

HALISI MANUFACTURING CO. LIMITED
BUSINESS PLAN FOR MANUFACTURING OF DUVETS BEDDING
PRODUCTS,CURTAINS AND IRON CURTAINS.

PREPARED FOR:
BOARD OF
DIRECTORS
HALISI MANUFACTURING CO. LIMITED

PREPARED BY:
MANAGEMENT
TEAM
HALISI MANUFACTURING CO. LIMITED

Date: September 2025

BUSINESS PLAN FOR MANUFACTURING OF DUVETS , BEDDING PRODUCTS,CURTAINS AND IRON CURTAINS.

Executive Summary

Halisi Manufacturing Co. Limited is a start-up company focused on producing high-quality duvets ,bedding products,Iron curtains and curtains in Tanzania. With an initial capital investment of **USD 1,000,000 (UNITED STATES OF AMERICA ONE MILLION)** borrowed from its mother company, **Shantong Company Limited (Kenya)**, the company aims to become a leading local and regional supplier of premium bedding. Our vision is to promote comfort, quality, and affordability, while also creating employment opportunities and supporting the local economy. The business will operate under modern production standards, ensuring efficiency and sustainability in all operations.

COMPANY OVERVIEW

Halisi Manufacturing Co. Limited is incorporated in Tanzania and will specialize in producing duvets, bed sheets, pillowcases, other bedding accessories,curtains and iron curtains. The company seeks to meet growing demand for quality bedding ,curtains and iron curtains in both domestic and regional markets. The facility will be strategically located in Dar es Salaam for easy access to raw materials, skilled labor, and distribution channels. The factory setup will also include land purchased in Kigamboni for TZS 470,000,000/-.

PRODUCTS & SERVICES

Our main product lines will include:

1. Duvets (various sizes and designs)
2. Bed Sheets
3. Pillowcases and Cushion Covers
4. Bedding Sets
5. Customized Premium Bedding
6. Curtains
7. Iron curtains

We will also provide tailored designs for hotels, hospitals, and institutions, ensuring customer-specific needs are met.

RAW MATERIALS UTILIZED BY THE COMPANY

Our company specializes in the manufacturing of high-quality duvets, bedding products, curtains, and iron curtains. To ensure consistent product excellence, we source a combination of imported raw material from China and locally available raw materials in Tanzania.

MARKET ANALYSIS

The Tanzanian bedding and curtains market is expanding due to increasing urbanization, middle-class growth, and the booming hospitality industry. Current market trends show a demand shift from imported products to locally manufactured goods due to affordability and quality control. Halisi Manufacturing will capitalize on this demand with competitive pricing, superior quality, and strong distribution networks.

MARKETING & SALES STRATEGY

Our marketing approach will include:

- Retail distribution through supermarkets and home décor outlets
- Partnerships with hotels, hospitals, and schools
- Online marketing and direct-to-customer sales channels
- Branding campaigns focusing on comfort, durability, and affordability
- Launch a locally recognized brand for premium and affordable bedding and curtains products.
- Capture at least 10-15% of the domestic market within the first three years.
- Establish distribution partnerships with major retailers and hospitality chains.

Sales projections are based on gradual market penetration, starting locally and expanding regionally within five years.

OPERATIONAL PLAN

The factory will be equipped with modern machinery for textile cutting, stitching, and finishing. We will employ a skilled workforce of 95 employees initially, with plans to expand as production scales. Raw materials such as fabrics, fibers, and accessories will be sourced locally where possible, while specialty inputs will be imported.

FACILITY SETUP

- 5,000 sq ft leased space
- Equipment: quilting machines, sewing units, cutting tables

STAFFING PLAN

- Year 1: 30 employees
- Year 5: 95 employees

PRODUCTION CAPACITY

- Year 1: 20,000 units
- Year 5: 35,000+ units

Management & Organization

Halisi Manufacturing Co. Limited will be led by a professional management team:

- Managing Director: Overall strategy & leadership
- Operations Manager: Production oversight
- Sales & Marketing Manager: Business development
- Finance Manager: Financial planning & reporting
- HR Manager: Recruitment & staff welfare

