

**PRE-FEASIBILITY STUDY REPORT ON:**

**INVESTMENT IN MANUFACTURING AND PROCESSING OF PLASTIC PRODUCTS:**

**Presented To:  
TANZANIA INVESTMENT CENTRE,**

**P O Box 9774,  
Dar es Salaam.**

Prepared by:

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**P.O.BOX 134359.**

**MKURANGA DISTRICT, TANZANIA**

**JANUARY 2025**

**C&E INTERNATIONAL COMPANY LIMITED**  
**STRATEGIC PRE-FEASIBILITY REPORT**

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This profile is strictly for information only and projections in the pre –feasibility study report have been compiled by the consultant with close cooperation of the Promoters of the Business the **C&E INTERNATIONAL COMPANY LIMITED** and Sector Experts for illustrative purposes and do not constitute actual forecasts.

**LIST OF APPENDICES**

1. Certificate of Incorporation
2. Tax Payer Identification Certificate
3. Memorandum and Articles of Association
4. Bank Reference Letter.
5. Evidence of Land

# 1. EXECUTIVE SUMMARY

## A. COMPANY & PROJECT CONCEPT

**C&E INTERNATIONAL COMPANY LIMITED** is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated Registration date and time: **10/07/2024** and bears Certificate of Incorporation No. **176166886** Company implements project which is under manufacturing sector with the purpose of investing in manufacturing of Plastic Products not limited to plastic Luggage's and carrying bags, for example, suitcases, trunks, travelling bags, sling bags for carrying infants, and school bags;

The company operates its business from Dar es Salaam (the Hub) with enough parking spaces at its yard, **Mwanambaya in MKURANGA DISTRICT, P.O. Box 34359.**

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors, the company also plans to expand warehouses, yards, CFS and other extension sectors to achieve the comprehensive development of the whole industry chain.

## B. THE IMPLEMENTATION PERIOD OF THE PROJECT

Is estimated to be **10 to 20 years** depending on the progress, development and permits to facilitate.

## C. COMPANY GOALS AND OBJECTIVES:

In Summary **C&E INTERNATIONAL COMPANY LIMITED** aims to;

- Manufacture Plastic Products list but not limited to plastic luggage and carrying bags, for example, suitcases, trunks, travelling bags, sling bags for carrying infants, and school bags;
- Manage **C&E INTERNATIONAL COMPANY LIMITED** by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involvement.
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contacts

### **C: PURPOSE OF BUSINESS PLAN**

This document is prepared to serve the purpose as a Pre-feasibility study report for **C&E INTERNATIONAL COMPANY LIMITED** for investment in Manufacturing and processing Plastic Products. In addition, the Pre-feasibility study report shall be submitted to TIC for an award of Certificate of Incentives.

### **D. COMPANY LEGALITY,**

Legal certificates and Company documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number have been attached to justify the fact that **C&E INTERNATIONAL COMPANY LIMITED** is operating and has the on-going project of factory construction therefore the project is within the ambit of the law of United Republic of Tanzania.

### **E. PROJECT ORGANIZATION STRUCTURE,**

The management of **C&E INTERNATIONAL COMPANY LIMITED** is constituted by the following organization set up:-

**Board of Directors and General Manager** who are responsible for supervision of the entire operations of the Company. Company accountant and Production Manager will be directly responsible for all matters pertaining manufacturing process and accounts of the Company.

**F. Investment Structure,** the project is estimated to cost **2,000,000 million USD** the money covers building structures but also allocated fund include investment in, Building structure, Machineries and Equipment, furniture and fittings, pre expenses and working Capital. The equity contributed by the shareholders is **2,000,000 USD** equivalent to 100%. However, a financial policy of the Company state that the profits generated will be re-invested

## 2. STATEMENT OF PURPOSE

### A. PURPOSE OF INVESTMENT

This Profile is drawn for seeking TBS APPROVAL of our **COLOUR COATED ROOFING SHEET** and **PRE-PAINTED ROOFING SHEETS** which we have recently imported from China purposely for Construction of our Factory for Manufacturing and processing of Plastic Products.

