
SUNRISE CABLE & ELECTRIC COMPANY LIMITED

**PRE-FEASIBILITY STUDY REPORT ON:
*SUNRISE CABLE & ELECTRIC COMPANY LIMITED.***

Presented To:

The Director,
Room No.102, first floor, T G B Building,
Coca cola road, Mikocheni B, Kinondoni, P.O.Box 10446, DAR ES SALAAM

Prepared by:

SUNRISE CABLE & ELECTRIC COMPANY LIMITED P. O BOX 10446,

**MIKOCHENI B, KINONDONI,
DAR ES SALAAM, TANZANIA**

July 2025

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

Strategic Pre-feasibility Report

This document is confidential and has been made available to the Tanzania Investment Centre to which the address is shown in the cover page and it is addressed strictly on the understanding that its contents will not be disclosed or discussed with any third parties except for Tanzania Investment Centre professional advisers.

*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 **SUNRISE CABLE & ELECTRIC COMPANY LIMITED** and Sector Experts for illustrative purposes and do not constitute actual forecasts.*

SUNRISE CABLE & ELECTRIC COMPANY LIMITED Business Profile: Pre-feasibility Study
Report

Table of Contents

1.0 EXECUTIVE SUMMARY

2.0 Statement of Purpose

2.1. Purpose of investment

2.2 investment financing plan

2.3 Summary of the Expected Results

3. Business Description

3.1. Background of the Company

3.1.1. Legal Status

3.1.2. Mission and Vision

3.1.3. Operations

3.1.4 Location and Address

3.1.5. Postal Address

3.1.6. Project location

4.0 Core Business of the Company

4.1 Construction of commercial buildings

5.0. MANUFACTURING INDUSTRY

5.1. Manufacturing Sector in Tanzania

5.1.1.Importance of Manufacturing Sector in Tanzania

5.1.2.Manufacturers of coating materials in Tanzania

5.1.3.Justification of the project

5.1.3.Impact of the project

5.1,4.Opportunity drivers

6.0 SWOT ANALYSIS- STRENGTHS, WEAKNESSES, OPPORTUNITY AND THREATS

7.0 Marketing information

7.1. Costing and Pricing

7.2. Sales Projection

7.3. Customers

7.4. Marketing Plan

8. Management & Administration

8.1. Management

9 LIST OF APPENDINCIES

Certificate of incorporation
Tax Payer Identification Certificate
Memorandum and Articles of Association
Evidence of Land

10. CONCLUSION

1.Executive Summary

Company & Project concept

SUNRISE CABLE & ELECTRIC COMPANY LIMITED is a limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 5th July, 2025, and bears Certificate of Incorporation **No.186560612**. Company implements project which is under manufacturing sector.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED is an innovative, forward-thinking company dedicated to revolutionizing the manufacturing industry with environmentally sustainable materials. Located in **Mikocheni B, Kinondoni, Dar es salaam**, the company is strategically positioned to leverage the region's growing infrastructure and proximity to Dar es Salaam, a key commercial hub. This location provides easy access to transportation networks and port facilities, enabling the company to meet the increasing demand for eco-friendly solutions both locally and internationally.

Company Goals and Objectives:

In Brief **SUNRISE CABLE & ELECTRIC COMPANY LIMITED** aims to;

- i. Manufacture of electric motors, generators, transformers and electricity distribution and control.
- ii. Manufacture of fibre optic cables.
- iii. Manufacture of other electronic wires and cables.
- iv. Manufacturing of wiring devices.
- v. Manufacture of electric lighting equipments.
- vi. Manufacture of plastic products.
- vii. Manufacture of batteries and accumulators.
- viii. Manufacture of other electrical equipments.
- ix. Wholesale of electronic and telecommunications equipment and parts.
- x. Wholesale of other machinery and equipment.
- xi. To deal mainly with import and wholesale and retail trade of all kinds of solar materials including but not limited to solar power, solar panels, batteries, lights, bulbs, inverters and other materials of the alike that will be within the capacity of the company to be supplied or sold to any individual person, company, partnership etc., within and outside the country.
- xii. To deal mainly with import, supply and selling of electrical materials, cleaning materials and any other materials whatsoever that will be within the capacity of the company to be either supplied or sold to any individual person, company, partnership etc., within and outside the country.
- xiii. To engage mainly into promotion of tourism and the associated activities such as tour operators, tour guides provision of hotel accommodation and transport facilities.
- xiv. To carry on the business of carrying and transportation by motor vehicles, shipping or otherwise of passengers and goods of every description and any other logistic related business.
- xv. To engage in selling and or supplying any building materials, road construction materials and any other materials whatsoever that will be within the capacity of the company to be either supplied or sold to any individual person, company, partnership etc., within and outside the country.
- xvi. To carry on the business of imports and sale of parts, electrical goods or various kinds of machinery, computers, calculators, metals, industrial goods, gunneries, spares, agricultural machinery all kinds of software, hardware etc.
- xvii. To deal with all types of constructions including buildings, roads and any other structures and forms of construction.
- xviii. To carry on the business of clearing and forwarding.