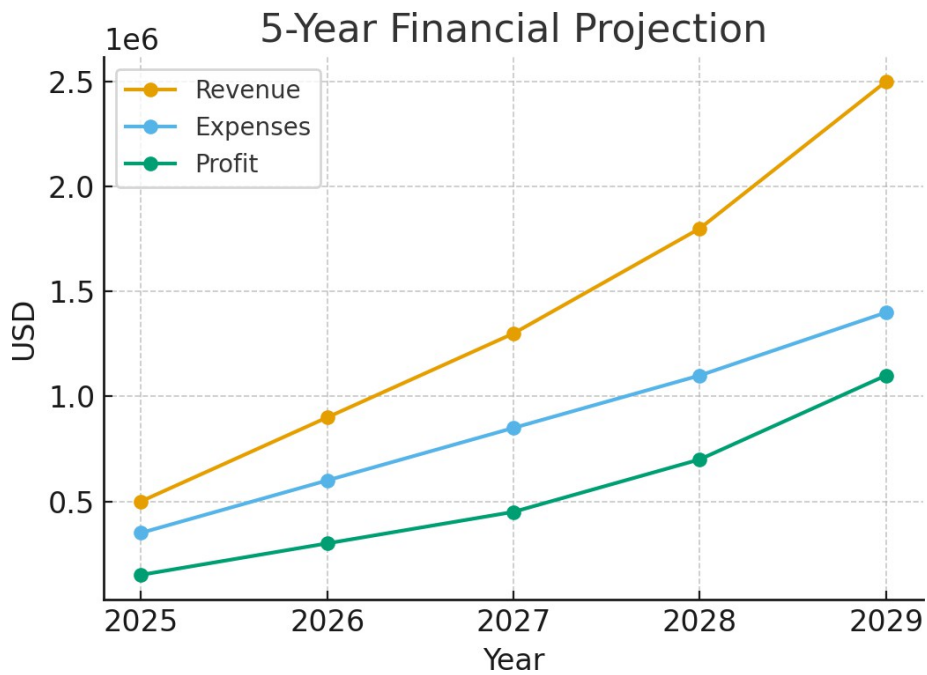
MANAGEMENT TEAM

Role	Experience
CEO	10+ years in textile industry
Operations Manager	Manufacturing & logistics
Finance Manager	Budgeting & accounting
Sales Lead	Customer acquisition & branding

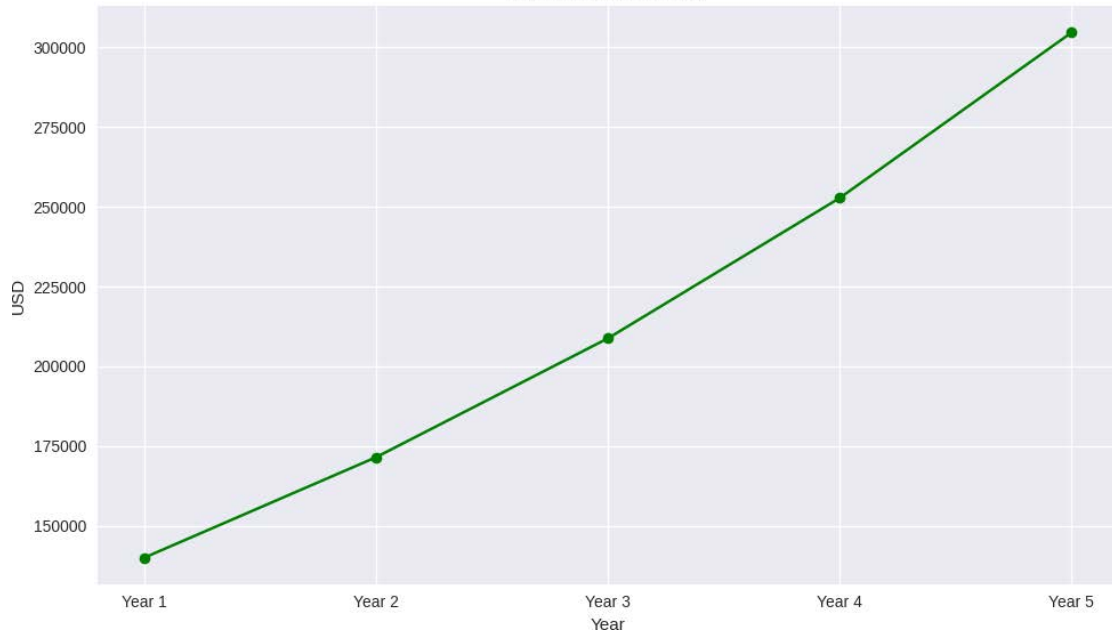
The company will adopt a flat structure to encourage collaboration and efficiency.