This document is prepared to the serve the purpose as a feasibility study for **C&E INTERNATIONAL COMPANY LIMITED** for establishment of Manufacturing of Plastic Products in Mkuranga District. The implementation of the project will compromise of the following: -

- Construction of factories and warehouse building, which will accommodate Installation of Machines, Equipment and storage for this project. Equipping the project will all necessary modern furniture and facilities, procurement raw materials and Employment of more than 100 people.

### B. SUMMARY OF EXPECTED RESULT

At the end, the project is expected to achieve the following: -

- Provide an opportunity for availability of Plastic Products.
- Import modern machine for purpose of Plastic Products which contribute in advancing of new technology in Tanzania
- Increase 100 direct employment opportunities.
- Direct Domestic investment of more than \$5M within 2024 -2028.
- Increase tax contributed to the government
- Generate foreign currency.

### C. INVESTMENT PLAN

The company expect to invest **USD 1,000,000** from shareholders' funds. Profits generated from business operation will be re-invested.

### D. FINANCIAL PROJECTION

In summary, under the premise of appropriate tax planning and without considering the cash inflow from VAT credit, the project's cash recovery cycle is around 36-40 months (if full VAT credit is considered, the recovery cycle can be shortened to around 30-34 months), and the overall investment cycle is in line with expectations.

## E. SOURCE OF FINANCE

There could be a need for a loan from commercial banks in the future for extension of the project as the investor has set aside 100% of 1,000,000 USD for the investment in phase one up to the last phase.

**TABLE 1 FINANCE**

<i>Financing</i>	\$
Owner's equity	
Cash	200,000
Contributed asset value	800,000
<b>Total</b>	<b>1,000,000</b>

Table below show the assumptions how the investment-financing plan will look like.

**TABLE 2**

### INVESTMENT COST PLAN

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	140,000
Land	236,000
Building	300,000
Equipment	160,000
Furniture and fixtures	20,000
Motor Vehicles	30,000
Other	10,000
Pre- Expenses	84,000
<b>Total assets</b>	<b>1,000,000</b>

### 3. BUSSINESS DESCRIPTION

#### A. BACKGROUND OF THE COMPANY

**C&E INTERNATIONAL COMPANY LIMITED** is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated **10/07/2024**, and bears Certificate of Incorporation No: **176166886**. Company implements project which is under manufacturing sector particularly manufacturing of plastic Products which is a global industry that produces various types of plastics used in a wide range of applications, Therefore, The Company will be responsible among others activities, operating and managing manufacturing activities.

#### B. MISSION AND VISION

We strive to be the leading company in manufacturing industry providing excellent customer services at competitive prices to meet our customers' requirements.

#### C. PROJECT PROMOTERS

The project will be managed and operated by **C&E INTERNATIONAL COMPANY LIMITED** and owned by Chinese citizen and Chinese corporation with diverse business in China. Current shareholding status is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARE %	NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
SHULAN ZHU	Chinese	30%	ZHANGYAN BAO	Chinese	20%
LIAN JIN	Chinese	30%	CANHUA JIN	Chinese	20%

#### Operations.

The project will be managed and operated by **C&E INTERNATIONAL COMPANY LIMITED**. The Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

#### **D. PROJECT LOCATION.**

The project shall be implemented at constructed factories and warehouses, with more than 12,900 Square Meters, at Mwanambaya in Mkuranga District. The Plot very spacious to accommodate project of this nature.

#### **E. POSTAL ADDRESS.**

**C&E INTERNATIONAL COMPANY LIMITED**

P. O. Box 32080

Dar Es Salaam, Tanzania

## **4. CORE BUSINESS OF THE COMPANY**

The Company's project will be manufacturing and processing of Plastic Products used in a wide range of applications, from packaging and packaging materials, plastic parts, and components for a range of consumer and industrial goods, consumer goods to construction and automotive industries.

In the first phase of the implementation of this project, the Company shall construct factories, warehouse, administration buildings that shall be used to accommodate installation of Machineries and Equipment's, administration offices and accommodation.

