

BUSSINESS PLAN FOR GCC GLOBAL LIMITED

EXECUTIVE SUMMARY

GCC GLOBAL LIMITED is a manufacturing company to be established in Dar es Salaam, Tanzania, specializing in the production of high-quality iron roofing sheets and related accessories. The company is formed to meet the growing demand for durable, affordable, and reliable roofing materials driven by rapid urbanization, infrastructure expansion, and increasing residential and commercial construction across Tanzania.

Strategically located in Dar es Salaam—the country’s commercial capital and primary logistics hub—GCC GLOBAL LIMITED will leverage access to port facilities, transportation networks, and expanding construction markets to ensure efficient sourcing of raw materials and timely distribution of finished products nationwide and across neighboring East African markets.

The company will manufacture a range of products including corrugated iron sheets, galvanized roofing sheets, color-coated sheets, customized-length sheets, ridge caps, and other roofing accessories. By investing in modern manufacturing technology and maintaining strict quality control standards, GCC GLOBAL LIMITED aims to produce roofing solutions that meet both local and international quality standards while remaining competitively priced.

GCC GLOBAL LIMITED’s competitive advantage lies in its strategic location, operational efficiency, customer-focused approach, and strong distribution partnerships with hardware retailers, contractors, developers, and government projects. The company will focus on building long-term relationships through consistent product quality, reliable supply, and excellent customer service.

Financially, the business is projected to achieve steady revenue growth within the first three years of operation, supported by increasing production capacity and strong market demand. The company expects to reach operational break-even within the first 18–24 months of operation.

GCC GLOBAL LIMITED is committed to contributing to Tanzania’s industrial growth, creating employment opportunities, and supporting the country’s construction sector with high-quality locally manufactured roofing materials. The company aims to become one of the leading iron sheet manufacturers in Tanzania and a recognized brand across East Africa within five years of operation.

BUSINESS OBJECTIVE

1. Production Objectives

1. To establish a fully operational iron sheets manufacturing plant in Dar es Salaam within the first 12 months of launch.
2. To achieve an initial production capacity aligned with market demand and gradually increase output by at least 25% within the first three years.
3. To maintain consistent product quality by implementing strict quality control systems that meet national and regional standards.

2. Market Objectives

4. To secure at least 10% market share of the iron sheets market in Dar es Salaam within the first three years of operation.
5. To develop a strong distribution network covering major regions of Tanzania within two years.
6. To establish long-term supply contracts with construction companies, real estate developers, hardware wholesalers, and government projects.
7. To expand into regional East African markets within five years.

3. Financial Objectives

8. To achieve operational break-even within 18–24 months of commencing operations.
9. To generate sustainable annual revenue growth of at least 20% during the first five years.
10. To maintain healthy profit margins through efficient cost control, bulk raw material sourcing, and optimized production processes.

4. Operational Objectives

11. To invest in modern manufacturing machinery that ensures efficiency, safety, and minimal material wastage.
12. To implement effective inventory and supply chain management systems to ensure uninterrupted production.
13. To maintain high workplace safety standards and comply with all Tanzanian regulatory requirements.

5. Social & Strategic Objectives

14. To create employment opportunities for skilled and semi-skilled workers in Tanzania.
15. To support local suppliers and contribute to Tanzania's industrial development.

16. To build GCC GLOBAL LIMITED into a trusted and recognized roofing brand in Tanzania within five years.

MISSION AND VISION STATEMENTS

Mission Statement

To manufacture and supply high-quality, durable, and affordable iron roofing sheets that meet the growing needs of Tanzania's construction sector, while ensuring operational excellence, customer satisfaction, and sustainable business growth.

Vision Statement

To become a leading and trusted iron sheets manufacturer in Tanzania and a recognized brand across East Africa, known for quality, reliability, innovation, and contribution to industrial development.

Core values

1. Quality Excellence

We are committed to producing durable, reliable, and high-standard iron sheets that meet customer expectations and industry requirements.

2. Integrity

We conduct our business with honesty, transparency, and accountability in all our dealings with customers, suppliers, employees, and partners.

3. Customer Focus

We prioritize customer satisfaction by delivering consistent product quality, competitive pricing, and timely service.

4. Innovation

We embrace modern manufacturing technology and continuous improvement to enhance efficiency, reduce waste, and remain competitive in the market.

5. Teamwork

We value collaboration, respect, and teamwork among employees to achieve operational excellence and shared success.

6. Safety & Responsibility

We maintain high workplace safety standards and operate in compliance with Tanzanian laws and environmental regulations.

