

**RUNDA TIACHENG COMPANY LIMITED**

**BUSINESS PLAN**

**FOR**

**MANUFACTURING OF FOOD**

**PRODUCTS**

## EXECUTIVE SUMMARY.

RUNDA TIANCHENG COMPANY LIMITED is a private business company incorporated in TANZANIA has this day complied with the provision of section 435 of the companies Act 2002 , with Certificate of incorporation No.181246669 issued on 16TH JANUARY 2025.

The proposed new project shall cost 500,000 USD and creating new employment of 47 local people and 3 foreign people.

## LEGAL STATUS AND COMPANY BACKGROUND BRIEF

RUNDA TIANCHENG COMPANY LIMITED bears the certificate No. 181246669 issued in 2025 by BRELA.

The shareholders of RUNDA TIANCHENG COMPANY LIMITED are YAO SHUMIN and FU QINQUAN.

The company is owned by two shareholders, namely:-

Name	%of Shares	Nationality
YAO SHUMIN	97%	China
FU QINQUAN.	3%	China

**LOCATION.**

**Region PWANI,PLOT NO. 3 BLOCK L, KIBAHA MADAFU VISIGA ZEGERENI INDUSTRIAL AREA, TANZANIA**

**MISSION**

Prompt and professionally high-quality service delivery to customers, aimed at ensuring that they realize the highest value for money, there by increasing the market share and seizure of every available opportunity for the company’s growth.

**Core Values**

Service provision with commitment, integrity and creativity while treating each customer as if they were the company’s only customer

**BANKERS**

The company is currently maintaining bank account of the following bank.

**CRDB BANK**

## AUDITED REPORTS

RUNDA TIANCHENG COMPANY LIMITED will maintain good financial reports which will be audited by reputable auditor firm

## **BASIS OF THE BUSINESS PLAN**

A study based on rapid appraisal surveys was conducted prior to, and as the basis of preparation of this plan, the surveys were based on the following objectives and approach:

### **Study Objectives:**

- To analyze the relevant market and other factors impacting up on the manufacturing of food product
- To examine the physical and operational characteristics of the existing market in order to determine the positioning of the proposed company's business in the market place.
- To provide supporting documentation required for manufacturing and selling of foods product.

**Study Approach:**

Participatory: Semi- structured interview and discussion were held with the Company's Directors, stakeholders in packaging works and related businesses

Physical visits to the company's main business premises

Conduction of profitability/viability test of the investment, using the appropriate financial projections for the initial period of five years proposed for the business operations.

## THE PROJECT

### Project Concept

The project involves establishing a new Manufacturing company of foods products ,this will include construction of and installations of modern machines, purchasing vehicles, new generator etc.

The planned production capacity is 300 metric tones per year.

Project planned business project will entail the following main activities:

Ordering of the materials, motor vehicles and their assorted and equipment from China and other overseas suppliers and entering into agreements for the purchase/ acquisition of those assets.

Clearing of all the purchased goods from the ports of entry and transporting them to the company's premises in PWANI

Installation of the machinery, registration, insuring and licensing of the vehicles ready for deployment in the company's business.

### Project Objectives

#### Development Objectives:

RUNDA TIANCHENG COMPANY LIMITED aims at playing a significant role in the participation of the company in the efforts to maximize exploitation of the largely existing business potential in food manufacturing.

#### **Immediate Objectives:**

1. To conducting Foods products activities.
2. Enhancing the country's capacity to utilize its products
3. Reading employment opportunities to skilled and semi-skilled

## OVER VIEW OF THE FOOD PROCESSING ACTIVITIES

### The economy

Tanzania is one of the fastest growing economies in Africa, thanks to the sustained economic reforms which are being undertaken since the late 1980's.

The country's economy has been constantly growing since mid-1990 by an average of 5.9%, and now growing at an average of 7% which makes Tanzania's economy one of the fastest growing in Africa and the world at large. The overall vision is to transform the sector of the economy from the present level of per capita GDP of about US\$867 to a medium developed country with an average per capita GDP of around US\$2,500 (National Development Vision 2025), the GDP from manufacturing 926,333 TZS million.

### Manufacturing of Food Products

The manufacturing of food products refers to the comprehensive process of converting raw agricultural ingredients into finished, consumable food items. This process includes multiple critical stages such as the sourcing of raw materials, pre-processing, production, packaging, and distribution, all while maintaining strict quality and safety standards.

