

GEILI GROUP TANZANIA COMPANY LIMITED
PLASTIC PRODUCTION AND PVC PIPE PROJECT
PLOT 186, BLOCK A,
BUSINESS PLAN

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GEILI GROUP TANZANIA COMPANY LIMITED

Business Profile

A. Executive Summary

1. Company & Project concept

GEILI GROUP TANZANIA COMPANY LIMITED is a limited liability Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated on 10TH June, 2019 and bears a Certificate of Incorporation number 139284089. The Company has established a project of manufacturing of car starter batteries, motor starter batteries and solar batteries in Tanzania and intends to implement a new project of plastic production and PVC pipe in Tanzania.

GEILI GROUP TANZANIA COMPANY LIMITED's NEW project will be located at Plot No. 186, Zegereni Industrial Park, Visiga, Kibaha CBD, Tanzania.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical company, building relationships with customers, suppliers, and investors. GEILI GROUP TANZANIA COMPANY LIMITED aims to become one of the leading plastic production and PVC pipe, prioritizing professionalism, profitability, and ethical practices. Activities include real estate development, and property management.

2. Company Goals and Objectives:

In Summary GEILI GROUP TANZANIA COMPANY LIMITED aims to: -

- Establish Market Leadership*

- *Become a trusted supplier of high-quality PVC pipes in local and regional markets.*
- *Achieve consistent annual revenue growth while maintaining profitability.*
- *Deliver reliable, durable, and standards-compliant PVC products that meet customer needs.*
- *Optimize production efficiency through modern machinery and skilled workforce.*
- *Minimize environmental impact through recycling, waste reduction, and energy-efficient processes.*
- *Produce PVC pipes that meet or exceed ISO, ASTM, or local regulatory standards.*
- *Ensure on-time production and delivery for all customer orders.*
- *Implement continuous improvement programs to reduce material waste and downtime.*
- *Invest in advanced extrusion technology for consistent product quality.*

With these goals, we strive to become a respected and influential plastic production and PVC pipe supplier, delivering lasting value to our customers, investors and communities.

3. Purpose of Business Plan

*This document is prepared to the serve the purpose of application for a certificate of incentives with TISEZA to enable **GEILI GROUP TANZANIA COMPANY LIMITED** to proceed with the project of **Plastic Production and PVC Pipe** in the United Republic of Tanzania.*

4. The project promoter

*The project will be managed and operated by **GEILI GROUP TANZANIA COMPANY LIMITED** which is owned by private individuals with the following shareholders percentages distribution is listed below.*

NAME OF SHAREHOLDERS	NATIONALITY	NUMBER OF SHARES (%)

YIN, DECHAO	CHINESE	92.34
ZUO, JINLIN	CHINESE	7.66
TOTAL NUMBER OF SHARES OF THE COMPANY = 100 Ordinary Shares		

5. Intended investment Amount:

Without changing the existing equity ratios, the total new investment amount will be 5,000,000 USD.

6. Company Legality

The legal certificates, and documents such as Memorandum and Article of Association, Certificate of Incorporation and Tax Identification Number, justify that **GEILI GROUP TANZANIA COMPANY LIMITED** is operating within the ambit of the law of Tanzania.

7. Project Organization Structure

The management of **GEILI GROUP TANZANIA COMPANY LIMITED** is constituted by the following organization set up, the Board of Directors who are responsible on the supervision on the entire operations of the Company and the company's operational team which implement the project goals and vision.

8. Investment Structure

Without changing the existing equity ratios, the total new investment amount will be 5,000,000 USD. The money will cover working Capital, material importation and other company expenses. The financial policy of the Company state that the profits generated will be re-invested.

B. Statement of Purpose

This Profile is drawn for the purpose of commencement of the business and application for the certificate of Incentives from the TISEZA.

C. Purpose of Investment

*This document is prepared to the serve the purpose as a feasibility study for **GEILI GROUP TANZANIA COMPANY LIMITED** on the establishment of a plastic production and PVC pipe project in the United Republic of Tanzania/Zanzibar.*

D. Summary of the Expected Results

The plastic production and PVC pipe project aims to achieve the following:

The implementation of the company's strategic goals and operational objectives is expected to deliver strong and sustainable business performance. The plastic production and PVC pipe manufacturing operations will achieve consistent output of high-quality, standards-compliant products that meet market demand in construction, plumbing, agriculture, and infrastructure sectors.