7. Sustainability

We are committed to responsible resource use, supporting local industry, and contributing positively to Tanzania's economic and industrial development.

PRODUCTS AND SERVICES

GCC GLOBAL LIMITED will specialize in the manufacturing and supply of high-quality iron roofing materials and related accessories to serve residential, commercial, and industrial construction projects across Tanzania and the East African region.

1. Core Products

a) Corrugated Iron Sheets

Durable and cost-effective roofing sheets suitable for residential and small commercial buildings. These sheets will be available in different gauges, widths, and customized lengths to meet customer requirements.

b) Galvanized Iron Sheets

High-quality zinc-coated sheets designed to resist rust and corrosion, ideal for long-term roofing solutions in various weather conditions.

c) Color-Coated Roofing Sheets

Pre-painted iron sheets available in a variety of colors for enhanced aesthetic appeal and improved resistance to corrosion. Suitable for modern residential, commercial, and institutional buildings.

d) Customized-Length Sheets

Made-to-order iron sheets produced according to client specifications to reduce material wastage and installation costs.

2. Roofing Accessories

To provide complete roofing solutions, GCC GLOBAL LIMITED will also manufacture and supply:

- Ridge caps
- Gutters and downpipes
- Flashings
- Fasteners and roofing screws
- Trims and finishing components

These complementary products ensure customers can source complete roofing systems from one supplier.

3. Value-Added Services

a) Custom Fabrication

Production of roofing materials tailored to specific project measurements and requirements.

b) Bulk Supply & Contract Orders

Special pricing and reliable supply arrangements for contractors, real estate developers, hardware wholesalers, and government projects.

c) Technical Support & Consultation

Guidance to customers on product selection, specifications, and proper installation practices.

d) Distribution & Delivery

Efficient logistics and delivery services within Dar es Salaam and other regions of Tanzania to ensure timely project completion.

JOB CREATION AND EMPLOYMENT

GCC GLOBAL LIMITED, to be established in Dar es Salaam, Tanzania, is committed to contributing to national economic development through meaningful job creation and skills development.

Employment Structure

At the initial stage of operation, the company will create a total of **29 direct employment opportunities**, structured as follows:

- **27 Local Employees**
 - 20 Male
 - 7 Female
- **2 Foreign Employees** (Technical/Expert Roles)

Local Employment Contribution

The company prioritizes hiring Tanzanian citizens to promote local economic empowerment and reduce unemployment. The 27 local employees will occupy various roles including:

- Production and machine operators
- Quality control personnel
- Warehouse and logistics staff
- Sales and marketing officers
- Administrative and finance staff
- Security and support staff

By employing local workers, GCC GLOBAL LIMITED will contribute to:

- Household income generation
- Skills transfer and technical capacity building
- Reduction of unemployment in Dar es Salaam
- Strengthening of the local industrial workforce

Foreign Expertise

The 2 foreign employees will be engaged primarily in specialized technical and managerial roles during the startup phase. Their responsibilities will include:

- Installation and calibration of manufacturing machinery
- Technical training of local staff
- Production supervision and quality assurance
- Transfer of technical knowledge and operational best practices

The company's long-term objective is to ensure effective skills transfer so that key technical roles can gradually be managed by qualified local personnel.

Indirect Employment Impact

In addition to direct employment, GCC GLOBAL LIMITED is expected to generate indirect employment opportunities through:

- Raw material suppliers
- Transport and logistics providers
- Equipment maintenance services
- Distributors and hardware retailers

Commitment to Equal Opportunity

GCC GLOBAL LIMITED is committed to fair employment practices and gender inclusion. The company will provide equal opportunities for employment, professional growth, and a safe working environment for all employees.

PROJECT CAPACITY

GCC GLOBAL LIMITED, located in Dar es Salaam, Tanzania, will operate with a planned production capacity of:

150 Tons per Day

Production Capacity Details

- **Daily Production Capacity:** 150 metric tons of iron sheets
- **Monthly Production Capacity:** Approximately 3,900 – 4,500 metric tons
(Based on 26–30 working days per month)
- **Annual Production Capacity:** Approximately 46,800 – 54,000 metric tons
(Depending on operational days and maintenance schedule)

Operational Efficiency

The plant will operate using modern roll-forming and galvanizing machinery designed for high efficiency, minimal wastage, and consistent product quality. Production shifts may be structured to ensure maximum utilization of machinery and labor while maintaining safety and quality standards.