### **A. TECHNICAL REQUIREMENTS OF THE PROJECT**

The project implementation shall require some of technical facilities among others include - Machines for manufacturing Plastic Products, not limited to Injection Molding Machines, Thermoforming, Blow Molding Machines and Film Blowing Machines.

## **5. MANUFACTURING INDUSTRY**

### **A. MANUFACTURING SECTOR IN TANZANIA**

In the last 10 years, manufacturing activities in Tanzania have taken a steady growth, registering average annual growth of over 4 percent, with 10% contribution to GDP. Most activities concentrate on manufacture of simple consumer goods such as food, beverages, tobacco, textiles, furniture and wood allied products. After economic liberalization in the mid-1980s, many erstwhile public enterprises could not withstand free market competition. Some died and others underwent privatization. These measures helped enhance competitiveness of local industries and readied them for venturing into export markets. On the other hand, the sector is not a big employer (145,000 employees), compared to agriculture for example, but it is the most reliable source of government revenue in form of import, sales, corporate and income taxes, accounting for over half of government annual revenue collection. Manufacturing earns the country a fifth of total foreign exchange earnings, thus ranking third after agriculture and tourism. Most production is however concentrated in the Dar es Salaam region. The promotion of sustainable industrialization as one of the global development goals in the 2030 Agenda for Sustainable Development adopted by the United Nations Development Summit is particularly relevant to Africa's economic transformation plan for the next 50 years. The "Belt and Road Initiative" initiative that China is currently advancing has docked the industrialization strategies of African countries, which has brought unprecedented opportunities for industrial development in African countries. China-Africa capacity cooperation will usher in a broader stage

## B. IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA

The reason why Tanzania needs a vibrant manufacturing sector today is to ensure economic independence in the long run. This can be achieved because of different advantages attached to the manufacturing sector, which include: Firstly, it helps to diversify the economy away from primary sector towards manufacturing and hence reduce risks and vulnerability to the long-term deteriorating commodity terms of trade and the associated loss in the real income. Secondly, the sector has substantial forward and backward linkages with other sectors of the economy, especially agriculture. Thirdly, with proper choice of technology, the sector can create significant employment. Fourthly, large manufacturing sector can enable export diversification that is necessary to reduce Tanzania's vulnerability to external shocks. Fifthly, the sector provides opportunity to transfer, adapt, and create new technology. Sixthly, a large manufacturing sector can enable income smoothing at the household level through the creation of non-farm jobs that are more stable and fetch higher incomes. On average, the monthly income from a manufacturing job is Tshs. 103,407 compared to 76,277 in mining, 49,693 in construction, 31,301 in trade and only 15,234 in agriculture, presently the largest source of livelihood for Tanzanians

## C. PROJECT JUSTIFICATION

The proposed project is under management of **C&E INTERNATIONAL COMPANY LIMITED** in line with Tanzania Government efforts in attempt to revamp the Manufacturing and Processing sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize her annual earnings from investment and compete effectively with regional competitors. This also has been complemented by following measures;

- i. The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment, tourism sector is inclusive.
- ii. In 2007/2008, the Government reviewed the existing Industry and trade Policy, taking into consideration the social economic base and the dynamism of manufacturing industry in Tanzania.
- iii. In depth studies have been carried out in the following area

- SMEs development study
- Trade Integration Strategy, 2015-2021

Regarding the initiative undertaken by **C&E INTERNATIONAL COMPANY LIMITED** sponsors, is justified by the following facts.

- The sponsors have a special invested interest in manufacturing and processing of Plastic Products .they have several years of experience

## D. SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

The proposed project will result into the following social and economic impacts:

- Improve and increase production of Plastic related products in Tanzania
- Increased competitiveness among manufacturers of Plastic related products in Tanzania
- The project will provide employment for more than 100 people
- The Government and other agencies will benefit from various taxes, fee and commissions that will be paid to the Treasury etc. by this Company.

## E. OPPORTUNITY DRIVERS

### **Increased demand of Plastic Products. Products in Tanzania and all over the world**

Tanzania now is witnessing the tremendous developments of technology advancement. Plastic Products is among the high demand products that is used in produce packaging, in building and construction, in textiles, consumer products, transportation, electrical and electronics and industrial machinery.

