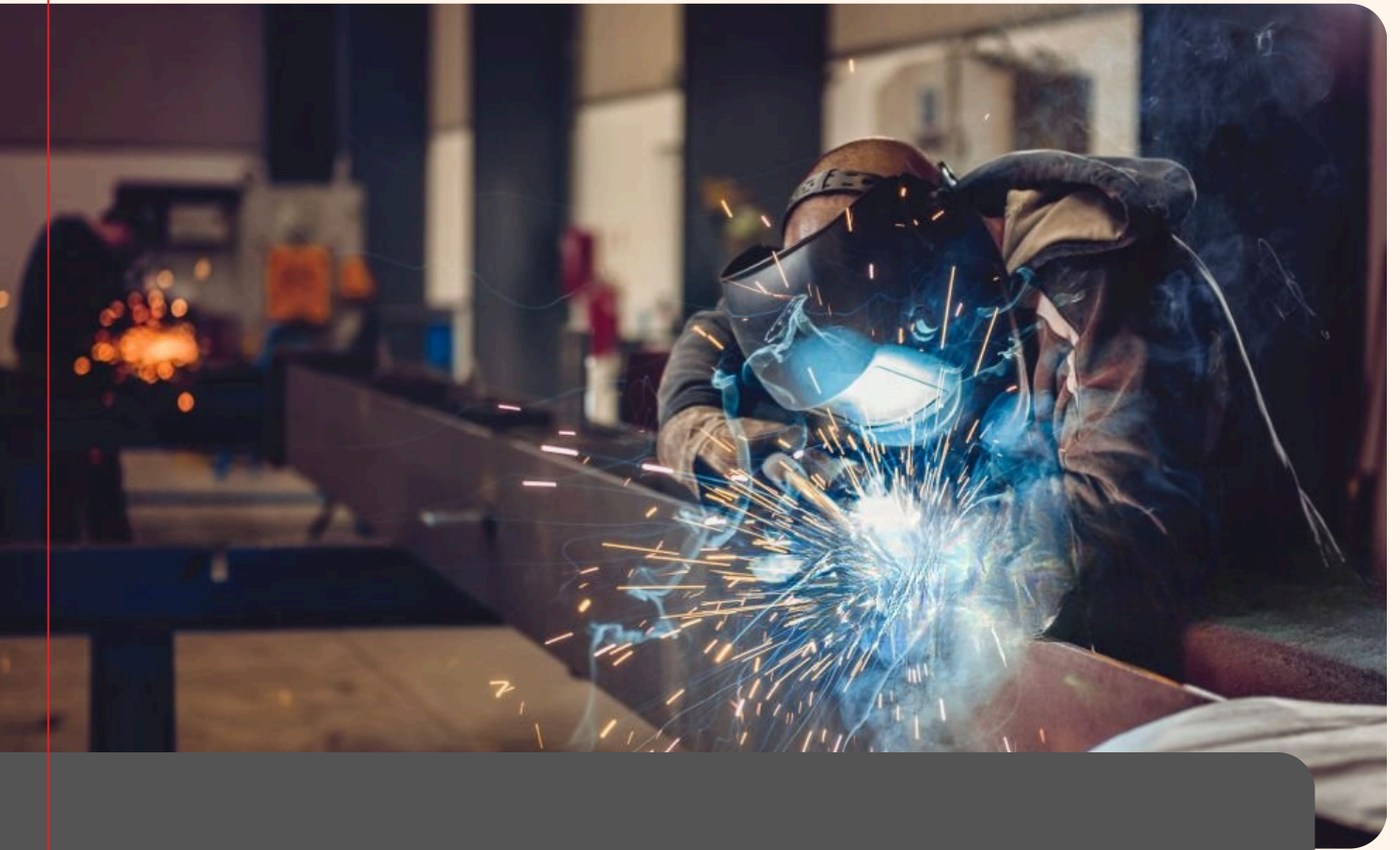
Rev. 00

+255 755 157 840 

info@eisttechnology.co.tz 

www.eisttechnology.co.tz 

Plot No. 36, Mwakaleli St., BoKo Dovy,  
Bunju, Kinondoni, Dar es salaam, Tanzania 



