



Emirate Builders Co. Limited

★ PVC and Aluminium Products ★ Building Materials ★ Constructions

EMIRATE BUILDERS CO. LIMITED

BUSINESS PLAN

Corporate Office:

Emirate Builders Ltd.
Emirate House, Ground Floor.
Plot No: 30.
Shekilango Road, Sinza Madukani.
P.O.Box 54618.
Dar Es Salaam, Tanzania.

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EXECUTIVE SUMMARY

EMIRATE BUILDERS CO. LIMITED, formerly known as Emirate Aluminum and Glass, is a private limited company incorporated in the United Republic of Tanzania on June 3, 2009. The company is headquartered at Emirate House, Shekilango Road, Plot No. 30, Sinza, Dar es Salaam, with a mailing address of P.O. Box 54618.

Established with the vision of becoming a beacon of excellence in the construction industry, Emirate Builders is dedicated to delivering unparalleled "total project construction" solutions specializing in civil works, building construction, electrical installations and serves as a specialist contractor in metal, aluminium and glass works.

With a past experience in Aluminium and Glass Industry Emirate Builders aims to be the leading manufacturer of high-quality aluminium profiles and accessories while engaging in the business of selling and supplying these products through our sister company Triple 2 and other companies that are currently operating through importation from other countries.

Emirate Builders will specialize in aluminium profiles, which will be known for their versatility, durability and modern aesthetic appeal. These profiles will be widely used in the construction industry for applications such as windows, Doors and Partition.

As Emirate Builders we are not only seeking of becoming a leader in the aluminium profiles and accessories market but also a key player in the construction industry in Tanzania. With our strong foundation, innovative products and unwavering commitment to quality, our company is poised for sustained growth and success in the years to come.

OVERVIEW

Emirate Builders Co. Limited, formerly known as Emirate Aluminum and Glass headquartered at Emirate House, Shekilango Road, Plot No. 30, P.O. Box 54618, Sinza, Dar es Salaam, Tanzania, is a distinguished player in the construction industry, specializing in civil works, building construction, electrical installations and serves as a specialist contractor in metal, aluminium and glass works.

Emirate Builders has a past experience in Aluminium and Glass business before handing over to our sister company Triple 2 company limited which allowed us to concentrate more on the Construction business. With the rise in Demand of Aluminium in today's market, we find that there is a need of growing further by starting our own manufacturing industry within the country which will allow us to be the lead manufacturer of Aluminium profiles but also supplying to our sister company and other companies that are importing aluminium from other countries.