Production efficiency is expected to improve through optimized processes, modern extrusion technology, and skilled labor, resulting in reduced material waste, lower operating costs, and minimal production downtime. Strict quality control systems will ensure a low defect rate and enhanced product reliability, leading to increased customer satisfaction and repeat business.

Financially, the company is expected to achieve steady revenue growth, healthy profit margins, and positive cash flow. Expanded market reach and diversified customer segments will strengthen financial stability and reduce dependency on a single market.

From an environmental and safety perspective, the company will maintain compliance with health, safety, and environmental regulations while reducing waste through recycling and responsible material usage. Improved workplace safety practices will lead to fewer incidents and higher employee morale.

Overall, the expected results include improved market competitiveness, sustainable growth, strong brand reputation, operational excellence, and long-term profitability, positioning the company as a reliable and responsible PVC pipe manufacturer.

E. Mission and Vision

The project vision is to be one of the leading company in plastic production and PVC pipe in Tanzania. To offer high-quality plastic production and PVC pipe in Tanzania for local markets and export purposes while fostering growth and development in the region. The project is expected to create 300 to 400 local positions, pay taxes and fees in accordance with the law, to contribute to the local economic development.

F. Operations

The project will be managed and operated by **GEILI GROUP TANZANIA COMPANY LIMITED**. The Company is finalizing acquisition of operation permits to start the implementation of Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

G. Project Location

The project shall be located at Plot No. 186, Zegereni Industrial Park, Visiga, Kibaha CBD, Tanzania.

H. Postal Address

P.O. Box 30303,

Kibaha, Pwani, Tanzania

1. Plastic Production and PVC Pipe in Tanzania

a. Plastic Production and PVC Pipe in Tanzania

Plastic production, particularly PVC pipe manufacturing, is a growing industrial sector in Tanzania driven by rapid urbanization, infrastructure development, agriculture expansion, and water supply projects. PVC pipes are widely used for water distribution, drainage, irrigation, sewerage, and electrical conduits, making them essential to national development.

The Tanzanian government's continued investment in water infrastructure, housing, roads, and industrial development has increased demand for locally manufactured PVC pipes, creating opportunities for domestic producers to reduce reliance on imports.

b. Tanzania's Plastic Production and PVC Pipe sector

Tanzania's plastic production sector plays a vital role in supporting construction, water supply, sanitation, agriculture, and industrial development. Within this sector, PVC pipe manufacturing is one of the most significant subsectors due to its extensive use in water distribution, irrigation systems, sewerage, drainage, and electrical installations. The sector has grown steadily in response to population growth, urbanization, and public infrastructure investment, with increasing emphasis on local manufacturing to reduce import dependence.

c. Project Justification

*The proposed project is under management of **GEILI GROUP TANZANIA COMPANY LIMITED** and is in line with Tanzania Government efforts in attempt to develop plastic production and PVC pipe sector. This also has been complemented by the fact that the*

government is making a critical effort in improving the plastic production and PVC pipe sector.

Regarding the initiative undertaken by **GEILI GROUP TANZANIA COMPANY LIMITED**, it is justified by the following facts:

- The company has a special invested interest in the plastic production and PVC pipe sector and therefore decided to seek additional real estate projects in their company.
- The involvement of the company in the real estate sector will boost and at the same time strengthen the plastic production and PVC pipe sector in Tanzania.
- The company previously possessed advanced technology and extensive management experience in China, enabling it to deliver high-quality products.
- The company's marketing strategy and intention is to have a wide customer base both locally and internationally which focuses on solving private and public.

d. Social and Economic Impact of the Project

The proposed project will result into the following social and economic impacts:

- Improve and increase the plastic production and PVC pipe sector through providing high-quality products of different types within and outside the United Republic of Tanzania.

- *Increased competitiveness among local real plastic production and PVC pipe manufacturer and export markets in Tanzania.*
- *The project will provide employment for people in Tanzania and training the employees to further improve their knowledge on the plastic production and PVC pipe activities.*
- *The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.*

Industry Analysis

Sales Literature, Technology and Future services

Sales Literature

The company is a leading manufacturer of high-quality PVC pipes and plastic products, proudly supporting Tanzania's water supply, sanitation, construction, agriculture, and industrial sectors. Our products are engineered to meet local and international standards, ensuring durability, safety, and long-term performance.