- xix. To build, construct, alter, improve, enlarge, reappear, maintain, develop, demolish, remove or replace and work, manage, carry out or control works of all descriptions, including but not limited to offices, factories, mills, warehouses, shops, stores garages and other buildings, roads, machinery and plant, which may, in the opinion of the Director's of the company, be likely to advance directly or indirectly the company's interests; to clear sites for constructions, alteration, repair, improvement, enlargement, maintenance, development, demolition, removal, replacement, working, management, carrying out or control.
- xx. To carry on the business of drilling water well's, exploration, mining, buying, selling and export of all types of minerals and gemstones both industrial and non industrial.
- xxi. To carry on the business of agriculture commodities import and export including distribution.
- xxii. To carry on the business of agriculture, animal husbandry, polutry, forestry, mining, bee keeping, hunting, fishing, to import, export, or buy manufacture and sell the tools or equipments used in the types of business, to purchase, take on lease or otherwise acquire land, farm or planting and to develop on the said land, farm or plantation by clearing, draining, planting, cultivating or otherwise improving the same.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

Purpose of Business Plan

The primary purpose of this document is to serve as a pre-feasibility study for Sunrise Cable & Electric Company Ltd, focusing on investment in the manufacturing, processing, supplying, importing, exporting, and trading of electrical cables. This report will also be submitted to BRELA for the application of an Industrial License.

The project will involve the following activities:

- x Manufacturing of electrical cables.
- x Manufacturing of electric lighting equipments.
- x Manufacturing of other electrical equipments.
- x Construct a 20,000 square meter steel structure factory building

The project will be managed and operated by **SUNRISE CABLE & ELECTRIC COMPANY LIMITED**. It is owned by Chinese entrepreneurs and a mother Company from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES TAKEN BY EACH SUBSCRIBER	SHARE%
1. ZHONGCAI YUAN	CHINESE	5	
2. WENG YUAN	CHINESE	4	
3. DENG FENG PENG	CHINESE	20	
4. LINYI QIYANG CABLE COMPANY LIMITED	CHINESE	51	

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

Company Legality,

Sunrise Cable & Electric Company Ltd is legally registered and operates in compliance with the laws of the land. The company holds the necessary legal documents, including the Memorandum and Articles of Association, Certificate of Incorporation, Tax Identification Number (TIN), and Value Added Tax (VAT) certificates.

Project Organization Structure

The management of SUNRISE CABLE & ELECTRIC COMPANY LIMITED is constituted by the following organization set up:-

Board of Directors,

General Manager who is responsible on the supervision on the entire operations of the Company,

Company accountant,

Manufacturing Manager who will be directly responsible for all matters pertaining manufacturing of the products.

Investment Structure

This business project is estimated to cost Tshs 5,000,000,000. The money covers building structures but also allocated fund include investment in, Machines and Equipment, furniture and fittings, expenses and working Capital. The equity contributed by the shareholder is 2,500,000\$ equivalent to 50. %. The remaining part of 50% of investment financing will be done through borrowing from banks. However a financial policy of the Company state that the profits generated will be re-invested

Forecasted financial Information,

Financial information of SUNRISE CABLE & ELECTRIC COMPANY LIMITED is projected within five years. The company projected profit and Loss, account show a respectable turnover of more than 1,055,713\$ in the second year. The profits gained on fifth year are projected to be 14,234,000 \$.

The projected balance sheet, shows the net worth increase of more than 3,063,439\$ in the fifth year of operation and more than 113,106 \$ in the 3rd year of the usefully lifetime of the implementation during which the business will be evaluated again. The financial documents show that the business has a positive net cash flow.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

2.Statement of Purpose

This profile is prepared to seek a Certificate of Incentives from the Business Registration and Licensing Agency (BRELA) and to serve as a pre-feasibility study report for the manufacturing of resin powder coating products and related materials.

