

BUSINESS PLAN FOR WANXINGZHIYE COMPANY LIMITED

Company Name: WANXINGZHIYE Company Limited.

Certificate of Incorporation No: 181262885

Sector: Construction

Sub-Sector: Industrial Parks for factories on leasing

1. Executive Summary

Wanxingzhiye Company Limited is a Chinese company registered in Tanzania with certificate of incorporation number 181262885 of 16th January 2025. The objectives for which the company is established, among others, are the construction of the Industrial Parks for factories and leasing and other related business activities such as the manufacturing of goods, storage, and distribution through Industrial Parks. The Industrial Park will be constructed at Dodoma City Council, on an area of around 9,800 square meters in the area called Nyankali, which we have already bought, and it is about 20 Kilometres from Dodoma City Centre on the way to Iringa adjacent to the SGR Station.

Wanxingzhiye Company Limited aims to become a leading developer of a modern and state-of-the-art Industrial Park at the Central Zone of Tanzania with all necessary facilities such as reliable power supply of electricity and solar, water facility, well accessible concrete roads inside the park, etc

The Company will focus on leasing the Industrial Parks to manufacturers of various goods, which will provide around 1,000 jobs to Tanzanians, particularly from the Dodoma Region, who have a minimum of vocational skills and contribute to the local economy.

2. Investment Objective

To establish a developer of a modern and state-of-the-art Industrial Park for factories at the Central Zone of Tanzania. The Company will be leasing the Industrial Parks to manufacturers of various goods.

3. Market Analysis

Target Market:

Manufacturing Companies around East Africa. Target consumers include individual buyers, small businesses, and distributors.

Market Demand:

Growing demand for affordable Industrial Parks around the Central Zone of Tanzania, which is the hub of business to connect Lake Zone, Southern Highland Zone, and nearby countries such as Zambia, Malawi, Congo DRC, Uganda, and Rwanda.

4. Operational Plan

Industrial Park Size/ Capacity:

The Company will construct a modern Industrial Park of around 8,000 square meters with all necessary facilities such as water, power supply, office block, and concrete roads.

Sources of Supply:

60% of inputs are sourced from China (including key components such as steel, glass, cables, and roofing materials).

40% of inputs are sourced locally in Tanzania (including bricks, cement, and aggregates)

Job Creation:

The company plans to create 1,000 local jobs in various roles, including technicians, sales, administration, and logistics.

5. Investment Funds Expenditure Breakdown

Expenditure Category	Estimated Cost (USD)
Machinery and Equipment	\$ 750,000
Industrial Park Setup and Infrastructure	\$ 1,750,000
Initial Inventory (Components)	\$ 250,000
Marketing and Sales	\$ 150,000
Working Capital	\$ 500,000
Miscellaneous	\$ 100,000
Total	\$ 3,500,000

6. Marketing Plan

Brand Positioning:

Position Wanxingzhiye Company Limited is a reliable and affordable Industrial Park renter that meets the needs of various manufacturers and distributors.

Sales Strategy:

- Develop partnerships with local distributors and dealerships.
- Participation in trade shows and exhibitions.

Promotional Activities:

Advertising campaigns through local radio, TV, and social media. Sponsorship of local events to increase brand visibility. Offer promotions and discounts during the initial launch to obtain new tenants.

7. Implementation Schedule

Milestone	Timeline
Company Registration and Licensing	Completed
Securing Investment Funds	1-2 months
Industrial Park Setup and Infrastructure	6 -12 months
Marketing and Sales	Full time

8. Conclusion

Wanxingzhiye Company Limited is strategically positioned to become a key player in the Industrial Park development for factories and leasing. With a strong focus on local job creation, quality production, and a robust marketing strategy, the company aims to achieve significant growth over the next five years, contributing to the economic development of Tanzania.