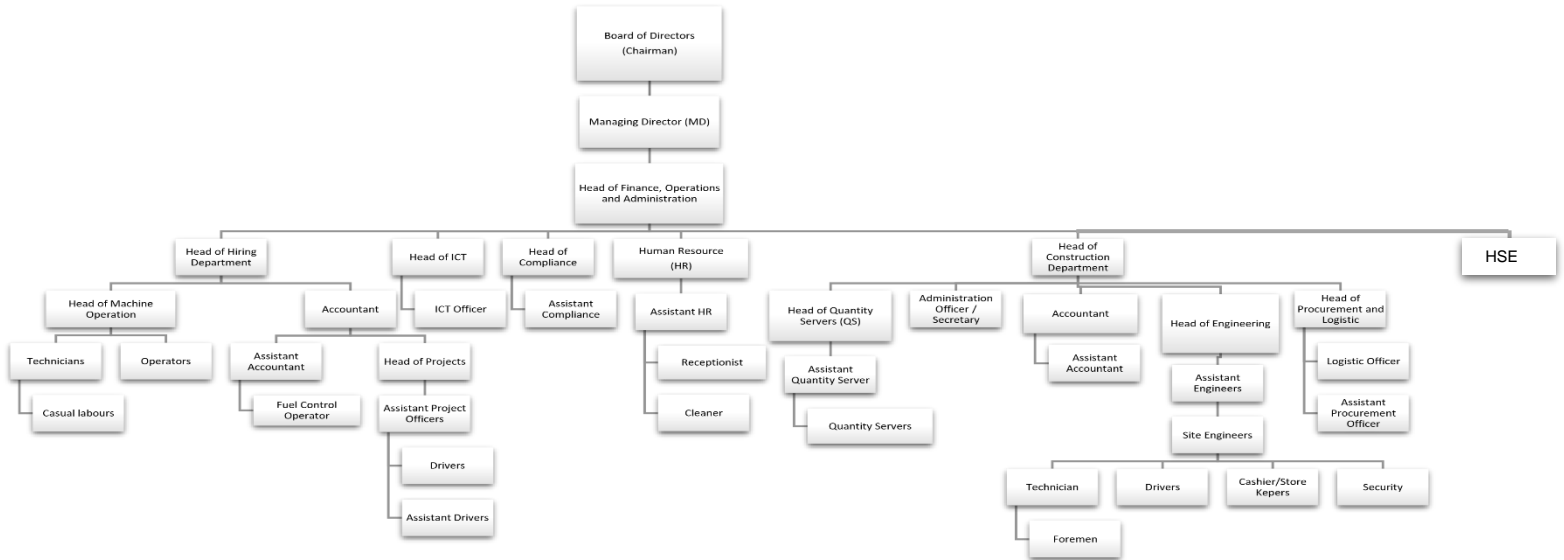
Our company is dedicated to become a lead manufacturer of high-quality aluminium products tailored to meet long-term consumer needs through wholesale and direct supply channels which are environmentally friendly, featuring high durability and low maintenance, making them ideal for windows, doors and partitioning solutions.

With robust capabilities in product design and development, Emirate Builders will offer both standard products and customized value-added solutions that meet specific customer requirements. All products will be engineered with a focus on strength, durability and modern aesthetics, contributing to the efficiency and appeal of residential and commercial projects.

Emirate Builders' Board of Directors comprises experienced professionals whose combined expertise, along with a well-selected team of industry specialists, is a driving force behind the company's success.

The appointed management team provides strong leadership in technical operations, engineering, administration, finance, sales, and marketing, ensuring that Emirate Builders will continue to thrive as a trusted and innovative brand in the construction sector.

ORGANIZATION STRUCTURE



OUR VISION

To be the contractor of choice, recognized for our commitment to excellence, and a company that both customers prefer to work with and employees take pride in.

OUR MISSION

We are committed to delivering exceptional craftsmanship and customer service, while upholding the highest standards of professionalism, integrity, and fairness in all our interactions with customers, employees, and suppliers.

OUR VALUES

At Emirate Builders, we deliver high-quality, timely solutions with integrity, innovation and a commitment to customer satisfaction and safety.