# Business Plan

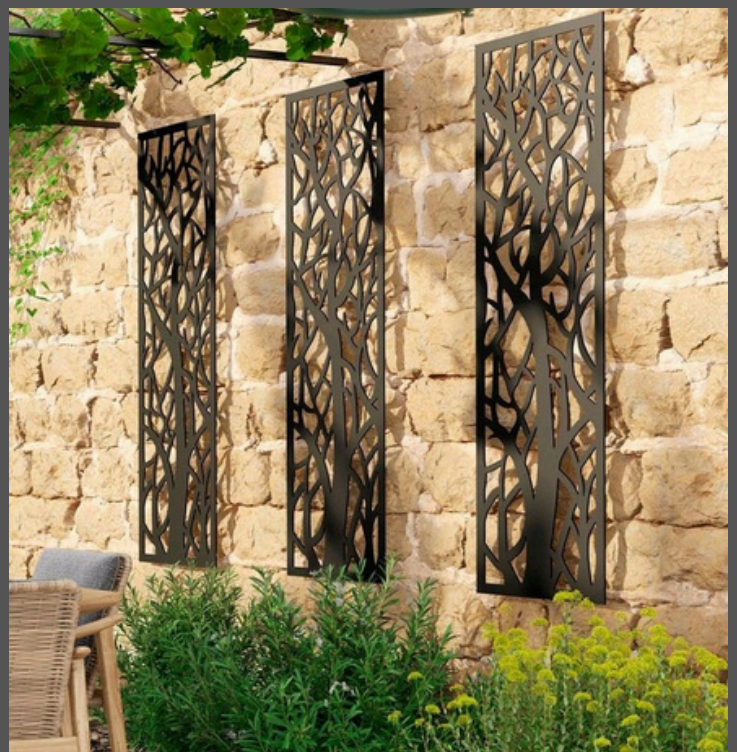
Presented to  
**TIC**



# Table of Contents

---

<b>03</b>	Executive Summary	<b>11</b>	Operations Plan
<b>04</b>	Company Description	<b>15</b>	Management and Organisation
<b>05</b>	Products and Services	<b>17</b>	Financial Plan
<b>06</b>	Market Analysis	<b>20</b>	Risk Analysis and Mitigation
<b>09</b>	Marketing and Sales Strategy	<b>22</b>	Conclusion and Appendices



# Summary

EIST TECHNOLOGY COMPANY LIMITED has over ten years of experience in supplying, installing, and maintaining electrical and telecommunications equipment in Tanzania. To support its growth strategy, the company has expanded into **fabrication**, producing customised metal, plastic, and wood products using advanced **computerised** design technology.

The move into fabrication addresses a market gap for quality locally made products, offering cost-effective alternatives to imported goods. EIST has the technical expertise, financial strength, and human resources to meet growing market demand, with materials sourced reliably from local and international suppliers.

The company manufactures a wide range of products, including office and school furniture, hotel and hospital equipment, electrical panels, telecommunication supports, and agricultural equipment, serving both public and private sectors. Additionally, EIST aims to serve as a practical learning centre for university and college students, contributing to skills development in the country.

## Vision

To be the preferred and most trusted service provider of metal fabrication, electrical works, and telecom solutions.

## Mission

To provide high-quality metal fabrication, electrical, and telecom services by fostering innovation, staying customer-centric, and continuously upgrading our skills and expertise

## Goals

Attain

**30%**

increase in revenue each year.

To serve as number

**01**

practical learning centre for university and college students in the field of metal fabrication.

Become the leading supplier of metal fabricated products in East Africa by

**2027**



# Company Overview



## Company Name

**EIST TECHNOLOGY CO. LTD**

## Background

Eist Technology was founded in June 2010 in the United Republic of Tanzania with the goal of building long-term relationships with clients while helping them achieve their objectives. Registered under the Companies Act 2002, the company specializes in electrical installations, power generator maintenance, metal fabrication, and telecom services.

## Facilities


Our facilities include a fully equipped metal fabrication workshop, modern office space for our engineering and administrative teams, and a well-maintained fleet of vehicles sufficient to support all our field operations and service delivery.

## Location


Plot No. 36, Mwakaleli St., BoKo Dovya,  
Bunju, Kinondoni, Dar es salaam, Tanzania

## Contact us

 +255 755 157 840

 [www.eisttechnology.co.tz](http://www.eisttechnology.co.tz)

 [info@eisttechnology.co.tz](mailto:info@eisttechnology.co.tz)

 [@eisttechnology](https://www.instagram.com/eisttechnology)

## Key Detail Information

Legal Structure

**Ltd**

Year Founded

**2010**

Number of Employees

**35** (as of September 2025)

# Products & Services

An outline of the core services and main products offered by Eist Technology Co. Ltd



## Core Services

### Telecom

Helping businesses and operators meet growing demand for connectivity by providing cost-effective, high-quality solutions that meet international standards.

### Fabrication

Supporting private and commercial sectors with high-quality decor and metal solutions that ensure durability, cost efficiency, and sustainable infrastructure

### Power Systems

Providing reliable, cost-effective, and sustainable power solutions that ensure uninterrupted business operations



## Main Products

Service Type	Product 1	Product 2	Product 3
Telecom	Transimission Cabinet	Data Centre Cage	Cable trays
Fabrication	Metal Decor	Plate Perforation	Generator Enclosure
Power Systems	Battery Cabinet	Metering Panel Cabinet	Rectifier Cabinet

### Unique Selling Proposition (USP)

Eist Technology provides **reliable, locally manufactured products that meet international standards**, offering customisable telecom, fabrication, and power services that ensure uninterrupted and cost-effective operations.

