

**BUSINESS PLAN PROPOSAL FOR
ZHONGJI INVESTMENT COMPANY LIMITED**

**ESTABLISHMENT OF THE TRUSTS, FUND AND SIMILAR
FINANCIAL ACTIVITIES PROJECT**

ZHONGJI INVESTMENT COMPANY LIMITED

BUSINESS INVESTMENT ACTIVITIES

BUSINESS PLAN FOR ZHONGJI INVESTMENT COMPANY LIMITED – TRUST AND FUNDS MANAGEMENT ACTIVITIES

EXECUTIVE SUMMARY:

ZHONGJI INVESTMENT COMPANY LIMITED is a proposed trust, fund Investment activities to be established in Tanzania. The project aims to capitalize on Tanzania's growing are to preserve and grow trust assets, ensure compliance with legal obligations, and fulfill the financial intentions of the trust creator (grantor).Utilizing locally sourced raw materials from the Iringa region, ZHONGJI INVESTMENT COMPANY LIMITED will contribute to import substitution, generate employment, and foster local industrial growth. The total estimated investment for the project is \$2,000,000.

COMPANY DESCRIPTION:

Company Name: ZHONGJI INVESTMENT COMPANY LIMITED Location: The project is located in IRINGA Tanzania, considering the proximity to raw materials in IRINGA and access to major transportation and markets routes.

Mission: “To be among the leading Investor of fund management activities in Tanzania, contributing to the nation's development while operating sustainably and creating value for stakeholders”.

Vision: “To become the preferred management consultancy and other professional,scientific and technical activities in East Africa, recognized for quality, reliability, and environmental responsibility”

Legal Structure: A Private Limited Company been created under the certificate of incorporation number 189468423

The **shareholders** of the company and their share distribution are as follows;

- i. SUN, YANMIN - Director 60%
- ii. LI, YING - Director 40%

Products and Services:

ZHONGJI INVESTMENT COMPANY LIMITED will primarily Fund management activities. These will meet relevant Tanzanian and international quality standards (e.g., ISO).

Product specifications: Trusts, funds and similar financial management activities, Non-specialized wholesale trade, Management consultancy activities and other professional, scientific and technical activities n.e.

Future Expansion (Potential): Depending on market demand and profitability, the company may explore diversification into other investment activities.

Market Analysis:

Target Market: The primary market for ZHONGJI INVESTMENT COMPANY LIMITED will be the Tanzanian Investment sectors, including:

- Large Enterprises: Multinational corporations seek strategic, operational, and digital transformation consulting to stay competitive and expand globally A B.
- Small and Medium-sized Enterprises (SMEs): SMEs increasingly rely on consultants for growth strategies, financial planning, and navigating regulatory environments.
- Public Sector & NGOs: Government agencies and nonprofit organizations use consultancy services for policy development, efficiency improvement compliance support.

Market Size and Growth: The industry is expected expanding at a compound annual growth rate (CAGR) of 6–8%, depending on region.

- Private Fund Administration: Experiencing robust growth, especially in private equity and hedge funds.

Competition:

The market includes both local investors and importers. ZHONGJI INVESTMENT COMPANY LIMITED will differentiate itself through:

Quality: Adherence to high quality services standards.

Competitive Pricing: Leveraging local raw material sourcing and efficient management.

Reliable Supply: Consistent availability of services, Customer Service: Strong relationships with clients.

SWOT Analysis:

- ❖ Strengths: Local raw material sourcing (Iringa) experienced management (to be recruitment), modern machinery.
- ❖ Weaknesses: New market entrant, potential initial operational challenges, reliance on stable power supply
- ❖ Opportunity: Growing Investment sector, government support for local companies, potential for export to East African Community (EAC).
- ❖ Threats: Price fluctuations of raw materials, intense competition from importers, policy changes, unforeseen economic downturn.

Operations Plan:

These involve managing financial assets on behalf of clients (individuals, institutions, or trusts).

- a) Client Onboarding: KYC (Know Your Customer), risk profiling, and agreement setup.
- b) Portfolio Design: Asset allocation based on client goals (e.g., stocks, bonds, real estate).
- c) Investment Execution: Buying/selling assets via brokers or platforms.
- d) Monitoring & Reporting: Regular performance reviews, compliance checks, and client updates
- e) Regulatory Compliance: Adhering to financial laws, tax rules, and fiduciary standards.