The sector consists of small, medium, and large-scale manufacturers, mainly concentrated in Dar es Salaam, Coast Region, Arusha, and Mwanza. Products include PVC pipes, fittings, HDPE pipes, plastic tanks, and packaging materials. Both locally produced and imported PVC pipes compete in the market. Demand is driven by government projects, private construction, agriculture, and NGOs

Technology

PVC pipe manufacturing uses extrusion technology, a continuous and efficient process that ensures uniform pipe dimensions, strength, and surface quality. Modern plants under this project will adopt automated and semi-automated systems to improve productivity, quality, and cost efficiency.

Future Services

The future plan for the plastic production and PVC pipe manufacturing sector in Tanzania focuses on sustainable growth, capacity expansion, and increased market competitiveness. The company aims to expand production capacity by investing in modern, energy-efficient extrusion lines to meet the growing demand from water supply, sanitation, construction, and agricultural irrigation projects. Product diversification will be prioritized through the introduction of high-pressure PVC pipes, fittings, electrical conduits, and customized solutions tailored to large infrastructure and industrial projects. Market expansion plans include strengthening distribution networks across Tanzania, increasing participation in government and donor-funded projects, and exploring export opportunities within the East African Community. The company will continue to invest in advanced production technology, automation, and quality control systems to ensure compliance with Tanzania Bureau of Standards and international requirements. Environmental sustainability will be enhanced through recycling initiatives, waste reduction, and strict compliance with NEMC regulations. Human resource development, financial stability, and strategic partnerships will support long-term growth, with the ultimate goal of becoming a leading and reliable PVC pipe manufacturer contributing to Tanzania's industrial and infrastructure development.

Competitive Edge

Competitive Edge the Company will have a significant advantage over its competitors in the plastic production and PVC pipe industry due to the following reasons: -

The project's competitive edge will be built on quality, cost efficiency, strategic location, and strong compliance with Tanzanian standards. By investing in modern, energy-efficient extrusion technology, the project will produce durable and reliable PVC pipes that fully comply with Tanzania Bureau of Standards (TBS) and relevant international specifications. This ensures acceptance in government, NGO, and large infrastructure projects, where quality and certification are critical.

The project will benefit from local manufacturing, reducing dependence on imported PVC pipes and enabling faster delivery times, flexible order quantities, and competitive pricing. Proximity to key construction and infrastructure markets will lower transportation costs and improve responsiveness to customer needs, giving the business an advantage over imported alternatives.

A strong focus on cost control and efficiency—through optimized raw material sourcing, reduced waste, and partial recycling of production scrap—will allow the project to maintain attractive profit margins while offering competitive prices. In addition, a diversified product range, including pressure and non-pressure pipes, fittings, and customized solutions, will help capture multiple market segments.

J. Opportunities

a. Increased demand for plastic production and PVC pipe activities

As Tanzania's economy continues to grow, demand for plastic production and PVC pipes is surging, supplying other industries.

b. Uniqueness location of the project

GEILI GROUP TANZANIA COMPANY LIMITED's project will be in government-planned industrial park, which is located at Kibaha, Tanzania. The location presents an opportunity for be strategically located in Kibaha, Tanzania. This project provides an opportunity to GEILI GROUP TANZANIA COMPANY LIMITED to easily capture the market around Kibaha Region together with Dar es Salaam Region and even extending its borders to the new road that connects to Morogoro and other central regions of other parts of Tanzania.

Unique location of the project GEILI GROUP TANZANIA COMPANY LIMITED's real estate project will be strategically located in kibaha, Tanzania. The location presents an opportunity for GEILI GROUP TANZANIA COMPANY LIMITED to capture the market in Kibaha Region, Dar es Salaam Region, and even extend its reach to the new road that connects to Morogoro and other central regions of Tanzania.

c. Government Policy

The Government of Tanzania has made the policy that intends to improve and promote the plastic production and PVC pipe sector locally and across borders.

d. Government Incentives package

The Government has enacted laws that offer reasonable incentives example removal of taxes on some importations and deferment.

d. Analysis of Strengths, Weaknesses, Opportunity, and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p><i>Strengths</i></p> <ul style="list-style-type: none"> • <i>Availability of Markets</i> • <i>Connection to stakeholders</i> 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> • <i>Capital Injection</i>
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> • <i>Supportive government policies</i> • <i>Growth in other industries has increased demand.</i> 	<p><i>Threats</i></p> <ul style="list-style-type: none"> • <i>Increment of inflation</i> • <i>Market competition</i>

The company has prepared for the action plans by doing the following: -

Marketing Information

The company will employ local qualified professionals to conduct marketing activities for its plastic production and PVC pipe projects.