### NB:

For a detailed overview of all our products and services, please refer to **Appendix 1**

# Market Analysis

A detailed analysis of the market, identifying the target market, market size, competitor analysis, industry trends, and SWOT analysis for Eist Technology Co. Ltd



## Target Market

Public and private sector clients in the telecommunications, construction, electrical, healthcare, education, banking, and agriculture industries, as well as individual households seeking durable and cost-effective solutions.



## Market Size

The business aims to capture approximately **2%** of the total target market, equal to **hundreds** of institutional clients and **thousands** of households, and expand to **5%** by the seventh year as operations scale and the brand recognition grows.



## Target Market Segments

Market Segment	Segment Size (Approx.)	Segment Share (%)	Priority Level
Households	200,000	50%	High
Private and Public Offices	20,000	10%	High
Hotels and Restaurants	1,200	20%	High
Schools and Colleges	800	7%	Medium
Real Estate Companies	200	5%	Medium
Hospitals	300	5%	Medium
Agriculture Equipment Suppliers	150	3%	Low
Electrical Contractors	100	2%	Low
Telecommunications Companies	40	1%	Low
Mining Companies	20	0.5%	Low
<b>Total / Approximate market</b>	<b>204,820</b>	<b>100%</b>	-

# Market Analysis



## Competitor Analysis

Factor	Eist Technology	Competitors
Quality Standards	ISO 9001:2015 certified; consistent quality output	Varying quality; few hold recognized certifications
Customisation	Flexible alloy design and tailored specifications	Mostly standardized, limited customization options
Supply Chain Efficiency	Strong logistics partnerships; reduced delivery times	Longer lead times due to weaker logistics networks
Industry Relationship	Established B2B partnerships in construction, automotive, and manufacturing	Limited or less stable relationships; new entrants still building trust

## Industry Trends

The steel and aluminum fabrication sector in Tanzania is still in its early stages, with only a handful of active companies operating in this niche. Eist Technology is part of this select group, alongside Veercom Technical Ltd. and National Engineering Company Ltd., both based in Dar es Salaam.

This limited competition indicates strong growth potential for the sector. Eist Technology’s expertise in steel and aluminum fabrication positions the company to capitalize on emerging market opportunities, meet increasing demand, and establish a leading presence in Tanzania’s expanding manufacturing industry.

## SWOT Analysis

### STRENGTHS

- Established reputation in domestic and regional markets.
- Strong production capacity supported by modern equipment.
- Reliable supplier network ensuring stable raw material sourcing.

# Market Analysis

---

## WEAKNESSES

- Limited digital marketing presence compared to competitors.
- Heavy reliance on a few large accounts, creating concentration risk.
- Slow adoption of customer relationship management (CRM) tools.

---

## OPPORTUNITIES

- Expanding demand for sustainable and recycled metals.
- Growth in construction and infrastructure projects across emerging markets.
- Potential to leverage digital platforms to access new global clients.

---

## THREATS

- Price volatility in global metal markets.
  - Rising competition from low-cost producers.
  - Trade regulations and tariffs affecting export opportunities.
- 

## Market Opportunities And Challenges

While the company faces challenges such as price volatility in global metal markets, rising competition from low-cost producers, and evolving trade regulations, it is well-positioned to address these through key opportunities.

By leveraging the growing demand for sustainable and recycled metals, capitalizing on expansion in construction and infrastructure projects, and reaching new clients through digital platforms, the company can turn these challenges into growth prospects. Strategically aligning its strengths and addressing internal weaknesses ensures the company maintains a competitive edge and achieves sustainable growth.

# Market Strategy

An outline of the core strategies implemented by Eist Technology Co. Ltd



## Branding and Positioning

Eist Technology brands itself as modern, reliable, and innovative, positions itself as a premium, sustainable, and customer-centric solutions provider.”



## Customer Retention

Offer discounts for long-term contracts and incorporate value-added benefits to maintenance services



## Pricing Strategy

EIST Technology will adopt a hybrid pricing strategy that balances cost recovery, market competitiveness, and customer value