Management process

Financial capital (client funds), Market data & analytics, Investment platforms and Regulator

A. Fund Management Investment Process

This process involves managing client capital to generate returns while balancing risk.

1. Client Profiling

Assess financial goals, risk tolerance, time horizon. Example: Retirement planning vs. short-term income.

2. Asset Allocation Strategy

Decide how to divide investments across asset classes (e.g., stocks, bonds, real estate). Use models like conservative, balanced, or aggressive portfolios.

❖ Security Selection

Choose specific investments (e.g., NMB Bank shares, government bonds, unit trusts). Consider ESG (Environmental, Social and Governance) factors, market trends, and performance history.

4. Execution

Buy/sell assets via brokers or platforms. Ensure compliance with regulations (e.g., CMSA in Tanzania).

5. Monitoring & Rebalancing

Track performance regularly. Adjust portfolio if market conditions or client goals change.

B. Consultancy Management Investment Process:-

1. Client Engagement & Diagnosis

Understand client challenges (e.g., low sales, poor HR systems). Conduct SWOT analysis, interviews, and data review.

2. Solution Design

Develop tailored strategies (e.g., marketing plan, digital transformation). Align with client budget and timeline.

3. Resource Planning

Allocate consultants, tools, and time. Example: Assign 2 consultants for 3 weeks to redesign operations.

4. Implementation

Execute the plan: training, system upgrades, restructuring. Monitor progress and adjust as needed.

5. Evaluation & ROI Analysis

Measure impact (e.g., sales growth, cost reduction). Compare results to initial investment in consultancy.

6. Follow-up & Support

Offer ongoing advice, updates, or new services.

Equipment: The project will procure modern and efficient machinery to ensure high-quality output and operational efficiency.

Quality Control: Strict quality control measures will be implemented at every stage of production, from raw material inspection to final product testing, to ensure adherence to relevant standards.

Environmental consideration: Implementation of measures to minimize environmental impact, including dust control, waste management, and energy efficiency. Compliance with all Tanzanian environmental regulations.

MANAGEMENT TEAM STRUCTURE

Management Team Structure

A. Executive Leadership

❖ Managing Director / CEO

Oversees overall strategy, compliance, and performance of both fund/trust operations and consultancy.

❖ Chief Operating Officer (COO)

Coordinates daily operations, ensures smooth execution of client services, and manages internal processes.

B. Fund and Trust Management Division

❖ Head of Fund Management

Leads investment strategies, portfolio management, and client reporting.

❖ Trust Officer / Trust Manager

Administers trust accounts, ensures legal compliance, and manages beneficiary relations.

❖ Risk and Compliance Manager

Monitors regulatory adherence, internal controls, and risk mitigation across all financial activities.

C. Management Consultancy Division

❖ Lead Consultant / Principal Consultant

Designs and delivers consultancy projects, manages client relationships, and oversees junior consultants.

- ❖ Business Analyst

Conducts market research, financial analysis, and prepares strategic recommendations.

- ❖ Project Manager

Coordinates timelines, resources, and deliverables for consultancy engagements.

D. Support Functions

- ❖ Finance Manager / Accountant

Handles budgeting, financial reporting, and internal audits.

- ❖ Human Resources Manager

Manages recruitment, staff development, and organizational culture.

- ❖ Legal Advisor

Provides legal guidance on trust structures, contracts, and regulatory matters.

- ❖ IT Manager

Maintains secure systems for fund management platforms and consultancy tools.