2.1 Purpose of Investment

This document serves as a feasibility study for the establishment of Sunrise Cable & Electric Company Ltd, focusing on the manufacturing of electrical cables. The implementation of this project will include the following activities:

- x Construction of a warehouse to house machines and equipment for production.
- x Procurement of machinery and equipment required for manufacturing.
- x Equipping the facility with modern furniture and necessary infrastructure.
- x Procurement of semi-processed raw materials for production.
- x Hiring and training employees for machine operations and other key roles.

2.2. Investment financing plan

The company expect to invest 5,000,000 USD from shareholders' funds and Loan from the Banks. Profits generated from business operation will be re-invested. There shall be a loan from commercial banks as the investor has set aside 50% of USD 2,500,000 USD for the investment in phase one up to phase 3 and the rest 50% shall be financed by Project promoters' equity. Table below show the assumptions how the investment financing plan will look like.

TABLE 1

Financing	\$
Long-term liabilities	
Long-term loan	2,500,000
Owner's equity	
Cash	2,000,000
Contributed asset value	500,000
Total	5,000,000

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

**TABLE 2
INVESTMENT COST PLAN**

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	193,645
Opening inventory	100,000
Other	
	293,645
Property and equipment	
Land	555,555
Building	375,000
Equipment	2,020,000
Furniture and fixtures	160,000
Leasehold improvements	250,000
Plant	200,000
Motor Vehicles	145,800
Other	1,000,000
<i>Total assets</i>	5,000,000

2.3 Summary of the Expected Results

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

- x Provide a diverse range of electrical cables.
- x Create both direct and indirect employment opportunities.
- x Increase tax contributions to the government.
- x Generate foreign currency through exports.

3. BUSINESS DESCRIPTION

Sunrise Cable & Electric Company Limited is a limited liability company incorporated in Tanzania under the Companies Act of 2002. The company was established on 5th July 2025 and holds Certificate of Incorporation No. **186560612**. The company operates within the manufacturing sector and focuses on the production of electrical cables.

3.1.1. Legal Status

Sunrise Cable & Electrical Company Limited is fully compliant with Tanzanian laws. The company holds the necessary legal certificates, including the Memorandum and Articles of Association, Certificate of Incorporation, Business License, Tax Identification Number (TIN), and Value Added Tax (VAT) certificates. These documents confirm that the company operates within the legal framework of Tanzania.

3.1.1. Mission and Vision of the company

The company vision

“To be a leading producer of high-quality resin powder coating products and related materials in Tanzania. We are committed to delivering durable, eco-friendly coatings that meet the needs of various industries while contributing to the growth of the local economy. Our focus is on innovation, sustainability, and creating value for our customers, employees, and the community.”

The company will achieve its mission and vision through the following strategies:

- x **Manufacturing High-Quality Products:** Producing resin powder coating products and related materials that are accessible and beneficial to people across all economic levels.
- x **Creating a Conducive Business Environment:** Establishing an efficient and welcoming environment for both local and international markets, fostering strong business relationships.
- x **Employee Motivation and Retention:** Offering competitive and fair remuneration to enhance employee motivation, reduce turnover, and promote long-term dedication.
- x **Networking and Client Relationships:** Continuously engaging with and building strong relationships with our valued clients to ensure satisfaction, loyalty, and mutual growth.

3.1.2. Project Promoters

The project promoter,

The project will be managed and operated by SUNRISE CABLE & ELECTRIC COMPANY LIMITED.

3.1.4. Operations

Sunrise Cable & Electric Company Limited will manage and operate the project with professionalism, aiming to meet and exceed customer expectations. The company will utilize an automated system for efficiency, while skilled personnel will oversee daily operations and ensure smooth functioning.

3.1.5. Project Location

The project will be located in Mikocheni B, Kinondoni, Dar es salaam. This location is chosen for its accessibility to both customers and the raw materials necessary for the manufacturing of electric cables.

3.1.6. Postal Address

Sunrise Cable & Electric Company Limited
P. O. Box 10446
Room No. 102, first floor, T G B Building
Coca cola road, Mikocheni B-Kinondoni
Dar es salaam, Tanzania.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

4. Core Activities of the company

SUNRISE CABLE & ELECTRIC COMPANY LIMITED will be dealing with establishing and operating the following facilities;

4.1.1. Manufacturing of cables and electric products.

This is a core activity that will be performed by *SUNRISE CABLE & ELECTRIC COMPANY LIMITED*.