Food manufacturing operations vary depending on the type of product—whether it's baked goods, beverages, dairy products, ready-to-eat meals, or frozen foods. Common techniques used include mixing, fermentation, cooking, drying, freezing, and preservation, all performed using industry-grade equipment to ensure consistency and scale.

Manufacturing is typically done on a large-scale, either in automated or semi-automated facilities, to meet the growing demand of consumers in both local and international markets. Ensuring food safety, hygiene, and compliance with regulatory standards (such as FSSAI, ISO, HACCP) is a crucial part of the manufacturing process, alongside innovation in product development and sustainable packaging.

Ultimately, food manufacturing plays a vital role in the food supply chain, enabling the mass production of safe, nutritious, and accessible food products for consumers around the world.

## **BUSINESS ENVIRONMENT ANALYSIS**

Understanding the business environment is critical for the successful implementation and operation of RUNDA TIANCHENG COMPANY LIMITED's food manufacturing project. This analysis considers both internal and external factors affecting the company.

### **A: INTERNAL ENVIRONMENT**

#### Management Structure

RUNDA TIANCHENG COMPANY LIMITED operates under a structured corporate governance model. The company is overseen by a Board of Directors, which is responsible for strategic decision-making, compliance, and long-term planning.

Managing Director: Oversees day-to-day operations, ensuring production, quality, and distribution targets are met.

Directors: Offer strategic guidance and ensure alignment with corporate goals.

Operations Manager: Manages factory floor activities, staff, and equipment.

Production Manager: Oversees food product output, raw material use, and process optimization.

Quality Control Officer: Ensures food safety, hygiene, and regulatory compliance.

Finance & Admin Manager: Manages budgeting, payroll, accounting, and reporting.

Sales & Marketing Manager: Develops and executes market entry strategies, distribution partnerships, and promotional campaigns.

#### External Environment:

The market:

### **B. EXTERNAL ENVIRONMENT**

#### 1. The Market

RUNDA TIANCHENG COMPANY Limited external market strategy is guided by two primary objectives:

- Deeper Market Penetration and Retention

The company aims to increase and retain a larger share of the food product market by focusing on the following:

Targeting key market segments such as supermarkets, wholesalers, restaurants, convenience shops, and institutions (schools, hospitals, etc.).

Offering a diverse range of high-quality food products that meet local consumer preferences.

Implementing effective distribution and retail strategies to ensure wide availability across the Pwani region and eventually other parts of Tanzania and East Africa.

Building a strong brand reputation based on quality, safety, and affordability.

Utilizing promotions, advertising, and in-store product displays to improve visibility and customer loyalty.

By strategically positioning itself in these core segments, the company expects to entrench its presence in the market and build long-term relationships with buyers and distributors.

- The second key market policy is to recover initial capital investment as early as possible. This will improve the company's economic viability and financial sustainability, and it will be achieved through:

Rapid scale-up of production and sales volumes within the first 12–18 months of operation.

Efficient cost control and operational management to increase profit margins.

Introduction of high-demand, fast-moving food products that generate steady and predictable revenue.

Building strategic partnerships with large buyers and retailers who can provide bulk purchase agreements.

Leveraging competitive pricing and volume discounts to encourage higher order volumes early on.

Early cost recovery will allow RUNDA TIANCHENG COMPANY LIMITED to reinvest profits into scaling operations, improving technology, expanding product lines, and entering new markets.

## **COMPETITION:**

### **COMPETITION ANALYSIS**

#### Industry Context

Tanzania's food processing industry is rapidly growing due to increasing urbanization, changing consumer preferences, and government support for local value addition. As a result, the market has attracted several local and foreign players manufacturing a wide range of food products such as: Ready-to-eat meals Snacks and baked goods ,Spices and condiments ,Packaged cereals and flours ,Processed fruits and vegetables.

### **RUNDA'S COMPETITIVE ADVANTAGE**

To stand out in this competitive landscape, RUNDA TIANCHENG COMPANY LIMITED will focus on:

#### 1. Product Quality and Safety

Use of modern, food-grade manufacturing equipment.

Strict quality control processes and compliance with TBS and TFDA standards.

Certification targets: HACCP, ISO 22000, and Halal (if applicable).

#### 2. Competitive Pricing

Local production allows for reduced transportation and import duties.

Ability to offer affordable prices without compromising quality.

#### 3. Strategic Location

Located in Kibaha, Pwani Region, a

#### 4. Innovation and Customization

Introduction of unique recipes, packaging formats (family packs, single servings), and health-conscious options (low sugar, gluten-free)

Quick response to market trends and customer feedback.