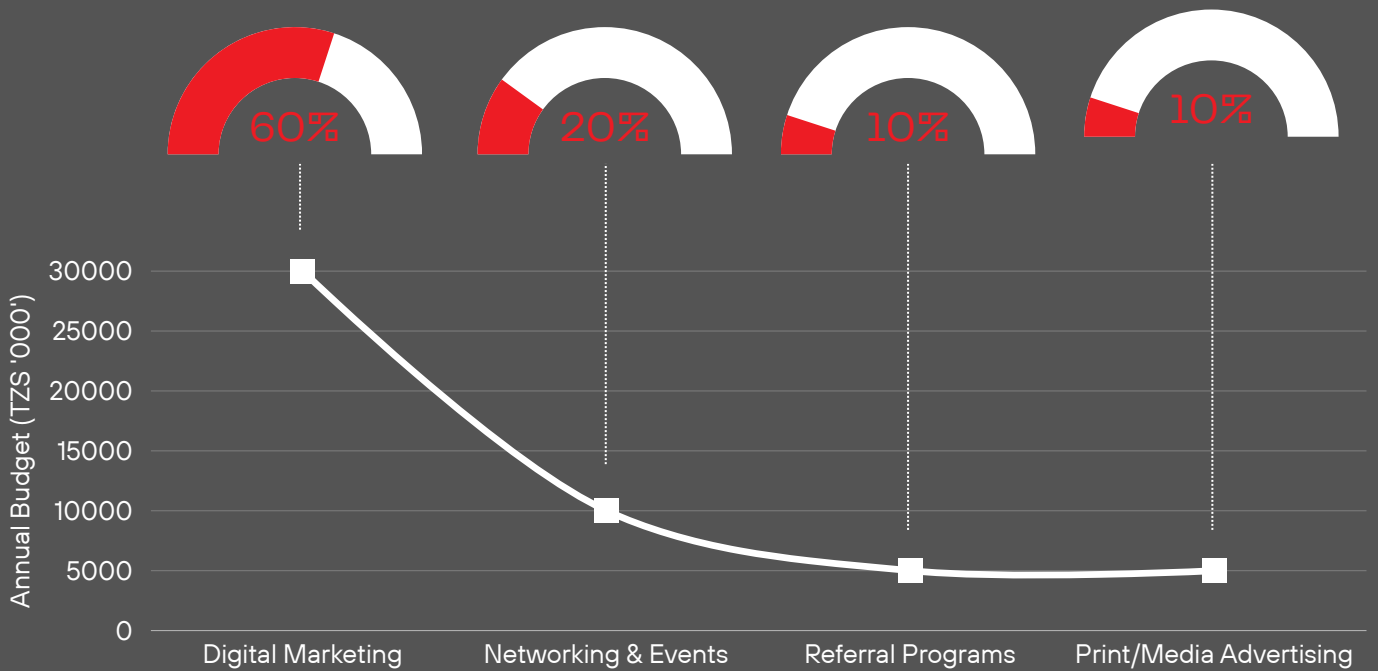
## Promotion And Advertising

Strategy	Key Actions	Objective
<b>Word of Mouth</b>	<ul style="list-style-type: none"> <li>Encourage client testimonials</li> <li>Implement referral programs</li> <li>Showcase client success stories</li> </ul>	Build credibility and generate new leads
<b>B2B Marketing</b>	<ul style="list-style-type: none"> <li>Direct engagement with manufacturers, contractors, distributors</li> <li>Participate in trade fairs and exhibitions</li> <li>Prepare tailored proposals</li> </ul>	Strengthen business relationships and attract clients
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>Use platforms like LinkedIn, Facebook, Instagram, and Twitter to connect with customers and stakeholders.</li> <li>Sending targeted emails to existing or potential customers to inform, educate, or promote.</li> <li>Creating valuable, relevant content to attract and educate potential customers.</li> </ul>	Build brand awareness, engage with clients, showcase products, and generate leads
<b>Database Marketing</b>	<ul style="list-style-type: none"> <li>Build CRM-based customer database</li> <li>Track purchase history for cross-selling</li> </ul>	Enhance customer retention and drive repeat business

# Market Strategy



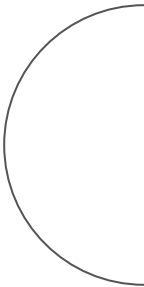
## Marketing Budget Breakdown



## Sales And Distribution Channels

Channel Type	Target / Focus	Key Actions / Methods	Purpose
<b>Direct B2B sales</b>	Large manufacturers, contractors, engineers	Tailored proposals, value-added services, direct meetings	Build strong relationships, higher profit margins
<b>Online / Digital Sales</b>	Businesses searching online	Website inquiries, LinkedIn campaigns, email marketing, catalog	Generate leads, increase visibility, reach wider market
<b>Word of Mouth / Referrals</b>	Existing clients, industry network	Client testimonials, referral programs, case studies	Strengthen trust, generate new business
<b>Trade Shows &amp; Exhibitions</b>	Industry event attendees	Product demos, booth displays, lead collection	Showcase expertise, generate high-quality leads

# Operations Plan



EIST Technology has established a strong foundation in manufacturing and supply, consistently delivering high-quality products to meet market demand. With a proven track record of operational efficiency, reliable supply chain management, and a skilled workforce, the company is now poised to enter its next phase of growth as detailed in the following operational aspects:

## 1. Operational Objectives

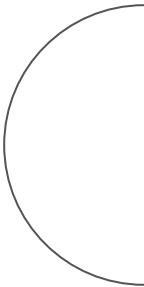
Objective	Target / Action
Scale Production	Increase output by 50% over 3 years to meet growing demand
Quality & Compliance	Strengthen QA processes as per ISO 9001 Certification
Supply Chain Efficiency	Optimize sourcing, logistics, and inventory management
Operational Growth	Expand plant capacity, warehouse, and distribution reach