4.2. Technical requirements of the project

The project implementation shall require some of technical facilities, such facilities are.

1. Manufacturing of electric cables.
2. Manufacturing of electric motors, generators, transformers and electricity distribution and control.
3. Facility Requirements like warehouse, Ventilation Systems and Waste Disposal Systems
4. Skilled Workforce including Technicians and Operators and Engineers and researchers
5. IT and Automation Systems including Automated Control Systems and Enterprise Resource Planning
6. Health and Safety Equipment like Personal Protective Equipment and Fire Suppression Systems.

5. MANUFACTURING INDUSTRY

5.1 MANUFACTURING SECTOR IN TANZANIA

The Government of Tanzania views industrialization as a key driver for economic transformation, sustainable growth, and poverty reduction. To support this, Tanzania introduced its Sustainable Industrial Development Policy (SIDP) in 1996, aiming to shift from direct government investment in productive activities to a more prominent role for the private sector. The goal is for Tanzania to become semi-industrialized by 2025, with manufacturing contributing at least 40% of the national GDP. To achieve this, Foreign Direct Investments (FDIs) are expected to play a significant role in funding industrial development.

While the manufacturing sector does not employ as many people as agriculture, it remains a vital source of government revenue. It accounts for over half of the country's annual revenue through import, sales, corporate, and income taxes. Manufacturing also contributes approximately 20% of Tanzania's foreign exchange earnings, ranking third behind agriculture and tourism. The majority of manufacturing activity is concentrated in the Dar es Salaam region.

A promising future for Tanzania's manufacturing sector lies in the development of Small and Medium-sized Enterprises (SMEs). The government has recognized that there is insufficient policy support for SMEs, which are critical for creating a diverse industrial landscape. The successful integration of SMEs and large enterprises will be crucial, as they can benefit from a mutually supportive relationship. Particularly, the development of agro-businesses offers significant potential within the SME sector.

Tanzania's manufacturing sector enjoys several comparative advantages, including a large domestic market and access to regional markets through its membership in the East African Community (EAC) and the Southern African Development Community (SADC). These regional memberships offer preferential trade opportunities, making Tanzania a potentially attractive destination for investments. However, competition from neighboring countries like Kenya, which has a more established industrial base, presents challenges in the region.

In summary, the manufacturing sector in Tanzania holds great potential for growth, driven by strategic government policies, regional trade agreements, and the development of a robust SME sector, though challenges remain in policy support and regional competition.

5:2 IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA

⌘ **Economic Growth and Diversification:**

The manufacturing sector is a crucial driver of Tanzania's economic diversification, reducing dependency on agriculture and creating a more balanced economy. It contributes significantly to the country's GDP and helps stabilize the economy by providing an alternative to volatile agricultural and commodity sectors.

⌘ **Job Creation:**

While the manufacturing sector is not the largest employer compared to agriculture, it still provides a significant number of direct and indirect jobs. The sector offers employment in factories, logistics, and related industries, helping to address unemployment challenges, especially in urban areas like Dar es Salaam.

⌘ **Boosting Export Potential:**

Tanzania's manufacturing sector offers great opportunities for export, particularly with its strategic location in East Africa. Products manufactured in Tanzania, such as textiles, processed food, and building materials, can be exported to neighboring countries in the East African Community (EAC) and Southern African Development Community (SADC) regions, increasing foreign trade and economic integration.

⌘ **Foreign Exchange Earnings:**

The manufacturing sector is a significant contributor to Tanzania's foreign exchange earnings, generating about 20% of the country's total foreign exchange. This helps improve the country's balance of payments and provides the capital needed for further investment and development.

⌘ **Revenue Generation for Government:**

Manufacturing contributes heavily to government revenue through taxes, including corporate taxes, import duties, sales taxes, and income taxes. It accounts for over half of Tanzania's annual revenue collection, helping fund public services and infrastructure projects.

⌘ **Technological Advancements and Innovation:**

The growth of the manufacturing sector fosters the adoption of new technologies, improves productivity, and encourages innovation. It helps create a skilled workforce, promotes research and development, and leads to better-quality products and services.

⌘ **Regional and Global Market Access:**

Tanzania's membership in regional trade organizations like the EAC and SADC provides access to broader markets, offering manufacturers the opportunity to expand and trade more freely with neighboring countries. This promotes integration into the global supply chain and opens doors to international markets.