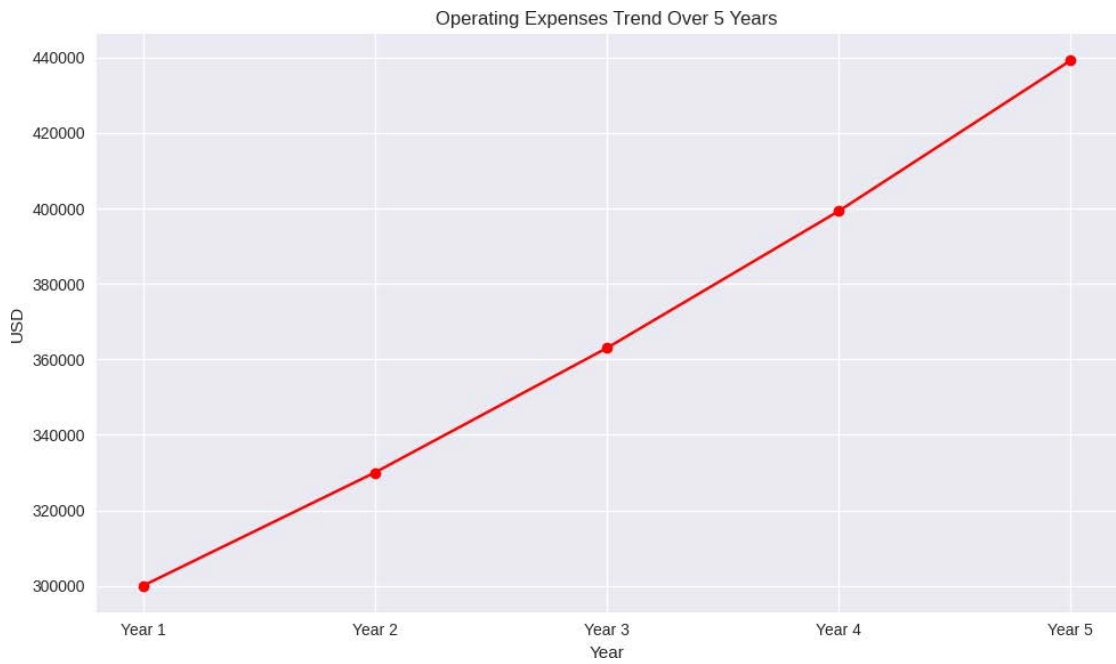
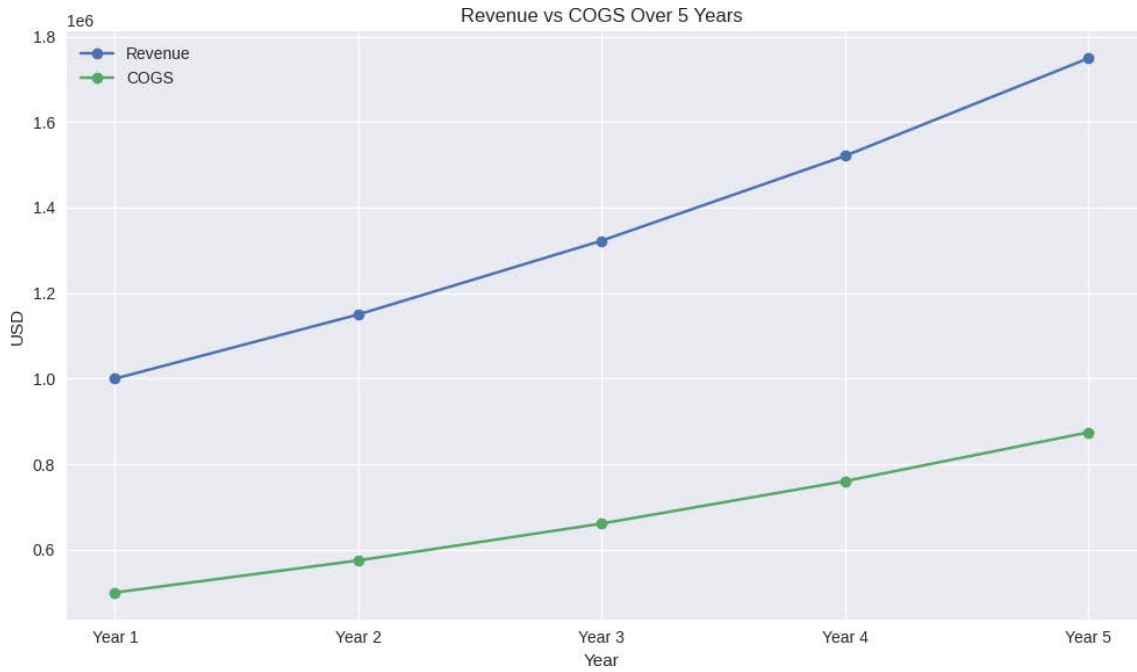
Financial Projections (5 Years)