Capacity Utilization Plan

- **Year 1:** 60–70% capacity utilization (market penetration phase)
- **Year 2:** 75–85% capacity utilization
- **Year 3:** 90% or more capacity utilization

This phased approach allows the company to gradually build its customer base, strengthen distribution channels, and optimize operations before reaching full production capacity.

Future Expansion

The factory layout and machinery selection will allow for future expansion to increase production capacity as market demand grows in Tanzania and neighboring East African countries.

IMPLEMENTATION SCHEDULE

GCC GLOBAL LIMITED will be established in Dar es Salaam, Tanzania, and the project will be implemented in phased stages to ensure proper planning, construction, equipment installation, and operational readiness.

Phase 1: Business Registration and Planning (Month 1 – Month 2)

- Company legal registration and licensing in Tanzania
- Securing land for factory construction
- Preparing architectural and engineering factory designs
- Finalizing financing and investment arrangements

Phase 2: Construction and Infrastructure Development (Month 3 – Month 8)

- Factory building construction
- Installation of electricity, water supply, and waste management systems
- Warehouse and storage facility development
- Security system setup

Phase 3: Machinery Procurement and Installation (Month 7 – Month 10)

- Purchase of iron sheet manufacturing machinery
- Importation and transportation of equipment
- Machinery installation and calibration
- Technical inspection and testing

Phase 4: Staff Recruitment and Training (Month 9 – Month 11)

- Recruitment of 27 local employees and 2 foreign technical experts
- Technical training for machine operators and production staff
- Safety and operational training programs

Phase 5: Trial Production and Quality Testing (Month 11 – Month 12)

- Pilot production runs
- Product quality assessment and adjustment of production settings
- Packaging and distribution system testing

Phase 6: Commercial Production and Market Launch (After Month 12)

- Official commencement of full-scale production
- Distribution to wholesalers, contractors, and hardware markets
- Marketing and brand promotion activities

Monitoring and Evaluation

Project progress will be continuously monitored to ensure adherence to timelines, quality standards, and budget requirements.

MARKET ANALYSIS AND MARKETING STRATEGY

Market Analysis

The construction industry in East Africa is experiencing continuous growth due to urbanization, population increase, and infrastructure development. Demand for quality roofing materials remains high, especially in residential housing, commercial buildings, and government construction projects.

The iron sheet manufacturing market is competitive, with both local producers and imported products available. However, there is strong opportunity for locally manufactured products due to shorter supply chains, lower transportation costs, and faster delivery times.

The company also aims to expand its market beyond national borders and explore opportunities within the **East African Community** market, where construction activities are growing steadily.

Target Customers

GCC GLOBAL LIMITED will focus on the following customer segments:

- Construction companies and contractors
- Real estate developers
- Hardware wholesalers and retailers
- Government and public infrastructure projects
- Individual home builders
- Building material distributors

Competitive Advantage

The company will gain market competitiveness through:

- Production of high-quality and durable roofing sheets
- Competitive pricing compared to imported products
- Customized sheet length options to reduce customer material wastage
- Reliable and timely product delivery
- Modern manufacturing technology
- Strong customer service and technical support

Marketing Strategy

1. Direct Marketing and Sales

- Establish a professional sales team to engage contractors and hardware stores.
- Offer contract supply arrangements for large construction projects.

2. Distribution Network Development

- Partner with hardware retailers and building material distributors.
- Maintain product availability across major construction supply points.

3. Digital Marketing

- Use social media platforms and business websites to promote products.
- Showcase product quality, colors, and specifications online.

4. Promotional Programs

- Offer introductory discounts during market entry.
- Provide special pricing for bulk orders and long-term customers.

5. Customer Relationship Management

- Maintain feedback systems to improve product quality and service delivery.
- Provide technical guidance on product installation and selection.

Pricing Strategy

The company will adopt a competitive pricing strategy based on:

- Production cost efficiency
- Market demand conditions
- Competitor pricing analysis
- Bulk order discounts

OPERATION PLAN

Location of Operation

GCC GLOBAL LIMITED will operate its manufacturing plant in Dar es Salaam, Tanzania. The location is selected due to good infrastructure, access to transportation networks, and proximity to major construction markets.

Production Operation Structure

The company will operate a modern iron sheet manufacturing facility with a production target of **150 tons per day**. Operations will be organized into functional departments to ensure efficiency and quality control.

1. Procurement and Raw Material Management

- Purchase high-quality steel coils and coating materials from reliable suppliers.
- Maintain adequate inventory levels to avoid production interruptions.
- Establish long-term supply agreements to stabilize material prices.