5.3 MANUFACTURERS OF ELECTRICAL CABLES

Currently, there are few manufactures of electrical cables in Tanzania. Some of the notable companies in this sector include:

- x **Elswedy Electrical limited.**
- x **Africab Group.**
- x **Multi CableLtd.**

Despite the presence of these manufacturers, the manufacturing of electrical cables in Tanzania does not fully meet the high demand in the local market. The gap between supply and demand presents a significant opportunity for **Sunrise Cable & Electric Company Ltd.** to enter the market. With limited competition in the manufacturing of electrical cables, the company holds a strong competitive advantage to address the unmet demand and establish itself as a key player in the Tanzanian market.

5.4 PROJECT JUSTIFICATION

The proposed project, managed by **Sunrise Cable & Electric Company Limited**, aligns with the Tanzanian Government's efforts to revitalize and expand the manufacturing sector. This initiative is in line with the country's recent push to attract more investments, enhance annual earnings from industrial activities, and strengthen competitiveness against regional counterparts.

The project is further justified by the following government measures:

- a. **Regulatory Review:** The government is undertaking a comprehensive review of existing laws, regulations, taxation policies, and business frameworks to improve the investment climate. These changes are aimed at creating a more favorable and conducive environment for private sector investment, including sectors such as manufacturing and tourism.
- b. **Policy Update:** In 2007/2008, the Tanzanian Government revised its Industry and Trade Policy, with a focus on strengthening the socio-economic foundations of the country and responding to the dynamic growth of the construction industry. This review supports the expansion of the manufacturing sector, which includes resin powder coating production, and aims to foster further industrialization.

The proposed project, therefore, is well-positioned to benefit from these reforms and contribute significantly to the growth of Tanzania's manufacturing sector, creating jobs, boosting local production, and reducing the reliance on imports.

6.OPPORTUNITY

6.1 High demand for manufactures of electrical cables in Tanzania

Tanzania's growing industrial sector and infrastructure development present a high demand for manufactures of electrical cables. The construction, automotive, and manufacturing industries are expanding, creating a strong need for durable, high-quality electrical cables. Establishing a company in Dar es salaam to manufacture these products could tap into this market demand, leveraging the city's strategic location and access to regional markets. With limited local production, there is a significant opportunity to provide electrical cables that support Tanzania's industrial growth while reducing reliance on imports.

6.2 Uniqueness location of the project

Sunrise Cable & Electric Company Limited will be located in **Mikocheni B, Kinondoni, Dar es salaam**. Dar es salaam is a well-established industrial hub that offers significant advantages due to its strategic location. It is in close proximity to major roads, ports, and transport networks, ensuring efficient supply chain management and smooth logistics for both raw materials and finished products. Additionally, it is the center of business, providing easy access to key clients, distributors, and international markets.

This prime location in Dar es salaam gives **Sunrise Cable & Electric Company Limited** a competitive edge by combining logistics efficiency, strong infrastructure, and proximity to key markets, all while contributing to the growth of the regional economy.

Moreover, the Tanzanian government, under its President, has been actively promoting investment in the manufacturing sector. Nobel Technology is positioning itself to support this vision, aligning with the government's slogan "KAZI IENDELEE" by creating employment opportunities for local citizens and contributing to environmental sustainability. The company's focus on providing eco-friendly resin powder coating products not only addresses market demand but also aligns with the city's sustainability goals, ensuring long-term environmental protection.

6.3 Government Incentives package

In 1997 Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors. Tanzania has enjoyed a remarkable degree of uninterrupted peace and political stability compared to its neighbors in the region since its independence in 1961. Investments in Tanzania are guaranteed against any form of expropriation. Tanzania is a signatory of several multilateral and bilateral agreements on the protection and promotion of foreign investment.

Among other International agreements and membership, Tanzania is a member of the International Centre for Settlement of Investment Disputes (ICSID), the Multilateral Investment Guarantee Agency (MIGA) a wing of the World Bank which provides investment guarantees against non-commercial risks, and the African Trade Insurance Agency (ATIA) which provides investment guarantees against Commercial and non-commercial risks.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

6. Market Analysis (Strengths, Weaknesses, Opportunity and Threats)

The company has used one of the marketing tools used to make business analysis in terms of how it can prosper.