Organizational Structure: (Simple hierarchical structure initially, with clear reporting line

Investment and Financial Plan:

INVESTMENT BREAKDOWN	
Land and Buildings	\$413,000
Furniture and Equipment	\$380,000
Machinery and Equipment	\$430,000
Vehicles	\$336,000
Working Capital	\$441,000

Total Investment Amount: \$2,000,000

PROJECTED INCOME STATEMENT

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	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEARS5
Cost of Sales	1,120,000	1,120,000	1,120,000	1,120,000	1,120,000
Gross Profit	1,480,000	1,600,000	1,744,000	2,916,800	2,124,160
Costs	105,000	106,050	107,111	108,182	109,263
Motor Vehicle running	5000	5,050	5,101	5,152	5,203
Expenses	8,000	8,080	8,161	8,242	8,325
Salaries and Wages	78,000	78,780	79,568	80,363	81,167
Depreciation	81,000	81,810	82,628	83,454	84,289
Marketing Costs	6,500	6,565	6,631	6,697	6,764
Utility Costs	10,500	10,605	10,711	10,818	10,926

Insurance	10,000	10,100	10,201	10,303	10,406
Interest on Loan	12,200	12,322	12,445	12,570	12,695
Communication	1,750	1,768	1,785	1,803	1,821
Total Expenses	207,950	210,030	212,130	214,251	216,394
Profit before Tax	1,272,050	1,389,971	1,531,870	1,702,549	1,907,766
Tax (30%)	381,615	416,991	459,561	510,764	572,329
Profit After Tax	890,435	972,979	1,072,309	1,191,785	1,335,437

PROJECT BALANCE SHEET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Fixed Assets	1,559,000	1,383,750	1,310,000	1,200,000	1,90,000
Long term Assets					
Depreciation	106,250	106,250	106,250	106,250	106,250
Total long term assets	1,383,750	1,277,500	1,203,750	193,750	116,250
Current Assets					
Cash	1,406,100	1,684,700	1,979,050	1,292,735	1,625,723
Account Receivable	105,000	110,250	216,535	421,763	527,628
Inventory	214,710	376,383	438,469	402,292	467,493
Total Current Assets	1,110,000	1,110,000	1,110,000	1,110,000	1,110,000
Total Assets	1,493,750	1,387,500	1,313,750	1,203,750	1,93,750
Curent Liabilities					
Accounts Payable	84,000	88,200	92,610	97,241	102,103
Other Current Liablit	70,000	73,500	77,175	81,034	85,085
Subtotal Current Liabi	154,000	1,616,700	169,785	178,274	187,188
Long term Liabilities					
Long term Liabilitie	1,820,000	1,820,000	1,820,000	1,820,000	1,820.00
Total Liabiities	383,750	277,500	203,750	93,750	16,250
Net Assets	820,810	877,633	951,268	44,516	7,656
Captil and Reserves					
Owners Contribution	1,780,000	1,780,000	1,780,000	1,780,000	1,780,000
Retained Earning	40,810	97,633	171,268	264,516	377,656

Total Capital	1,559,000	1,387,500	1,313,750	1,203,750	1,93,750
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❖ Sales and Marketing Strategy:

1. Targeted Client Segmentation
Focus on high-net-worth individuals, corporate clients, and institutions. Use data profiling to identify potential clients needing estate planning, investment management, or trust services.
2. Educational Marketing
Host seminars, webinars, or radio programs on topics like “How Trusts Protect Your Assets” or “Smart Investment Planning”.
3. Referral Networks
Partner with law firms, accountants, and insurance agents to gain client referrals. Offer incentives for successful referrals (e.g., discounted fees or service upgrades).
4. Digital Presence
Maintain a professional website with service details, testimonials, and contact forms. Use LinkedIn and Facebook to share client success stories and financial tips.
5. Trust and Credibility Building
Highlight regulatory compliance, certifications, and track record. Offer free consultations to build relationships before selling services.
6. Solution-Based Selling
Focus on solving client problems: e.g., “We help schools reduce admin costs by 30%” or “We streamline SME operations”.
7. Networking and Outreach
Attend business forums, trade expos, and chamber of commerce events. Offer free workshops or strategy sessions to attract clients

CONCLUSION & RECOMMENDATIONS

The economic impact from implementing and operating it is also positive.

Since the project is technically feasible, financially and economically viable, socially and from nation's point of view desirable a fast implementation thereof is recommended. It is important that there are no cost overruns so as to enable the realization of the benefits as outlined above.

It may be mentioned here that total investment of US\$ 2million will play a good part in boosting the local economy.

Considering all relevant factors it is being recommended that the grant of incentives on import duty & VAT deferments on capital goods and deemed capital goods is granted to this project not only to make the project viable but also to catalyze other development benefits that may accrue to the country on acceptance of this project