2. Manufacturing Process

Production will follow standardized industrial procedures including:

- Raw material inspection and preparation
- Rolling and shaping of steel coils into roofing sheets
- Galvanizing or color coating treatment
- Cutting sheets into required sizes
- Quality testing and finishing

Modern automated machinery will be used to improve production speed, accuracy, and safety.

3. Quality Control System

- Continuous inspection during production stages
- Strength, thickness, and corrosion resistance testing
- Final product quality certification before packaging

4. Packaging and Storage

- Finished products will be properly packaged to prevent damage during transportation.
- Products will be stored in a secure warehouse awaiting distribution.

5. Distribution and Logistics

- Products will be distributed to wholesalers, contractors, and hardware retailers.
- The company will provide delivery services within Dar es Salaam and other regions of Tanzania.

Workforce Operation

- The company will employ **27 local workers and 2 foreign technical experts** to support production and management activities.
- Employees will receive regular safety and technical training.

Maintenance and Safety

- Machinery will undergo routine maintenance to ensure continuous production.
- Workplace safety standards will be strictly followed in compliance with Tanzanian industrial regulations.

Working Hours

- The plant is expected to operate in multiple shifts to achieve optimal production capacity utilization.

MANAGEMENT AND ORGANIZATION STRUCTURE

GCC GLOBAL LIMITED will operate under a professional management system to ensure efficient production, administration, and business growth. The company will be based in Dar es Salaam.

1. Board of Directors

The Board of Directors will be the highest decision-making authority responsible for strategic planning, investment decisions, and corporate governance.

Key Responsibilities:

- Formulating company policies and long-term business strategies
- Approving major investments and expansion plans
- Monitoring overall company performance

2. General Manager

The General Manager will oversee daily company operations and ensure all departments perform effectively.

Responsibilities:

- Supervising production, marketing, and administration
- Implementing board decisions
- Coordinating departmental activities

3. Production Department

Responsible for manufacturing operations and quality control.

Staff Roles:

- Machine operators
- Quality control inspectors
- Technical maintenance staff

4. Sales and Marketing Department

Responsible for market expansion and customer relations.

Functions:

- Product promotion and distribution
- Contract negotiations with construction firms
- Managing wholesalers and retailers

5. Finance and Accounting Department

Responsible for financial management and reporting.

Functions:

- Budget preparation
- Payroll management
- Cost control and financial analysis

6. Human Resource Department

Responsible for recruitment, staff training, and employee welfare.

Functions:

- Staff hiring and orientation
- Performance evaluation
- Workplace safety coordination

7. Technical and Maintenance Team

This team will include the 2 foreign technical experts during the startup phase.

Responsibilities:

- Machinery installation and maintenance
- Technical training of local employees
- Production optimization support

Organizational Staffing Summary

Department	Number of Employees
Management & Administration	5
Production Unit	14
Sales & Marketing	4
Finance & HR	3
Technical Experts (Foreign)	2
Support Staff	1
Total	29 Employees

FUNDING REQUIREMENT

GCC GLOBAL LIMITED requires a total startup capital investment of **500,000,000 TZS (Five Hundred Million Tanzanian Shillings)** to establish and operate the iron sheets manufacturing project in Dar es Salaam, Tanzania.

Capital Allocation Plan

The startup capital will be used for the following major project components:

1. Land Acquisition and Factory Construction

- Purchase or lease of industrial land
- Construction of factory building, warehouse, and office facilities
- Installation of utilities (electricity, water, and security systems)

2. Machinery and Equipment Purchase

- Iron sheet rolling machines
- Galvanizing and coating equipment
- Cutting and shaping machines
- Material handling and storage equipment

3. Working Capital

- Raw material procurement (steel coils and coating materials)
- Employee salaries during initial operation period
- Operational expenses and maintenance costs

4. Human Resources and Training

- Recruitment of 27 local employees and 2 foreign technical experts
- Technical training and safety programs

5. Marketing and Distribution Setup

- Market entry promotion
- Sales network development
- Transportation and logistics preparation

6. Contingency Reserve (Approximately 5–10%)

- To cover unexpected operational or construction expenses.