Table below present the analysis of the company’s Strengths, Weaknesses, Opportunities and Threats SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> · Growing demand for resin powder coatings in various industries (construction, automotive, etc.). · Strategic location in Kibaha, Pwani, with excellent transport access. · Limited local production, creating an opportunity for market entry. 	<p>Weaknesses</p> <ul style="list-style-type: none"> · High initial investment for setting up manufacturing and processing infrastructure. · Dependence on imported raw materials for production. · Need for skilled labor in specialized manufacturing processes.
<p>Opportunity</p> <ul style="list-style-type: none"> · Expanding industrial sectors in Tanzania and East Africa. · Potential to supply both local markets and regional export opportunities. · Increased demand for durable, eco-friendly coating solutions. 	<p>Threats</p> <ul style="list-style-type: none"> · Competition from established international suppliers. · Fluctuations in raw material prices and global supply chain disruptions. · Regulatory changes and market volatility in the region.

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

1. The company plans to make sure the city is clean
2. The company plans to buy local materials and bring opportunities to citizen people
3. In future if needs arise the Company may seek more funds from bank to finishing phase of this project.
4. The company will employ expatriates for marketing of its services and develop marketing plan.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

Nobel Technology Environmental Protection New Materials Manufacturing Company Limited's mission, vision, and objectives are strategic measures that ensure the business reaches its goals and determines its path forward.

The success of Nobel Technology Environmental Protection New Materials Manufacturing Company Limited will be achieved by providing high-quality resin powder coating products and related materials, offering excellent customer service, and implementing an aggressive marketing plan to drive customer traffic.

The company's management slogan, which focuses on creating and maintaining a positive, reputable image for customers, has played a significant role in its success. This image will be consistently portrayed across all marketing channels and sales promotions. The following outlines some of the tactics we will use to drive increased sales.

8.1.2. Customer Database

Nobel Technology Environmental Protection New Materials Manufacturing Company Limited will actively work to build a comprehensive customer database. Customers will have the opportunity to be included in this database, which will help foster strong customer relationships and increase sales by promoting customer loyalty. The database will focus on aspects such as sending birthday or anniversary cards, email notifications of upcoming promotions, offering coupons, and more. Customer data will be collected and maintained using specialized software. The company will gather customer information through various methods, including staff requests, business card drop-offs for a chance to win a free lunch, promotional menu inserts, and other similar tactics.

8.1.3. Advertising

Nobel Technology Environmental Protection New Materials Manufacturing Company Limited will employ both traditional and non-traditional advertising methods. The company's advertising philosophy is focused on reaching a wide audience through a variety of channels, aiming to build brand awareness and attract new customers. Traditional advertising methods will include radio, newspapers, billboards, and television. Additionally, the Company will collaborate with advertising agencies to develop and manage its website, further enhancing customer engagement and driving traffic.

8.1.4. Costing and Pricing

Costing and pricing for Nobel Technology Environmental Protection New Materials Manufacturing Company Limited are determined by the company's management. The costing process takes into account various factors, including incurred costs, inflation, and operating expenses. The company's promoters have extensive business experience, which enables them to make informed financial decisions. Although the company views its investment in Tanzania as a blessing, it is committed to ensuring that its product prices remain reasonable. Since the company's production is fully based in Tanzania, this approach will allow it to offer competitively priced products while maintaining a focus on local economic sustainability.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

8.1.5. Target Customers

Sunrise Cable & Electric company limited is target to all customers from all regions in Tanzania especially construction companies, automotive manufacturers and repair shops, manufacturing industries, furniture and appliance manufacturers, exporters and distributors, government and municipal projects.

8.1.2. Products

The company will produce innovative materials specifically designed for environmental protection. These products will include high-quality resin powder coatings and related materials aimed at promoting sustainability, reducing pollution, and enhancing the longevity and efficiency of various industrial applications.

8.2. Marketing Plan

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

Short-term Marketing Plan:

- x Participating in business showcase exhibitions
- x Establishing sustainable long-term relationships with customers
- x Training sales staff in sales and marketing

Long-term Marketing Plan:

- x Dominating the market for environmental protection materials
- x Becoming the leading brand for resin powder coating products in Tanzania's manufacturing industries
- x Investing in market research and development

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

Management & Administration

9.1. Management

The management team of Sunrise Cable & Electric company limited planned to be constituted by the following management team:-

9.1.1. Board of Directors

Nobel Technology Environmental Protection New Materials Manufacturing Company Limited will be managed by its Board of Directors, which is responsible for the strategic decision-making of the company. The directors of the company are shareholders in Nobel Technology Environmental Protection New Materials Manufacturing Company Limited. The Board will oversee the management and execution of the project, ensuring its alignment with the company's goals and objectives

9.1.2. General manager

The General Manager will be responsible for the daily operations of the company. They will oversee the daily activities, monitor the company's performance, and assess progress to ensure that objectives are being met efficiently. The General Manager will also be responsible for managing the overall workflow and ensuring smooth coordination across departments.