- ❖ Time & Quality
- ❖ Innovation
- ❖ Customer
- ❖ Integrity
- ❖ Timework

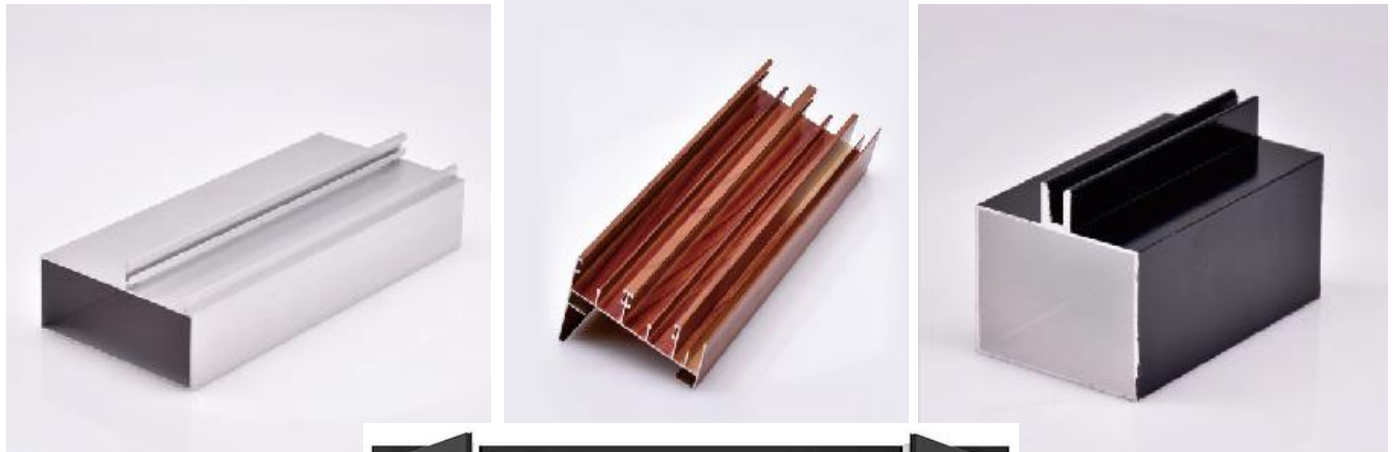
PRODUCTS DESCRIPTION

Emirate Builders aims at offering a premium range of Aluminium Profiles and Accessories designed to meet the diverse needs of modern construction and architectural projects. Our aluminium products will be known for their strength, durability and lightweight properties making them ideal for both residential and commercial applications.

Our aluminium profile range includes:

- ❖ **8 cm and 10cm Aluminium Profiles** – Perfect for sleek window and door frames, providing a modern and elegant look while maintaining structural integrity.
- ❖ **Euro Section Aluminium Profiles** – Ideal for larger openings and enhanced stability, suitable for robust structural designs offering superior insulation and aesthetic appeal.

Our aluminium profiles will be non-corrosive, weather-resistant and environmentally sustainable ensuring a long lifespan with minimal maintenance. Additionally, they will be compatible with various accessories to meet your customization needs providing versatility in design and functionality.



ALUMINIUM MANUFACTURING

Aluminum billet casting and aluminum profile extrusion, powder coating for windows and doors. Emirate Builders Factory will be vertically integrated, producing aluminum from billet casting through extrusion to powder-coated finished products, mainly for architectural applications like windows and doors. Factory handles the entire process from raw material to finished product. We cast the billets and extrude them into profiles, and then apply powder coating as a surface treatment. This integration allows to control the production chain, ensure quality, and possibly offer competitive pricing.

Aluminum Billet Casting:

Process: Melts aluminum (from aluminum ingot or recycled scrap) to cast into cylindrical billets, serving as raw material for extrusion.

Advantages: Ensures quality control, cost efficiency, and supply chain reliability by managing the initial production phase in-house.

Aluminum Profile Extrusion:

Process: Heats billets and forces them through dies to create custom-shaped profiles. Post-extrusion steps include cooling, stretching, cutting, and aging (heat treatment) to enhance strength.

Applications: Primarily architectural (e.g., window/door frames, curtain walls) but potentially serves automotive or aerospace sectors.

Powder Coating:

Process: Applies dry, solvent-free powder to extruded profiles, cured under heat for a durable, aesthetic finish. Eco-friendly compared to traditional painting.

Focus: Customizable colors and finishes tailored to construction design requirements, mainly for windows and doors.

APPLICATIONS

The application of aluminum alloy products

1. Train, Metro, High speed train 火车、地铁、高速列车	6. Machinery profiles 机械制造型材
2. Cars, Motorcycle 汽车、摩托车	7. Furniture style profiles 家具、文体型材
3. Containers 集装箱	8. Agriculture Profiles 农业型材
4. Radiation 散热器	9. Aerospace Profiles 航天、航空
5. Electronic profiles 电子型材	10. Military industry Profiles 军工型材
	11. Architectural Profiles 建筑桥梁

Aluminum profiles are widely used across various industries due to their lightweight, durability, corrosion resistance, and versatility. Here are some common applications of aluminum profiles:

Construction and Architecture

Window and Door Frames: Aluminum profiles are commonly used for windows, doors, partitions and curtain walls due to their strength, thermal efficiency and aesthetic appeal.