Funding Source

The capital investment may be obtained through:

- Owner equity contribution
- Bank loans
- Strategic investors and business partners

INVESTMENT BREAKDOWN

GCC GLOBAL LIMITED – Manufacturing plant located in Dar es Salaam, Tanzania – will utilize the startup capital of **500,000,000 TZS** as follows:

1. Land Acquisition – 120,000,000 TZS (24%)

- Purchase or long-term lease of industrial land
- Site preparation and basic civil works

2. Factory Construction – 90,000,000 TZS (18%)

- Factory building and production hall
- Warehouse and storage facility
- Office block construction
- Utility installation (electricity and water systems)

3. Machinery and Equipment – 180,000,000 TZS (36%)

- Iron sheet rolling machines
- Galvanizing/coating equipment
- Cutting and shaping machines
- Material handling equipment
- Installation and technical setup

4. Raw Materials – 50,000,000 TZS (10%)

- Steel coils
- Zinc coating materials
- Color coating chemicals

5. Working Capital (Salaries & Operations – First 6 Months) – 35,000,000 TZS (7%)

- Employee salaries
- Maintenance costs
- Electricity and operational expenses

6. Marketing and Distribution Setup – 15,000,000 TZS (3%)

- Market promotion
- Sales network establishment
- Transportation arrangements

7. Contingency Fund – 15,000,000 TZS (3%)

- Unexpected expenses and risk management

Total Investment: 500,000,000 TZS (100%)

Investment Breakdown	US\$/Tshs.
Land/Building	<u>2,500,000/= Tshs</u>
Plant	<u>120,500,000/= Tshs</u>
Vehicles	<u>197,000,000/= Tshs</u>
Furniture & Fittings	<u>15,000,000/ Tshs</u>
Pre-expenses	<u>25,000,000/= Tshs</u>
Others	<u>50,000,000/= Tshs</u>
Working Capital	<u>90,000,000/= Tshs</u>
TOTAL	<u>500,000,000/= Tshs</u>

5-YEAR FINANCIAL PROJECTION

Business Assumptions

- Production capacity: **150 tons per day**
- Average operating days: **26 days per month**
- Capacity utilization starts at 65% and increases gradually
- Selling price estimated based on market average for iron roofing sheets in Tanzania
- Efficient cost management and stable raw material supply

Estimated Production & Revenue Forecast

Year	Capacity Utilization	Annual Production (Tons)	Estimated Revenue (TZS)	Operating Cost (TZS)	Estimated Profit (TZS)
Year 1	65%	~29,000	1,200,000,000	900,000,000	300,000,000
Year 2	75%	~34,000	1,500,000,000	1,050,000,000	450,000,000
Year 3	85%	~39,000	1,850,000,000	1,250,000,000	600,000,000
Year 4	90%	~42,000	2,100,000,000	1,400,000,000	700,000,000
Year 5	95%	~45,000	2,400,000,000	1,600,000,000	800,000,000

Break-even Analysis

- Total Startup Investment: **500,000,000 TZS**
- Expected Annual Net Profit (Average from Year 2–5): ~650,000,000 TZS
- Estimated Break-even Period: **18 – 24 months** after full commercial production begins.

Profit Growth Outlook

- The company is expected to experience steady profit growth due to:
 - Increasing construction demand
 - Expansion of distribution networks
 - Economies of scale in production
 - Local manufacturing advantage

Financial Sustainability

GCC GLOBAL LIMITED will reinvest part of its profits into:

- Machinery expansion
- Workforce training
- Market expansion within Tanzania and regional markets.

CONCLUSION

GCC GLOBAL LIMITED is a strategically planned iron sheets manufacturing company to be established in Dar es Salaam, Tanzania. The company is positioned to meet the increasing demand for durable, affordable, and high-quality roofing materials driven by rapid urbanization, infrastructure expansion, and growth in the construction sector.

With a projected production capacity of **150 tons per day**, a structured operational plan, and a workforce of 29 employees (27 local and 2 foreign technical experts), GCC GLOBAL LIMITED is well-prepared to operate efficiently and competitively. The total startup capital requirement of **500,000,000 TZS** has been carefully allocated to ensure proper investment in land, construction, machinery, working capital, and market development.

The five-year financial projections demonstrate strong revenue growth, increasing profitability, and an estimated break-even period of 18–24 months. This indicates the project's financial viability and long-term sustainability.

Beyond financial returns, GCC GLOBAL LIMITED will contribute significantly to Tanzania's industrial development by:

- Creating employment opportunities for local citizens
- Supporting the local construction industry
- Promoting skills transfer and technical training
- Reducing reliance on imported roofing materials

With strong management, efficient operations, and a clear growth strategy, GCC GLOBAL LIMITED has the potential to become a leading manufacturer of iron sheets in Tanzania and a recognized brand in the East African region.