9.1.3. Manufacturing Manager

The Manufacturing Manager will be employed and is expected to have extensive experience in the manufacturing industry. The Manufacturing Manager will be directly responsible for all manufacturing functions, including the recycling of materials and related products, ensuring the maintenance of quality standards, and training employees in manufacturing methods.

Under the Manufacturing Manager, a reasonable number of technical staff will be involved in the daily manufacturing activities of the project to ensure smooth and efficient operations.

9.1.3. Accountant/cashier

An accountant will be employed and is expected to have significant experience with accounting systems. The accountant will be responsible for managing the company's cash flow and ensuring that all books of accounts are maintained accurately and in accordance with established financial practices.

9.1.4. Management Agreements

Management agreements will be established by the entire management team, and decisions will be made after considering input from all relevant parties. However, these agreements may be terminated if there are valid grounds that are in the best interest of the company.

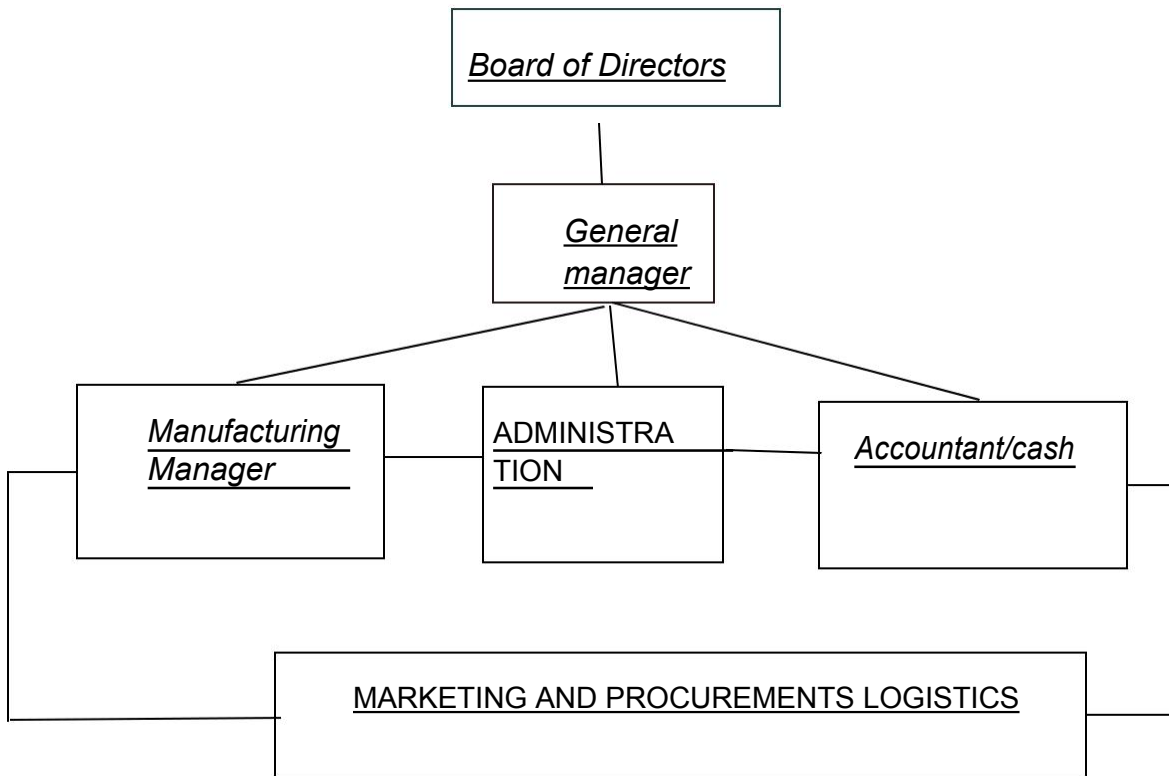
9.1.5. Confidentiality Agreements

The Company will require all employees to sign confidentiality agreements. These agreements, which will also apply to our partners, will help protect our products, operating systems, policies, and procedures. Having a confidentiality agreement in place is crucial for safeguarding the company's trade secrets and demonstrating to our employees that we take our business operations seriously.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

9.1.7 Organization Structure

The management of Sunrise Cable & Electric company limited is planning to have the following organization structure.