Structural Frameworks: Used in building frameworks, roofing, and facades.

Partitions and Railings: Aluminum profiles are used for interior partitions, handrails, and balustrades.

GENERAL REQUIREMENTS AND SPECIFICATION

Emirate Builders Factory will be a comprehensive supplier for architectural aluminum solutions, combining in-house casting, extrusion, and finishing to deliver durable, customizable products for modern construction needs.

MATERIALS COMPOSITION

The element content of aluminum alloy products

6063	AL(%)	Si(%)	Mg(%)	Fe(%)	Cu(%)	Zn(%)	Mn(%)	Ti(%)	Cr(%)
	Balance	0.2~0.6	0.45~0.9	≤0.35	≤0.1	≤0.1	≤0.1	≤0.1	≤0.1

Aluminum Alloy 6063 Composition (Weight %):

Aluminum (Al): Balance (majority)

Magnesium (Mg): 0.45–0.9%

Silicon (Si): 0.2–0.6%

Iron (Fe): ≤ 0.35%

Copper (Cu): ≤ 0.10%

Manganese (Mn): ≤ 0.10%

Chromium (Cr): ≤ 0.10%

Zinc (Zn): ≤ 0.10%

Titanium (Ti): ≤ 0.10%

Other elements (each): ≤ 0.05%

Other elements (total): ≤ 0.15%

Key Characteristics:

Magnesium (Mg) and Silicon (Si): These elements form Mg_2Si , which contributes to the alloy's strength through precipitation hardening.

Low Iron (Fe): Helps improve corrosion resistance and surface finish.

Low Copper (Cu): Enhances corrosion resistance.

This composition makes 6063 T5 suitable for architectural applications, window frames, door frames, and other structural components where a good surface finish and moderate strength are required.

MATERIAL STORAGE

Aluminum profiles will be stored in their original packaging to shield them from environmental damage and contamination. Profiles will be adequately supported to prevent bending or deformation. Care will be taken to avoid scratches, dents or any damage that can affect the material's integrity and appearance.



THE MARKET

The aluminium industry is experiencing rapid growth, driven by increasing demand for sustainable, lightweight, and durable building materials. Emirate Builders strategically positions itself within this evolving market, catering to businesses that prioritize quality, innovation, and efficiency.

As urbanization and infrastructure development surge, especially in emerging markets, aluminium has become the material of choice for architects and engineers seeking modern, energy-efficient solutions. Emirate Builders responds to this demand by offering a diverse range of aluminium profiles, designed to meet the needs of high-rise buildings, residential complexes, commercial projects, and industrial applications.

Our market extends beyond borders, reaching international clients who value precision engineering, superior finishing, and long-term reliability. By staying ahead of industry trends, integrating cutting-edge technology, and adopting sustainable manufacturing practices, Emirate Builders not only meets but anticipates the expectations of a dynamic and competitive global market.

MARKET TRENDS FOR ALUMINIUM

The industry is witnessing a surge in demand due to the growing emphasis on sustainable and energy-efficient materials, making aluminium a preferred choice in various sectors. Compliance with sustainability regulations ensures smooth industry entry.

DEMAND

The increasing need for lightweight, durable, and eco-friendly materials across construction, automotive, and manufacturing industries continues to drive market demand. Our registration strategy considers these market needs to position our products effectively.