Year	Revenue (USD)	Expenses (USD)	Profit (USD)
2025	500000	350000	150000
2026	900000	600000	300000
2027	1300000	850000	450000
2028	1800000	1100000	700000
2029	2500000	1400000	1100000

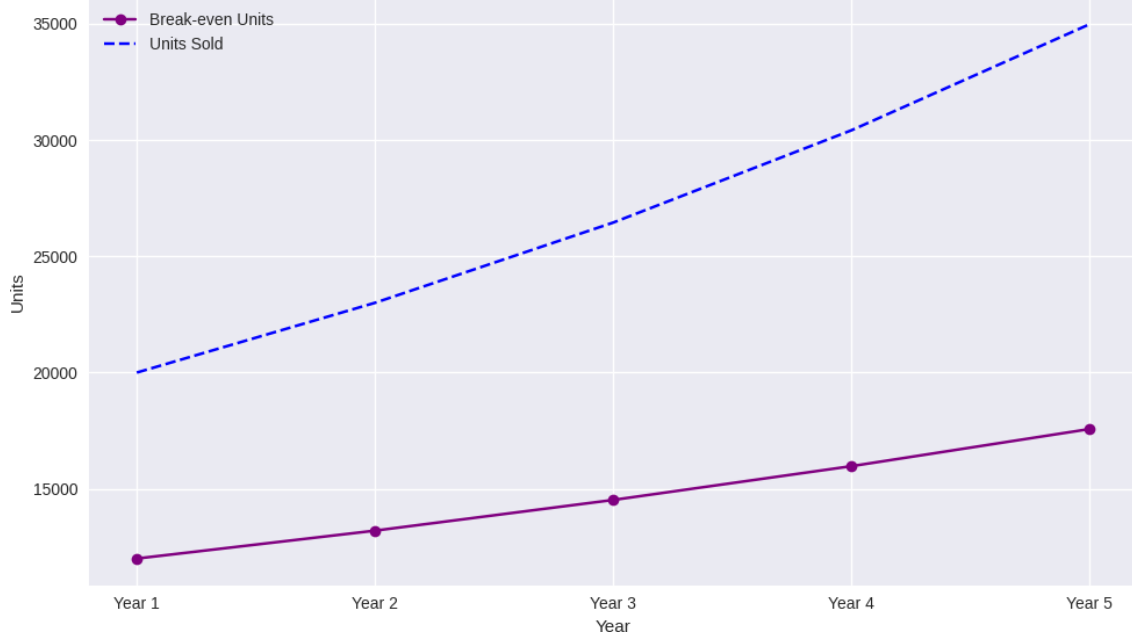


Net Profit Over 5 Years





Break-even Analysis Over 5 Years



FUNDING REQUIREMENT & USE OF CAPITAL(INVESTMENT BREAKDOWN)

The initial capital of USD 1 million, borrowed from Shantong Company Limited (Kenya), will be allocated as follows:

- Furniture and fittings: USD 400,000
- Land purchase: TZS 470,000,000/- (approx. USD 180,000)
- Working capital (raw materials & operations): USD 200,000
- vehicle: USD 150,000
- others: USD 20,000
- Pre expenses : USD 50,000

LOAN REPAYMENT SCHEDULE

Year	Principal Repayment (USD)	Interest (5%) (USD)	Total Payment (USD)
2025	200000	50000	250000
2026	200000	40000	240000
2027	200000	30000	230000
2028	200000	20000	220000
2029	200000	10000	210000

RISK ANALYSIS

Potential risks include fluctuations in raw material prices, competition from imports, and supply chain disruptions. Mitigation strategies include diversifying suppliers, building strong brand loyalty, and maintaining a contingency reserve. The bedding industry has relatively low risk, given consistent demand for comfort products.

CONCLUSION

Halisi Manufacturing Co. Limited is well-positioned to establish itself as a leading bedding and curtains manufacturer in Tanzania. With strong financial projections, a clear operational strategy, and an experienced management team, the company is set to achieve growth, profitability, and long-term sustainability.