### **Uniqueness location of the project**

**C&E INTERNATIONAL COMPANY LIMITED** project will be one of the major Plastic Products. Manufacturers in Tanzania. Location of the Project shall be in **Livingstone, Kariakoo, Dar es Salaam with Plot No: 20/21, Block 55. But also Dundani Mwanambaya at Mkuranga District.**

The location of this project provides an opportunity to **C&E INTERNATIONAL COMPANY LIMITED** to capture easily the market all around Tanzania and neighboring countries

### **Government Policy**

The Government of Tanzania has made the policy that intends to improve and promote Manufacturing Industry. This sector employs many people and it is a key driver towards transforming and developing the national economy.

### **Government Incentives package**

In 1997, Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

## 6. MARKETING PLAN

### A. Overview

The success of **C&E INTERNATIONAL COMPANY LIMITED** will be achieved by providing quality products, and friendly service while employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make a successful. **C&E INTERNATIONAL COMPANY LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

### B. Customer Database

**C&E INTERNATIONAL COMPANY LIMITED** will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software **C&E INTERNATIONAL COMPANY LIMITED** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' signup book with promotional signage; menu insert promotion; etc.

### C. Advertising

**C&E INTERNATIONAL COMPANY LIMITED** will adopt an aggressive advertising strategy. Outdoor signage for **C&E INTERNATIONAL COMPANY LIMITED** will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure.

**C&E INTERNATIONAL COMPANY LIMITED** will utilize both traditional non- traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **SAMYI COMPANY LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

#### **D. Costing and Pricing**

The management of S **C&E INTERNATIONAL COMPANY LIMITED** does the costing and pricing. The costing takes into consideration various aspects depending on the cost, which will be incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e. they are business-oriented personnel.

#### **E. Customers and Products**

**C&E INTERNATIONAL COMPANY LIMITED** is targeting to all regions in Tanzania and outside of Tanzania

Products. **C&E INTERNATIONAL COMPANY LIMITED** will set project, which will be indulging in Manufacturing and Processing of Plastic Products such as Luggage bags and Plastic containers,

## F. ANALYSIS OF STRENGTHS, WEAKNESSES, AND OPPORTUNITY AND THREATS

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<b>Strengths</b> <ul style="list-style-type: none"><li>▪ It has a strong equity financing</li><li>▪ Strong management and well paid personnel</li><li>▪ Has a will to expand</li><li>▪ Access to reliable high technology</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>▪ Not yet emphasize on the marketing</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>▪ Good government suitable facilitative policy</li><li>▪ Raising investments real estate sector</li><li>▪ Government development power supply project in Tanzania</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪ Unawareness of the new entrants in the Industry in the same location</li><li>▪ Increment of inflation</li><li>▪ Presence of fake suppliers of the same products.</li></ul>

## G. The company has prepared for the action plans by doing the following:

1. In future if needs arises the Company may seek more funds from bank to finishing phase of this project.
2. The company will employ expatriates for marketing of its products/services and develop marketing plan.

The company has both short term and long-term marketing plan:

**The short-term marketing plan includes:**

- Participating in business show case exhibitions
- Building sustainable long-term relationship with relevant manufacturers of Plastic Products
- Training of sales staff sales and Marketing.

**Long Term Plans includes:**

- Join to the network of Manufacturing Companies exploit more business opportunities
- Investing Market Research and Development

## **7. MANAGEMENT & ADMINISTRATION**

The management team of **C&E INTERNATIONAL COMPANY LIMITED** is planned to be constituted by the following

### **A. MANAGEMENT TEAM**

#### **Board of Directors**

Which is the apex body for strategic decision making of the project. Directors of the Company are the ones having shares in **C&E INTERNATIONAL COMPANY LIMITED** and shall manage all activities undertaken by the Company.

#### **General Manager**

General Manager will be responsible to take care all matters pertaining operation and managing daily activities of the project as well as other staff's welfares and report them to the board of directors.