## 2. Production Process Flow

The production process begins with **customer order or demand identification**, and flows step by step up to **customer feedback & after-sales services** as summarised below:

Steps / Processes	Actions
Customer Order / Demand Identification	<ul style="list-style-type: none"> <li>Customer places an order (B2B/B2C) or demand is forecasted through sales data</li> <li>Specifications, quantities, delivery timelines, and customization requirements are confirmed.</li> </ul>
Order Processing & Design Confirmation	<ul style="list-style-type: none"> <li>Sales/Customer Service team reviews the order.</li> <li>If customization is needed, Engineering/Design team finalizes drawings or product specifications.</li> <li>Approval from customer.</li> </ul>

# Operations Plan



**Steps / Processes**

**Actions**

Production Planning & Scheduling

- Operations team creates a production plan.
- Check availability of raw materials, machines, and workforce.
- Schedule production batches based on priority and capacity.

Raw Material Procurement & Inventory Check

- Procurement team sources raw materials from approved suppliers.
- Materials received and inspected for quality.
- Safety stock levels maintained for critical items.

**Manufacturing / Production process**

- Step-by-step production workflow (Materials Preparation → Cutting & Printing → Bending → Assembly (Initial Stage) → Quality Check → Cleaning → Powder Coating (Painting) → Final Assembly → Packaging). **See Appendix 2** for more details.

Quality Control & Testing

- In-process inspections during production.
- Final inspection/testing against standards and customer requirements.
- Non-conforming products are reworked or rejected.

Warehousing & Inventory

- Finished goods moved to warehouse.
- Organized based on order priority and distribution plan.
- Inventory tracked through ERP or stock management system.

Distribution & Delivery

- Logistics team arranges delivery (in-house fleet or 3PL).
- Products shipped to customer on agreed timelines.
- Delivery confirmation and documentation completed.

Customer Feedback & After-Sales Service

- Customer receives product and provides feedback.
- After-sales support for warranty, maintenance, repairs, or replacements.
- Feedback loop informs product improvement and operations

# Operations Plan



## 3. Technology & Equipment

Equipment / Technology	Application / Use
CNC Machines	Increase production throughput.
Press Brake Machine	Shape materials as per design specifications.
ERP System	Real-time inventory & production monitoring.
Preventive Maintenance Program	Reduce downtime, support multiple lines.

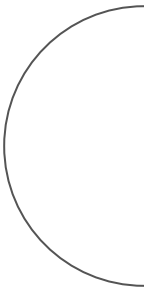
## 4. Suppliers & Partners

Partner Type	Target Plan
Raw Material Suppliers	Secure higher volume supply with long-term contracts
Equipment Vendors	Add new machinery and spare support
Logistics Partners	Expand coverage internationally
Maintenance Service Providers	Support new lines and minimise downtime

## 5. Operational Policies

- ISO 9001 Quality Management
- OSHA Health & Safety Compliance
- Environmental Sustainability (waste reduction, emission control)
- Lean Manufacturing Principles (efficiency & cost reduction)

# Operations Plan



## 6. Risk Management

Risk	Mitigation Strategy
Compliance & Licenses	Continuous monitoring, timely renewals, regulatory audits
Supply Chain Disruption	Multiple suppliers, inventory buffers
Machine Downtime	Preventive maintenance, spare parts
Workplace Accidents	Regular training, PPE, audits
Market Fluctuation	Reduce downtime, support multiple lines.

## 8. Expansion Milestones ( 3 years )

Year	Key Targets
Year 1	Optimise plant capacity, recruit additional staff, strengthen supplier network
Year 2	Introduce new product lines, ERP full integration, adopt lean & automation techniques
Year 3	Expand distribution internationally, increase market share, and explore export opportunities

# Management & Organisation



## Management team



**Hellen W. Uronu**  
MANAGING DIRECTOR

*Provides overall leadership and strategic directions for the company.*



**John D. Massawe**  
FINANCE AND ACCOUNT  
MANAGER

*Manages the company's financial planning, budgeting and reporting.*



**Alanus Kajara**  
HEAD OF PRODUCTION AND  
OPERATIONS

*Oversees day-to-day operations to ensure efficient production, quality standards and timely delivery*



