

HOZI STM COMPANY LIMITED

Sanitary Paper Business Plan with Financials

Executive Summary

HOZI STM Company Limited is a Tanzanian private limited company established in 2025 with a share capital of TZS 50,000,000. The company's main focus is manufacturing and distributing sanitary paper products, including toilet paper, facial tissues, serviettes, kitchen towels, and industrial rolls.

Mission: To provide reliable and hygienic sanitary paper products that improve everyday life while supporting Tanzania's industrial growth.

Vision: To become a leading sanitary paper manufacturer in East Africa.

Core Values: Quality, hygiene, sustainability, affordability, and customer satisfaction.

Company Description

Name: HOZI STM Company Limited Legal Form: Private Limited Company Location: Tanzania Founders: Telvin Nangi Mbamba (2,500 shares), Signora Thomas Mpulule (2,500 shares) Main Business: Sanitary paper manufacturing and distribution.

Products & Services

Core Products: - Toilet paper (economy, premium, jumbo rolls) - Facial tissues (2-ply, 3-ply, pocket packs) - Serviettes/napkins (households, hotels, restaurants) - Kitchen paper towels - Industrial rolls (hospitals, schools, factories) Supporting Services: - Wholesale and retail distribution - Private labeling for supermarkets, hotels, and institutions.

Market Analysis

Industry Outlook: - Growing demand for hygiene products in Tanzania due to population growth and awareness. - Imports dominate but local players have limited capacity. Target Market: 1. Households 2. Hotels, restaurants, and cafes (HoReCa) 3. Hospitals, schools, and institutions 4. Wholesalers and supermarkets 5. Regional exports (Zambia, Malawi, DRC, Rwanda) Competitive Advantage: Affordable pricing, superior quality, flexible packaging, strong distribution.

Marketing Plan

Branding: Launch "HOZI" as a recognizable household brand. Sales Channels: Supermarkets, wholesalers, institutions, direct B2B contracts. Promotion: Digital marketing, trade fairs, radio/TV. Sales Forecast: Year 1 – 1,000 tons; Year 2 – 1,800 tons; Year 3 – 3,000 tons.

Sales Plan

We will build strong partnerships with wholesalers, supermarkets, and institutional buyers. A dedicated sales team will focus on signing distribution contracts, while a direct-to-retail strategy will be executed in urban centers. Discounts and private label opportunities will be offered to encourage bulk purchases.

Legal Notes

HOZI STM Company Limited is incorporated under Tanzanian law as a Private Limited Company. The company will comply with Tanzania Bureau of Standards (TBS), OSHA, and NEMC regulations. All sanitary paper products will meet hygiene and safety certifications before distribution.

Financial Considerations

Year	Revenue (TZS M)	Net Profit (TZS M)
Year 1	350	70
Year 2	600	150
Year 3	1000	300

Startup Costs (~TZS 250M):

- Tissue converting machines: TZS 120M - Packaging machines: TZS 40M - Warehouse/factory setup: TZS 30M - Trucks (2 units): TZS 50M - Working capital: TZS 10M

Revenue Streams:

- Sales of branded sanitary paper - Private label production - Regional exports

Additional Business Considerations

1. Management & Organizational Structure - Clear roles for founders and managers (MD, Operations, Finance, Sales). 2. Risk Analysis & Mitigation - Fluctuating raw material prices, machine breakdowns, imports competition. - Mitigation: supplier contracts, preventive maintenance, brand building. 3. Sustainability & ESG - Use recycled materials, eco-friendly packaging, and provide youth/women employment. 4. Regulatory Compliance - Compliance with TBS, OSHA, NEMC, TRA requirements. 5. Expansion Strategy - Short-term: Tanzanian market penetration. - Medium-term: Regional exports. - Long-term: Automation and scaling. 6. Partnerships & Collaboration - Supermarkets, hotels, schools, hospitals, government tenders. 7. Exit Strategy - IPO, mergers/acquisitions, or dividend payout strategies.

Prepared By

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