10 . Conclusion

Sunrise Cable & Electric Company Limited aims to become one of the leading manufacturers of electrical cables in Tanzania.

The company plans to expand its operations to make its services readily available to a wider range of clients.

Revenue generated by the company will contribute to the government through various taxes, supporting national development.

The project will provide both direct and indirect employment opportunities, fostering economic growth.

The company's operations are technically feasible and financially viable. Therefore, it is recommended that the project be supported.

SUNRISE CABLE & ELECTRIC COMPANY LIMITED

CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2026 TO 2030

	Pre-Startup EST	2026	2027	2028	2029	2030	Total
Cash on Hand (beginning of month)	\$ -	\$ 5,000,000	\$ 5,000,000	\$ 6,500,000	\$ 8,550,000	\$ 11,134,000	\$ 36,184,000
CASH RECEIPTS							
Cash Sales			\$ 1,000,000	\$ 1,500,000	\$ 2,000,000	\$ 2,500,000	\$ 7,000,000
Collections fm CR accounts		\$ -	\$ 500,000	\$ 550,000	\$ 584,000	\$ 600,000	\$ 2,234,000
Estimated Capital for startup	\$ 2,500,000		\$ -	\$ -	\$ -	\$ -	\$ 2,500,000
Loan	\$ 2,500,000						\$ 2,500,000
TOTAL CASH RECEIPTS	\$ 5,000,000	\$ -	\$ 1,500,000	\$ 2,050,000	\$ 2,584,000	\$ 3,100,000	\$ 14,234,000
Total Cash Available (before cash out)	\$ 5,000,000	\$ 5,000,000	\$ 6,500,000	\$ 8,550,000	\$ 11,134,000	\$ 14,234,000	\$ 50,418,000
CASH PAID OUT							
Machinery and equipment		\$ 2,020,000	\$ 117,200	\$ 117,920	\$ 118,712	\$ 119,583	\$ 2,493,415
Purchases vehicles		\$ 145,800	\$ 41,000	\$ 41,000	\$ 41,000	\$ 0	\$ 268,800
Gross wages (exact withdrawal)		\$ 35,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 160,000	\$ 675,000
Payroll expenses (taxes,		\$ 14,500	\$ 30,400	\$ 30,400	\$ 30,400	\$ 30,400	\$ 136,100
Supplies (office & operation.)		\$ 41,500	\$ 41,500	\$ 41,500	\$ 41,500	\$ 41,500	\$ 207,500
Repairs & maintenance		\$ 21,500	\$ 21,500	\$ 21,500	\$ 21,500	\$ 21,500	\$ 107,500
Advertising		\$ 5,000	\$ 6,000	\$ 8,000	\$ 10,000	\$ 10,000	\$ 39,000
Car, delivery & travel		\$ 20,000	\$ 30,000	\$ 40,000	\$ 50,000	\$ 55,000	\$ 195,000
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 15,500	\$ 15,500	\$ 36,000	\$ 36,000	\$ 36,000	\$ 139,000
Telephone & internet		\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 15,000
Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 917
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141
Taxes (real estate, etc.)		\$ 1,440	\$ 1,440	\$ 1,660	\$ 2,020	\$ 3,050	\$ 9,610
Interest		\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ 2,250,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
SUBTOTAL	\$ -	\$ 2,799,290	\$ 944,287	\$ 978,475	\$ 992,430	\$ 959,195	\$ 6,673,677
Loan principal payment		\$ 4,500,000	\$ 4,500,000	\$ 4,500,000	\$ 4,500,000	\$ 4,500,000	\$ 2,431,681
Capital buidling workshop		\$ 2,712,000					
Owners' Withdrawal				\$ -	\$ 10,000,000	\$ 12,500,000	\$ 22,500,000
TOTAL CASH PAID OUT	\$ -	\$ 10,011,290	\$ 5,444,287	\$ 5,478,475	\$ 15,492,430	\$ 17,959,195	\$ 31,605,358
Cash Position (end of month)	\$ 5,000,000	\$- 5,011,290	\$ 1,055,713	\$ 3,071,525	\$- 4,358,430	\$- 3,725,195	\$ 18,812,642