**Emmanuel E. Mushi**  
PROCUREMENT, SALES AND  
MARKETING MANAGER

*Oversees procurement operations while leading sales and marketing strategies*



**Alfred Kasanda**  
PROJECT MANAGER

*Plans, coordinates, and oversees projects from initiation to completion*



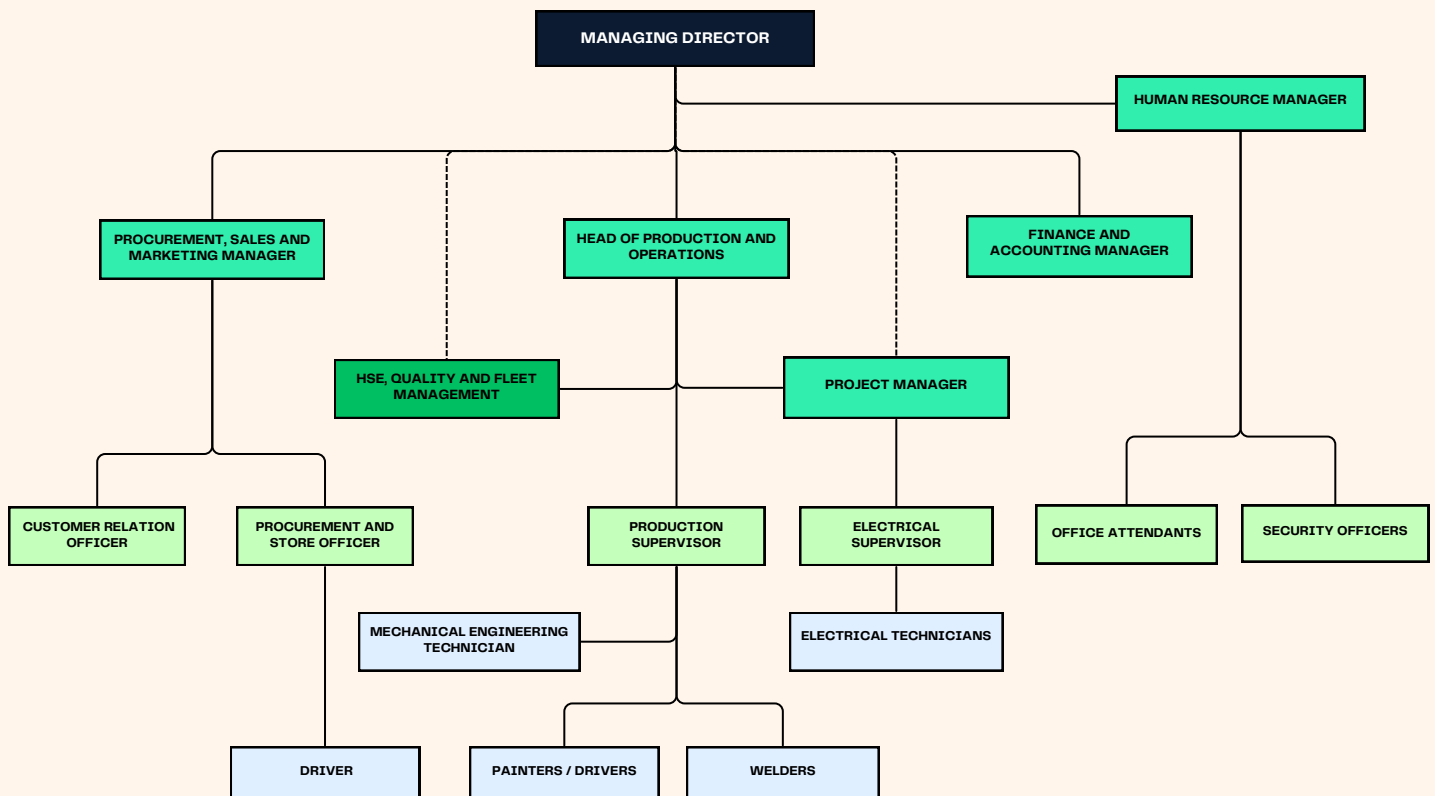
**John D. Massawe**  
AG. HUMAN RESOURCE  
MANAGER

*Manages employees relations, training and compliance with labor laws*

# Management & Organisation

## Organisational Structure

EIST Technology adopts a **functional organisational structure**, ensuring that each department operates under clear roles and responsibilities while maintaining effective coordination towards the company’s strategic objectives. At the top is the **Managing Director (MD)**, who provides overall leadership and strategic direction of the company. Reporting directly to the MD are the departmental heads, each responsible for specific operational functions.



**Key departments include:**

- **Production and Operations** – Oversees daily operations, control, and maintenance.
- **Procurement, Sales and Marketing** – Manages material sourcing, supplier relationships, and customer engagement.
- **Finance and Accounts** – Manages budgeting, financial reporting, and resource allocation.
- **Human Resources** – Handles recruitment, training, staff welfare, and compliance with labour regulations.

# Financial Plan

The Financial Plan outlines the projected financial performance of EIST Technology over the next three years. It demonstrates the company’s potential for sustainable growth, profitability, and financial stability.

