

**GCC GLOBAL LIMITED**

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**GCC GLOBAL LIMITED**

**IRON SHEETS MANUFACTURING**

**BUSINESS PLAN**

**2025/26**

# 1. Executive Summary

- **Business Name:** GCC Global Limited
  - **Location:** Tabata Dar es Salaam, Tanzania
  - **Business Model:** Manufacture corrugated/trapezoidal iron sheets (roofing) using imported machinery and raw materials from China.
  - **Value Proposition:** Provide high-quality, cost-competitive roofing sheets to the Tanzanian construction market, reducing reliance on imported finished sheets.
  - **Target Market:** Africa and Local construction companies, individual homeowners, infrastructure developers, and possibly export to East African neighbors.
  - **Financial Goals (first 5 years):** Reach break-even by year 3, capacity to produce 100,000 tons/year, profitability margin of 30%.
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## 2. Market Analysis

### a) Market Demand in Tanzania

- There is significant demand for roofing materials in Tanzania.
- According to some studies, Tanzania's steel and iron product market is growing; there are existing players in steel/iron manufacturing.
- Government's push for industrialization could favor local manufacturing of building materials.
- Also, competing with imports: by manufacturing locally, you can offer faster supply, potentially lower shipping costs on finished goods, and perhaps better customization.

### b) Competitive Landscape

- Existing local sheet/steel producers: e.g., MM Steel operates in Tanzania and produces corrugated iron sheets.
- Risk: imported iron sheet products from other countries, and local small fabricators.
- Barrier to entry: capital cost of machinery, working capital, and raw material sourcing.

### c) Regulatory / Economic Context

- Import duties, VAT, and other taxes for capital goods – check with Tanzania Revenue Authority.
- Incentives: check with Tanzania Investment Centre (TIC) for any manufacturing or industrial incentives.
- Financial challenges: manufacturing firms in Tanzania often face high cost of capital (interest rates ~16–25%) and difficulty accessing financing.
- Customs and logistics: plan for import logistics from China, shipping, insurance, customs clearance.

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## 3. Technical / Operational Plan

### a) Machinery and Technology

- Key machines needed:
  - **Roll-forming machine** for shaping sheets (corrugated, trapezoidal, etc.). For example, a double-layer roll forming machine (750 IBR & 770 corrugated) is available from Chinese manufacturers.
  - **Cutting machine**, shears, decoilers, leveling machine.
  - **Supporting equipment**: uncoiler, stacker, hydraulic pump, control system, rollers, etc.
- Example of a supplier: GEIT Group (China) offers roll-forming machines for roofing panels.
- Material input: galvanized steel coils, pre-painted steel coils, other sheet metal raw forms.

### b) Site and Plant Layout

- Location: ideally in an industrial area in/around Dar es Salaam with good access to:
  - transport (road, possibly port)
  - utilities (electricity, water)
  - storage space for raw coils and finished sheets
- Building requirements: warehouse for raw materials, production floor, administrative offices, quality control lab, loading dock.

### c) Human Resources

- Skilled operators for roll forming machines
- Technicians / maintenance crew
- Quality control personnel
- Administrative / sales team
- Possibly engineers (mechanical, metallurgical) to manage technical operations

### d) Production Capacity & Scaling

- Decide on initial capacity: e.g., target producing 1,000–3,000 tons per year in Phase 1 (depending on demand and capital)
- Scale plan: start small, then scale up as demand grows and cash flow stabilizes
- Quality assurance and testing: implement QC for sheet thickness, strength, coating (if painted), finish.