#### 5. Strong Distribution Network

Focus on partnering with wholesalers, supermarkets, and institutional buyers.

Plan to invest in logistics (company-owned vehicles) for reliable product delivery.

#### 6. Skilled Technical Team

Experienced management and trained staff, including 3 foreign technical experts, ensuring process efficiency and knowledge transfer.

## **MARKET POSITIONING STRATEGY**

RUNDA will position itself as a mid-to-premium brand, delivering consistent quality, value for money, and locally produced freshness. By targeting under served regions and building customer trust, the company plans to rapidly capture market share and build a loyal consumer base.

## **PROJECT OPERATING COSTS**

In order to realize its intended objective, the project operating costs will vary based on total revenue.

## **REVENUE ASSUMPTIONS**

For the purpose of this project all revenue will come from foods products we have been produced. The annual revenue to grow by different percentages depending on market demand annually. Revenue projections are based one experiences gained by the firm for being in the market for five years now.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The project is viable and profitable throughout the project period, after the foregoing economic and financial evaluation of the project; we strongly recommend that RUNDA TIANCHENG COMPANY LIMITED Board of Directors approval and accept the business proposal. The new project deserves this support because of its viability, since it is technical feasible, economically viable and socially acceptable.

**RUNDA TIANCHENG**

PARTICULAR	US\$
Land and Buildings	100,000.00
Machinery & Equipment	100,000.00
Motor Vehicles	40,000.00
Furniture & Fixtures	10,000.00
Pre exp	10,000.00
Others	10,000.00
Working Capital	230,000.00
TOTAL	500,000.00

RUNDA TIANCHENG COMPANY LIMITED

PROJECTED STATEMENT OF FINANCIAL POSITION FOR 5 YEARS FROM 2025-2029

DETAILS	2025	2026	2027	2028	2029
CURRENCY	USD	USD	USD	USD	USD
ASSETS					
NON-CURRENT ASSETS					
PPE	74,000	75,000	76,000	79,000	80,000
TOTAL NON-CURRENT ASSET	74,000	75,000	76,000	79,900	80,000
CURRENT ASSET					
Inventory	330,460	350,989	356,000	299,690	370,000
Trade Receivables	50,000	54,000	54,000	105,900	57,500
Working Capital	230,000	230,000	230,000	230,000	230,000
Cash and Cash Equivalent	30,000	35,600	35,800	36,900	37,000
TOTAL CURRENT ASSET	640,460	670,589	675,800	672,490	694,500
TOTAL ASSETS	714,460	745,589	751,800	752,390	774,500
EQUITY AND LIABILITIES					
EQUITY					
Share Capital	280,000	280,000	280,000	280,000	280,000
Retained Earnings	90,909	91,455	92,100	93,000	126,800
TOTAL EQUITY	370,909	371,455	372,100	373,000	406,800
LIABILITIES					
Trade Payables	230,551	245,589	248,260	246,900	233,900
Other Payables	113,000	128,545	131,440	132,490	133,800
TOTAL LIABILITIES	343,551	374,134	379,700	379,390	367,700
TOTAL EQUITY AND LIABILITIES	714,460	745,589	751,800	752,390	774,500

RUNDA TIANCHENG COMPANY LIMITED

PROJECTED STATEMENT OF PROFIT/(LOSS) AND OTHER COMPREHENSIVE INCOME FOR 5 YEARS

DETAILS	2025	2026	2027	2028	2029
CURRENCY	USD	USD	USD	USD	USD
SALES	780,000	965,700	995,000	996,700	998,700
TOTAL INFLOW	780,000	965,700	998,000	999,700	1,000,000
COST OF SALES					
Opening Inventory	0	330,260	350,689	356,000	299,990
Add: Production Cost	620,000	500,000	499,000	496,000	495,000
Less: Closing Inventory	-330,460	-350,989	-356,000	-299,690	-370,000
	289,540	479,271	493,689	552,310	424,990
GROSS PROFIT	490,460	486,429	504,311	447,390	575,010
OPERATING EXPENSES					
Administration Expenses	100,200	90,400	90,500	90,600	100,000
Sales and Distribution Expenses	100,100	92,300	90,200	90,300	102,000
Finance Cost	100,100	92,300	90,400	90,500	90,900
Depreciation Expense	8,000	8,000	8,000	8,000	8,000
-	0	0	0	0	0
TOTAL OPERATING EXPENSES	308,400	283,000	279,100	279,400	300,900
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PROFIT FOR THE YEAR	182,060	203,429	225,211	167,990	274,110

