

FULL PROJECT PROPOSAL FOR TIC REGISTRATION

1. Project Title:

Ntungis – Natural Beauty Product Processing and Packaging Plant

2. Company Overview:

NTUNGIS INVESTMENTS LIMITED is a 100% Tanzanian-owned enterprise duly registered with the Business Registrations and Licensing Agency (BRELA). The company is committed to the development and manufacturing of high-quality, affordable, and sustainable beauty and personal care products. By focusing on local value addition and innovation, Ntungis aims to contribute significantly to Tanzania's industrialization efforts and job creation. The company aligns with national objectives such as the Tanzania Development Vision 2025 and the Industrialization Agenda under the FYDP III.

3. Project Description:

The Ntungis project seeks to establish a mini-processing and packaging facility in Kijichi, Dar es Salaam, dedicated to transforming imported crude coconut oil and other natural extracts into premium skincare and haircare products. The product line includes body lotions, moisturizers, hair creams, and natural oils. Future phases include diversification into tissue and toilet paper production, thereby enhancing import substitution and supporting hygiene awareness. This facility will serve as a model for sustainable, small-scale industrial development within Tanzania.

4. Investment Size and Capital Allocation:

The project has a total investment requirement of \$100,000, which will be financed through a commercial business loan. Capital allocation is outlined as follows:

- Crude oil importation: \$42,000
- Processing equipment (mixers, filling machines, labeling systems): \$22,000
- Packaging materials (bottles, jars, labels, cartons): \$11,000
- Staff salaries (first 3 months): \$7,000
- Initial operational costs (utilities, transport, raw materials): \$11,000
- Emergency support and contingency fund: \$7,000

5. Sourcing and Operations:

The primary raw material, crude coconut oil, will be sourced from reputable suppliers in China, ensuring consistency in quality and supply. Additional inputs, including essential oils and plant-based additives, will be procured both locally and internationally.

Processing equipment will also be imported from China and installed with the assistance of technical experts. Local logistics providers will be engaged for the transport of raw materials and finished goods. The facility will leverage local infrastructure, including access to water, electricity, and internet services, with operational permits and utility connections facilitated through the relevant authorities.

6. Business Model:

Value Proposition: The key uniqueness of Ntungis is set on value addition and sustainable production, Through the art of

- importing quality raw materials and transforming them locally
- Targeting an underserved market with affordable and natural products
- Building a brand that represents authenticity, wellness and trust.
- Operating with low overhead costs for higher profits margins

7. Production and Product Range:

Production will occur in two phases:

- Phase One: Focus on personal care products such as body lotions, skin moisturizers, hair creams, and coconut-based oils. All products will adhere to standards set by the Tanzania Bureau of Standards (TBS) and the Tanzania Medicines and Medical Devices Authority (TMDA).

- Phase Two: Commence production of tissue and toilet paper to diversify the product range and meet growing demand in both residential and institutional markets.

All products will be marketed as 'natural,' cruelty-free, and eco-friendly, addressing the rising consumer trend for sustainable and ethical beauty solutions.

8. Employment and Training:

The facility will employ 12 individuals in the initial phase, with priority given to youth and women from the local community. Employment categories include:

- Production Operators
- Packaging and Quality Control Assistants
- Logistics and Dispatch Personnel
- Administrative and Sales Support Staff

All employees will undergo comprehensive training programs focused on good manufacturing practices (GMP), occupational health and safety, and customer service excellence.

9. Revenue Projection:

- Year 1: \$86,000
- Year 2: \$130,000
- Year 3: \$179,000
- Year 4: \$250,000
- Year 5: \$350,000

Growth driven by brand recognition, market expansion, and product line diversification.

10. Expected ROI (Return on Investment):

Estimated ROI over five years is 65-80%, assuming steady growth in customer base and reinvestment of profits into marketing and distribution.

11. Implementation Timeline:

Activity	Timeline
Project Preparation	June 2025
Equipment Procurement & Shipping	June–July 2025
Installation & Staff Training	August 2025
Operational Start Date	10 September 2025
Phase One Implementation Duration	Two Months (Sept–Oct 2025)

12. Market and Sales Strategy:

Our target market includes:

- Local consumers through supermarkets, pharmacies, and retail shops
- Regional markets, particularly East African Community (EAC) member states
- Export channels via distributors in neighbor countries

Sales will be executed through the following strategies:

- Company-owned physical retail outlets in Dar es Salaam
- Digital platforms including e-commerce and social media (Instagram, Facebook)
- Trade exhibitions and B2B partnerships with spas, salons, and health centers
- Engagement of distribution agents and wholesalers

A branding strategy will position Ntungis products as affordable yet premium-quality options with natural, locally inspired ingredients.

13. Community and Environmental Impact:

The project will:

- Provide employment to underserved populations, including youth and women
- Promote environmental sustainability through biodegradable packaging and efficient production processes
- Minimize waste by reusing packaging materials where possible and implementing water-saving measures
- Foster local entrepreneurship through training programs and supply chain participation

Environmental impact assessments will be conducted as per NEMC guidelines, and appropriate mitigation plans will be implemented.

14. Future Outlook:

Within the next 2–5 years, Ntungis aims to:

- Expand the range of products to include facial care, body scrubs, and aromatherapy oils
- Increase production capacity to meet rising demand in EAC and COMESA markets
- Establish a research and development (R&D) unit to develop innovative product formulas using locally sourced botanicals
- Explore partnerships with academic and research institutions for product testing and quality improvement.