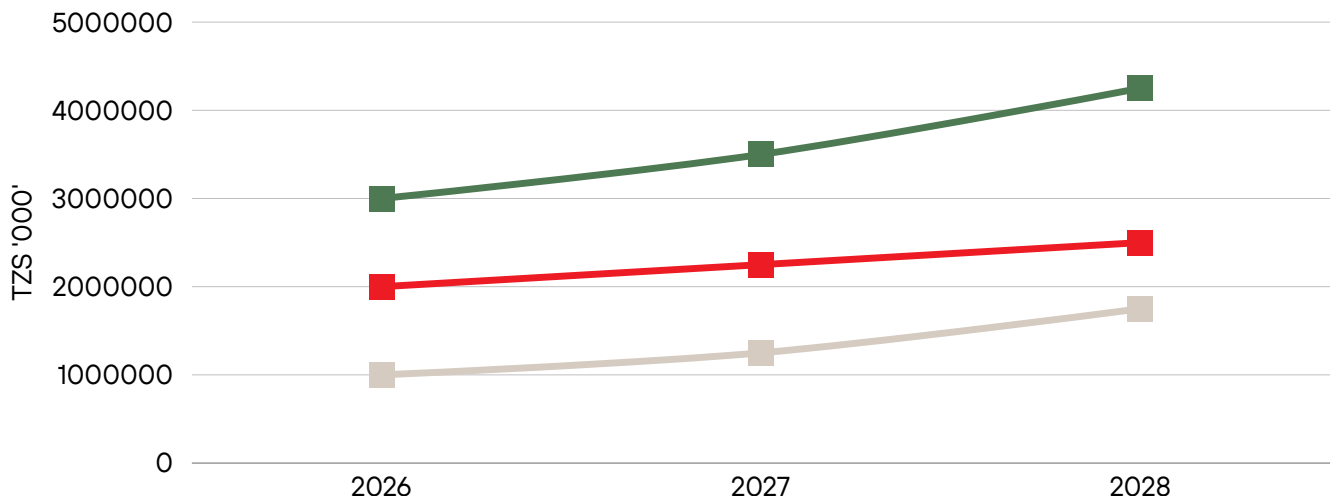
## Financial Objectives

The key financial objectives for EIST Technology are:

- To achieve steady revenue growth through expanded production capacity and market reach.
- To maintain a positive cash flow position across all operating periods.
- To ensure efficient cost control and maximise profit margins.
- To reinvest profits into research, equipment upgrading, and workforce development.

## Financial projections

Below are the financial projections for Eist Technology Co. Ltd from 2026 to 2028.



Legends: ■ Revenue ■ Expenses ■ Net Profit

# Financial Plan

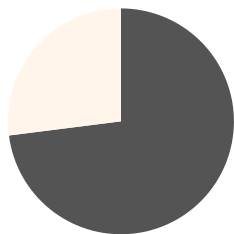


## Revenue streams

EIST Technology's income will be generated from the following core areas:

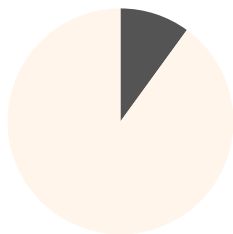
<b>Product Sales</b>	Manufacturing and sale of fabricated engineering products (e.g., steel structures, enclosures, and machine components).
<b>Project Contracts</b>	Design, installation, and execution of industrial and infrastructure projects.
<b>Repair and Maintenance Services</b>	Preventive and corrective maintenance for commercial equipment.
<b>Custom Orders</b>	Special design and production requests from clients.
<b>Consultancy Services</b>	Engineering design, site supervision, and technical advisory support.

## Cost Structure



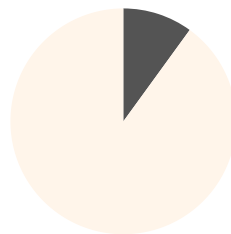
**Material & Supplies**

(73% of total costs)



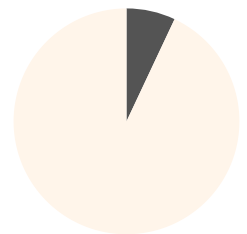
**Salaries & Wages**

(10%)



**Office & administrative costs**

(10%)



**Technology & Tools**

(7%)

# Financial Plan




## Break-even Analysis

Although EIST Technology is an established manufacturing company, a periodic break-even review is maintained to ensure cost efficiency and sustainable profitability. The analysis helps management determine the minimum sales volume required to cover total production and operating costs.

The current projections indicate that the company will have to produce a **total of 4,520 product items** for all products to fully cover total cost using its sales as categorised below:

Product Item	Quantity	Product Item	Quantity
Electrical Metal Enclosures	1,356	Office Cabinets	452
Hospital Beds	452	Hotel Tables	452
Household Grills	452	Car Shades	452
Wheelbarrows	452	School Desks	452



## Funding Request

Seeking

**TZS 1,000,000,000 – 1,500,000,000**

To invest in Machinery and Equipment Upgrade, Production Development and Innovation, Marketing and Business Expansion, ICT and Automation Systems, Working Capital and Raw Materials, and Human Capital Development.

# Risk Assessment

An evaluation of potential risks and mitigation strategies for Eist Technology Co. Ltd.