#### **Production Manager**

Production Manager will be expected to have an extensive background in the manufacturing industry. Production Manager will be directly responsible for all processing functions including manufacturing and processing of float glass and glassware.

Under production manager there shall be reasonable number of technical staffs who will be involved in daily processing within this project.

## **Accountant/cash**

An accountant will be employed who expected to have good experience in accounting system as well as he will be responsible in managing cash of **C&E INTERNATIONAL COMPANY LIMITED** but also keeping books of accounts properly.

### **B. Management Agreements**

Management Agreements shall be executed between **C&E INTERNATIONAL COMPANY LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

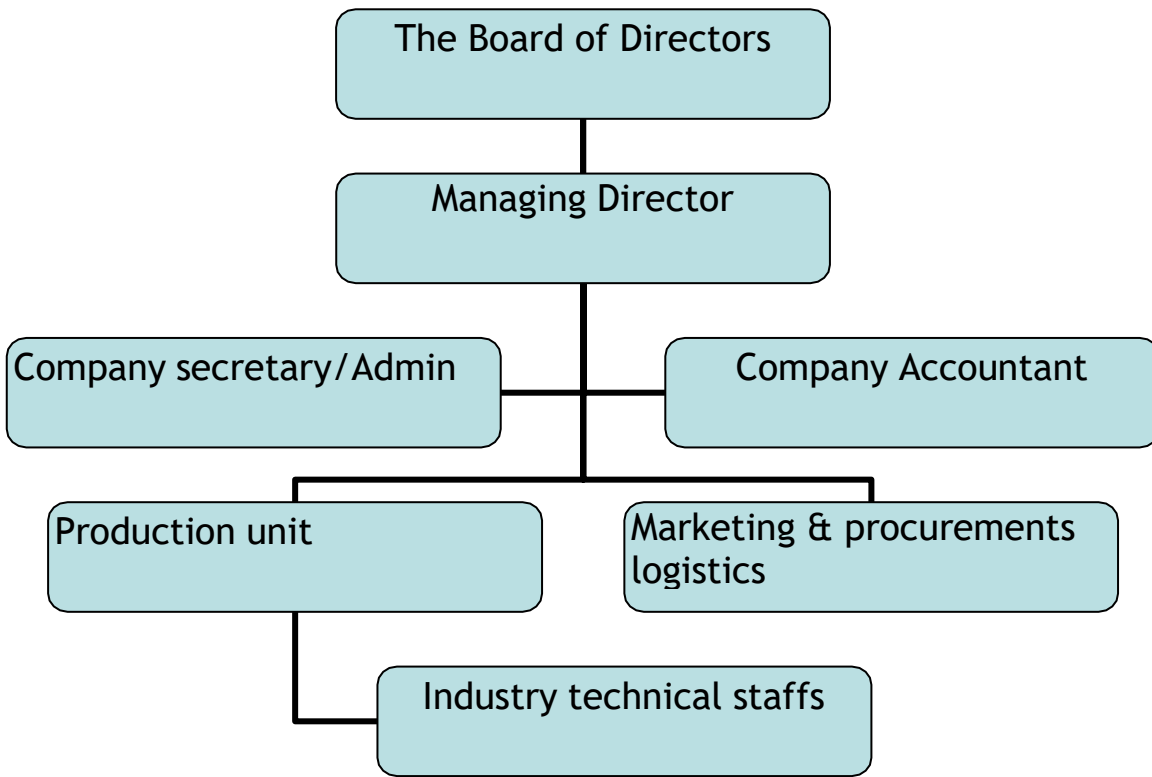
### **C. Confidentiality Agreements**

**C&E INTERNATIONAL COMPANY LIMITED** will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our products, operating systems, policies and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets, and show our employees that we take our business seriously

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### **D. Organization Structure**

The management of **C&E INTERNATIONAL COMPANY LIMITED** is planning to have the following organization structure.



## Conclusion

1. Revenue will be contributed to the Government through various taxes.
2. The project will offer continuous direct employment to almost 50 people and create other indirect employment to other people.
3. The company looks technically feasible and financially viable. It is therefore recommended that the project be supported