MARKET SWOT ANALYSIS

STRENGTHS (Our Key Strengths are):

- **High-Quality Products:** Offers premium aluminum profiles and glasses that meet international standards, appealing to both local and regional markets.
- **Strong Brand Reputation:** Recognized as a trusted provider in the construction materials and fabrication sectors in Tanzania.
- **Diverse Product Portfolio:** Provides a wide range of aluminum profiles for windows, doors, and architectural applications.
- **Distribution channels:** Proximity to major construction hubs and transportation routes, ensuring timely delivery and reduced logistics costs.
- **Experienced Team:** Skilled workforce with expertise in aluminum, fabrication and customer service.

- Business Ethics:
- Stock Availability:
- Presence of Triple 2 Company limited (sister company) serves as a strength since it's our potential customer dealing with supply of aluminum products.

WEAKNESSES (Our Main Weaknesses are):

- International trade risk: Dependence on Imported Raw Materials, Vulnerability to fluctuating exchange rates and international supply chain disruptions.
- Highly Market Competition: May not have a strong presence in rural or emerging markets within Tanzania.
- Lack of aggressive: Marketing strategies to differentiate the brand from competitors.
- Unreliable IT infrastructures
- Inadequate market intelligence

OPPORTUNITIES (Key Opportunities in the Market are):

- Growing Construction Industry: Rapid urbanization and infrastructure development in Tanzania create high demand for aluminum profiles.
- Green Building Trends: Increasing preference for sustainable and energy-efficient building materials offers potential for innovative product lines.
- Export Potential: Opportunity to expand into neighboring countries like Kenya, Uganda, and Zambia.
- Partnerships with Developers: Collaborating with real estate developers and contractors for bulk supply contracts.
- Technological Upgrades: E-Marketing, use of glasses in construction

THREATS (The main Threats we face are):

- Market Competition: Intense competition from local and international suppliers offering similar products at competitive prices.
- Economic Instability: Inflation, currency fluctuations, and economic downturns in Tanzania may affect purchasing power and project funding.
- Regulatory Challenges: Compliance with local building codes, environmental laws, and import/export regulations.
- Raw Material Costs: Rising global prices of aluminum could erode profit margins.
- Shifts in Consumer Preferences: Potential for customers to opt for alternative materials due to cost or design trends.
- Political instability: Uncertainty in political environment may disrupt supply chains and investment leading to operational and market unpredictability

COMPETITIVE ENVIRONMENT

Emirate Builders operates in a dynamic and competitive industry, where differentiation is key to success. Our strategic approach focuses on quality products and services, superior craftsmanship, technological advancements, and strong industry partnerships to maintain a competitive edge.

Our Key Competitive Advantages:

❖ Quality Products and Services

We prioritize delivering high-quality building materials and construction services that meet industry standards. Our focus on durability, performance, and customer satisfaction ensures long-term value for clients.

❖ Superior Craftsmanship

Our team of skilled professionals is dedicated to precision, innovation, and excellence in every project. By maintaining high construction standards, we enhance the aesthetic and functional appeal of our work.

❖ Technological Advancements

Investing in modern construction techniques, smart technologies, and sustainable practices allows us to improve efficiency, reduce costs, and stay ahead of industry trends.

❖ Strategic Partnerships

We collaborate with suppliers, engineers, architects, and developers to access high-quality materials, specialized expertise, and exclusive opportunities, strengthening our market position.

❖ Commitment to Compliance

Adhering to regulatory standards, safety protocols, and ethical business practices enhances our reputation, ensures smooth industry registration, and builds trust with clients and stakeholders.

❖ Customer-Centric Approach

We focus on understanding client needs and providing personalized solutions, reliable service, and ongoing support, ensuring high customer satisfaction and loyalty.

SALES MANAGEMENT

Our sales approach is centered on building long-term customer relationships through direct engagement, value-driven solutions, and personalized service offerings. By understanding customer needs, we provide high-quality products and services tailored to their specific requirements, ensuring satisfaction and loyalty.

