

**PROJECT REPORT**

**Of**

**SANITARY NAPKINS**

**PURPOSE OF THE DOCUMENT**

This particular pre-feasibility is regarding **Sanitary Napkins Unit**.

The objective of the pre-feasibility report is primarily to facilitate potential entrepreneurs in project identification for investment and in order to serve his objective; the document covers various aspects of the project concept development, start-up, marketing, finance and management.



#### Product Line:

1. Disposable sanitary pads for women and girls
2. Various sizes and absorbency levels
3. Eco-friendly and biodegradable options

#### Mission Statement:

To provide high-quality, affordable, and accessible sanitary pads to women and girls in Tanzania, promoting menstrual health, hygiene, and dignity.

#### Objectives:

1. Achieve annual sales revenue of TSH 500 million by the end of year one
2. Increase production capacity by 15% annually for the next three years
3. Develop a strong brand presence in Tanzania and expand to neighboring markets
4. Ensure compliance with international quality and safety standards

#### Market Analysis:

1. Target Market: Women and girls in Tanzania, focusing on urban and rural areas
2. Market Size: Estimated 12 million women and girls in Tanzania, with a growing demand for sanitary pads
3. Growth Rate: Expected 10% annual growth rate
4. Competitive Analysis: Identify key competitors, their strengths, and weaknesses

#### Manufacturing:

1. Facility: Establish a manufacturing facility with modern equipment and technology
2. Quality Control: Implement strict quality control measures to ensure product reliability
3. Supply Chain: Develop relationships with reliable suppliers for raw materials and components

#### Marketing and Sales:

1. Branding: Develop a strong brand identity and marketing strategy
2. Distribution: Establish partnerships with retailers, wholesalers, and online platforms
3. Sales Team: Build a skilled sales team to promote products and build relationships
4. Education and Awareness: Conduct menstrual health education and awareness programs

#### Financial Projections:

1. Initial Investment: TSH 200 million (equipment, facility, marketing)
2. Revenue Projections: TSH 500 million (year 1), TSH 750 million (year 2), TSH 1 billion (year 3)
3. Break-Even Analysis: Estimate 6-8 months to break even

#### Management Team:

1. CEO: Experienced leader with industry expertise
2. Production Manager: Skilled professional with manufacturing experience
3. Marketing Manager: Seasoned marketer with brand development expertise

#### Timeline:

1. Month 1-3: Establish facility, procure equipment, and hire staff
2. Month 4-6: Launch initial products and marketing campaign
3. Month 7-12: Evaluate progress, refine products, and expand distribution

This business plan provides a solid foundation for manufacturing sanitary pads in Tanzania. Let's discuss further and refine the plan to suit your specific needs!