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## 4. Supply Chain & Raw Materials

- **Raw material procurement**: Import steel coils from China (or other sources) — negotiated based on volume, grade, coatings.
  - **Sourcing strategy**: Long-term contracts vs spot buying.
  - **Logistics**: Shipping from China to Dar es Salaam port, handling import duties, inland transport to plant.
  - **Storage**: Coils are bulky and heavy — need secure and dry warehouse space.
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## 5. Marketing & Sales Strategy

- **Segments to target:**
    - Construction companies (residential, commercial)
    - Hardware retailers / building material suppliers
    - Individual roofers and contractors
    - Potential export to neighboring markets if scale allows
  - **Value messaging:**
    - Locally manufactured → lower lead times
    - Quality assurance and consistency
    - Competitive pricing vs fully imported sheets
    - Custom lengths, coatings, and profiles
  - **Channels:**
    - Direct sales to large builders
    - Distribution partnerships with building material suppliers
    - Trade shows, construction fairs
    - Digital presence: website, social media, local advertising
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## 6. Financial Plan

### a) Initial Capital Investment

- **Land / Building:** Cost depends on location in Dar es Salaam industrial area.
- **Machinery cost:** Based on Chinese roll-forming machines + supporting equipment. For instance, a roll-forming machine might cost tens to hundreds of thousands of USD depending on capacity and automation. (General industry data for small-to-mid plant: typical machinery cost can range into several hundred thousand USD.)
- **Working capital:** For raw material (steel coils), labor, utilities, maintenance.
- **Operating expenses:** salaries, electricity, maintenance, logistics.
- From literature: In other contexts (e.g., a corrugated sheet plant in Ethiopia), working capital constituted a major share of initial investment.

### b) Revenue Projections

- Estimate production 1000 tons/year) × selling price per ton Tzs 3.5m per ton revenue.
- Include growth assumptions for scaling over 3–5 years.

### c) Cost Structure

- Raw materials (steel coils) – 80%
- Labor, utilities, maintenance. 4%
- Depreciation of machinery. 15%
- Marketing and distribution costs. 1%

### d) Profitability & Return on Investment (ROI)

- Build a cash-flow model (5-year projection), including:
  - Capital outlay
  - Operating cash flows
  - Break-even analysis (how many tons/month needed)

- Payback period
- Sensitivity analysis (e.g., what happens if raw material cost increases by 10%, or if demand is slower than expected)

## e) Funding Strategy

- Equity: own capital, local investors
- Debt: local banks, but cost of capital is high in Tanzania.
- Grants or incentives: check with TIC (Tanzania Investment Centre) for industrial manufacturing support.
- Foreign investment: potential partnerships with Chinese firms, joint-ventures.

## 7. Risk Analysis

- **Raw material price volatility:** Global steel prices can fluctuate; import risk.
- **Currency risk:** Since you import machinery and raw materials from China, currency fluctuations (Tanzanian shilling vs USD/CNY) could affect costs.
- **Regulatory risk:** Changes in import duty, tax policies, trade restrictions.
- **Financing risk:** High interest rates in Tanzania, difficult access to long-term capital.
- **Market risk:** Demand shortfall, competition, price pressure.
- **Operational risk:** Machine breakdowns, quality control failures, skilled labor shortage.
- **Logistics risk:** Delays in shipping from China, port congestion, inland transport.

Mitigation strategies:

- Hedge currency risk (if possible) or maintain some foreign currency reserves.
- Secure long-term supplier contracts.
- Build buffer inventory for raw materials.
- Invest in preventive maintenance.
- Engage in market research and secure offtake agreements (e.g., contracts with construction firms).

## 8. Implementation Timeline

Phase	Activities	Timeline
<b>Planning &amp; Feasibility</b>	Market research, business plan, financial modeling, permits	3–6 months
<b>Financing &amp; Capital Raising</b>	Secure investment, negotiate with banks or investors	3–6 months (parallel)
<b>Procurement</b>	Order machinery from China, negotiate suppliers for coils	2–4 months lead time
<b>Construction &amp; Setup</b>	Build / rent factory, install machines, hire staff	4–8 months
<b>Pilot Production</b>	Test runs, quality tuning, initial small production	1–2 months
<b>Full Production &amp; Commercial Launch</b>	Scale up production, marketing, distribution	Month 9–12 onward

	<b>Phase</b>	<b>Activities</b>	<b>Timeline</b>
<b>Scaling</b>		Expand capacity, optimize operations, consider export	Years 2–5