Compliance is a fundamental part of our strategy, and we obtain all necessary sales licenses and permits to maintain regulatory standards and enhance our credibility in the market. We continuously adapt to changing industry trends by leveraging technology, market insights, and strategic networking to expand our reach and stay competitive.

Our sales team is equipped with the necessary skills and industry knowledge to provide expert guidance and seamless service, fostering trust and confidence among customers. Through a combination of personalized interaction, innovative solutions, and regulatory adherence, we maintain a dynamic sales approach that drives business growth and long-term success.

ADVERTISING

At Emirate Builders, we utilize a data-driven marketing strategy to elevate our brand visibility and engage with a diverse audience. Our efforts are centered around social media outreach, digital advertising, industry exhibitions and strategic partnerships.

On platforms like YouTube, WhatsApp and Instagram, we create engaging content, sponsored ads, and interactive campaigns, while leveraging analytics to track and optimize performance.

Our digital advertising focuses on driving traffic to our website and mobile application, offering a seamless experience for potential customers and enabling precise targeting.

We also actively participate in key industry exhibitions and trade shows, showcasing our products and fostering relationships with industry professionals and potential clients. Furthermore, we form strategic partnerships with architects, construction companies, and building material suppliers to expand our reach, collaborating on co-branded campaigns that enhance our market presence and credibility.

THE FINANCIAL ASPECTS

Emirate Builders principal investment structure will be of **50%** Equity and **50%** Bank Facility.

S/N	DETAILS	COMPANY	BANKS	TOTAL
A				
I	INITIAL CAPITAL INVESTMENT			
	LAND AND BUILDING			
	Land Acquisition	650,000,000	-	650,000,000
	Initial Civil works (Buildings and Structures)	<u>6,321,500,000</u>	-	<u>6,321,500,000</u>
	Total Investment in Land & Buildings	6,971,500,000	-	6,971,500,000
II	EQUIPMENT AND MACHINERY			
	Factory Machines & Equipments	1,601,475,000	4,015,525,000	5,617,000,000
	Freight Cost and Insurance	<u>842,550,000</u>	-	<u>842,550,000</u>
	Total Investment in Machinery and Equipements	6,459,550,000	-	6,459,550,000
	TOTAL CAPITAL EXPENDITURES	<u>13,431,050,000</u>		<u>13,431,050,000</u>
				-
III	Working Capital	-	5,400,000,000	5,400,000,000
	TOTAL FINANCE	<u>9,415,525,000</u>	<u>9,415,525,000</u>	<u>18,831,050,000</u>

B: MARGIN ANALYSIS (PER ANNUM)

Refer to annexure 1 (Cash – flow projections) for more information.

C: RATIOS

Profit Margin (Profit/Sales Revenue)	20%
Return on Investment (Profit/Total Investment)	20%
Breakeven point (Fixed Cost-Variable cost)	2 Years

EMIRATE BUILDERS UNIQUE POSITION

Emirate Builders Manufacturing aims to be the most preferred vendor for its clients by offering:

- **Consistent Business Value:** A company that consistently delivers business value, earning and maintaining customer trust.
- **Extensive Market Reach:** A nationwide presence with robust production and delivery infrastructure.
- **Customer-Centric Approach:** An industry leader driven by processes that prioritize customer satisfaction.
- **Innovative Technology:** A pioneer in utilizing advanced technology in aluminium profile manufacturing.
- **High Production Capacity:** The undisputed leader with the highest production capacity in the aluminium industry.
- **Product Versatility:** Offering a wide range of aluminium profiles suitable for various applications, from construction to industrial use.
- **Preferred Vendor Status:** The top choice for major architects, builders, and industrial clients.
- **Efficient Logistics:** Operating a self-managed logistics system to ensure timely and reliable deliveries.
- **Uncompromised Quality:** Delivering the highest quality aluminium profiles consistently.
- **Reliability and Speed:** The most dependable supplier for fulfilling large orders within short timeframes.

Contact Us

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