## Operational Risks

Equipment failure, production delays, workplace accidents, quality defects

## Mitigation

- Implement preventive maintenance and regular equipment servicing.
- Conduct continuous staff training and enforce HSE standards.
- Maintain spare parts and backup units.
- Apply strict quality control and inspection procedures.

## Market Risks

Declining demand, pricing pressure, increased competition

## Mitigation

- Diversify products and customer base.
- Improve marketing and customer service strategies.
- Adjust pricing through cost efficiency and value addition.
- Monitor market trends for early response.

## Financial Risks

Cash flow shortages, rising costs, delayed customer payments

## Mitigation

- Strengthen credit control and payment follow-up.
- Maintain adequate working capital reserves.
- Diversify revenue streams and control operating costs.
- Use financial forecasting and regular budget reviews.

# Risk Assessment

## Compliance & legal Risks

Regulatory violations, licensing lapses, safety breaches

## Mitigation

- Conduct regular internal audits and compliance checks.
- Keep licences, tax, and environmental certifications up to date.
- Enforce workplace safety and HSE policies.
- Maintain proper documentation and legal support.

## Strategic Risks

Poor investment decisions, weak partnerships, project delays

## Mitigation

- Conduct feasibility studies before new investments.
- Establish clear project management systems.
- Evaluate partners and suppliers carefully.
- Review business strategy regularly based on performance data.

## Remarks

By proactively identifying and mitigating potential risks, EIST Technology ensures stable operations, continuous improvement, and long-term growth. The company's structured approach to risk management supports both financial sustainability and the achievement of strategic objectives.

# Conclusion

---

EIST Technology is a growing manufacturing company dedicated to innovation, quality, and operational efficiency. With a skilled workforce, modern equipment, and a structured management approach, the company is well-positioned to enhance productivity and maintain competitiveness in the market.


The business plan demonstrates a strong foundation supported by sound financial projections, clear operational strategies, and effective risk management. To achieve the next phase of growth, EIST Technology seeks strategic partnerships and funding support to expand production capacity, improve technology, and strengthen its market position for sustainable long-term success.

Contact us now

## Eist Technology Company Limited

---



 Plot No. 36, Mwakaleli St., BoKo Dovya,  
Bunju, Kinondoni, Dar es salaam, Tanzania

 +255 755 157 840

 [info@eisttechnology.co.tz](mailto:info@eisttechnology.co.tz)

 [www.eisttechnology.co.tz](http://www.eisttechnology.co.tz)

 [@eisttechnology](https://www.instagram.com/eisttechnology)

# Appendices

## Appendix 1: List of all Products and Services

No.	PRODUCTS
1	AC Mains Incomer DB63/100A
2	AC Mains Incomer DB63/100A New Design
3	ACDB 63A For Tower Broadcasting
4	Battery Cabinet for road security light (Small)
5	Cable Treys
6	Coffee Table
7	Decoration Products
8	Direct Current Distribution Board (DCDB) New Design
9	Dressing Table
10	ICDB For Tower Broadcasting
11	Indoor Rectifier Cabinet
12	Kijembe Rato
13	Low Voltage Distribution Board (LVDB)
14	Metering Panel Cabinet 250A T2
15	Metering Panel Cabinet 630A
16	Metering Panel Cabinet 800A
17	Outdoor Battery Cabinet
18	Outdoor Rectifier Cabinet
19	Outdoor TX Cabinet Fabrication & Wiring.
20	Plate Perforation

# Appendices

---

No.	PRODUCTS
21	Reki
22	Solar Frame
23	Supermarket Shelf
24	Tanroads Traffic Light Control Enclosure
25	Wardrobe
No.	SERVICES
1	TX Cabinet Maintenance
2	Generator Installation & Service
3	Decorations and Installation
4	Cutting services
5	Bending services
6	Powder Coating service
7	Active & Passive works installation Maintenance
8	Electrical Installations
9	Transport and Logistics

# Appendices

## Appendix 2: Production Process Summary

No.	PROCESS	DESCRIPTION
1	Materials Preparation	Raw materials undergo several preparatory steps to ensure accuracy, quality, and machine efficiency.
2	Cutting & Printing	CNC machines cut/engrave metal sheets according to approved designs, ensuring precision.
3	Bending	Press Brake Machine shapes metal sheets as per the design specifications forming structural components.
4	Assembly (Initial Stage)	Parts are joined through welding, fastening, and fitting to create the preliminary structure.
5	Quality Check	Inspections ensure dimensional accuracy and design compliance; corrections are made if needed.
6	Cleaning	Surfaces are prepared using sandblasting or chemical/water cleaning to remove contaminants.
7	Powder Coating (Painting)	Products are electrostatically powder-coated and oven-cured for durability, corrosion resistance, and aesthetics.
8	Final Assembly	The product is fully assembled, and may include installation of: Hinges, locks, handles, gaskets, vents, mounting panels and electrical fittings, if required.
9	Packaging	Finished products are stored and securely packaged for transport.