K. Marketing Strategy

i. Overview

The success of **GEILI GROUP TANZANIA COMPANY LIMITED** in the plastic production and PVC pipe market will focus on building a strong market presence through quality assurance, competitive pricing, and reliable supply. The project will target key demand sectors including water supply and sanitation projects, construction and real estate developers, agricultural irrigation schemes, government and donor-funded infrastructure projects, and

hardware wholesalers. By emphasizing compliance with Tanzania Bureau of Standards (TBS) and consistent product performance, the company will position itself as a trusted local manufacturer capable of meeting both small- and large-scale project requirements. The strategy will leverage local production advantages—such as faster delivery times, flexible order fulfillment, and reduced logistics costs—to compete effectively against imported products. Strong distributor partnerships, direct engagement with contractors and institutions, and a reputation for dependable customer service will be central to building brand recognition and achieving sustainable market growth.

ii. Customer Database

The database will capture contact details, purchase history, project requirements, delivery schedules, and feedback, allowing the company to anticipate customer needs, maintain consistent supply, and develop personalized marketing campaigns. It will also facilitate sales forecasting, customer segmentation, and loyalty programs, ensuring that the company maintains strong relationships and a competitive edge in the Tanzanian PVC pipe market.

iii. Advertising

GEILI GROUP TANZANIA COMPANY LIMITED will focus on building brand awareness, promoting product quality, and effectively reaching target customers across Tanzania. The strategy will combine both traditional and digital channels, including print media in industry magazines, construction and agricultural publications, and local newspapers to reach contractors, developers, and wholesalers. Participation in trade shows and exhibitions will showcase products and strengthen professional networks, while outdoor advertising such as billboards and banners near industrial zones, construction hubs, and hardware

markets will increase local visibility. Digital marketing efforts will include a company website with product catalogs, social media engagement on platforms like Facebook, LinkedIn, and Instagram, and targeted online advertisements aimed at project managers and distributors. Additionally, direct marketing through brochures, flyers, and email newsletters will target government departments, NGOs, and contractors, complemented by referral programs incentivizing distributors and wholesalers. All advertising efforts will emphasize product durability, quality, compliance with Tanzania Bureau of Standards (TBS), and timely delivery, positioning the company as a trusted and reliable PVC pipe supplier in both local and regional markets.

iv. Costing and Pricing

The costing and pricing strategy for the PVC pipe and plastic products business will be designed to ensure profitability, competitiveness, and market accessibility. Costing will take into account all direct and indirect production expenses, including raw materials (PVC resin, stabilizers, lubricants), labor, utilities (electricity and water), machinery maintenance, packaging, transportation, and overhead costs such as administrative expenses and regulatory compliance fees.

Pricing will be competitive yet sustainable, reflecting the quality, durability, and compliance of the products with Tanzania Bureau of Standards (TBS). The strategy will adopt a tiered pricing model to cater to different market segments, including bulk orders for government and large infrastructure projects, medium orders for contractors and developers, and smaller orders for wholesalers and retail outlets. Discounts and promotional offers may be provided for long-term contracts or high-volume purchases.

The pricing approach will also consider market conditions, competitor pricing, import alternatives, and customer purchasing power, ensuring that the company remains attractive to clients while maintaining healthy profit margins. Regular review of costs and market trends will allow dynamic pricing adjustments to respond to changes in raw material costs, energy prices, or demand fluctuations.

v. Customers

GEILI GROUP TANZANIA COMPANY LIMITED is targeting to all regions in Tanzania and whole of East Africa specifically targeting the companies, businesses, and individual customers. The customer database will be a central component of the marketing strategy, enabling targeted sales, efficient order management, and long-term relationship building. It will include detailed information on:

Government and Municipal Agencies – Water authorities, sanitation departments, and public infrastructure contractors.

Construction Companies and Real Estate Developers – Residential, commercial, and industrial building projects.

Agricultural and Irrigation Businesses – Farms, irrigation service providers, and agribusiness projects.

Hardware and Wholesale Distributors – Retailers, wholesalers, and supply chain partners across Tanzania.

NGOs and Donor-Funded Projects – Organizations involved in water, sanitation, and rural development programs.

As it has been explained in preamble chapters, **GEILI GROUP TANZANIA COMPANY LIMITED** will set project which will be indulging in agricultural business.

vi. Marketing Plan

The marketing plan for the PVC pipe and plastic products business is designed to establish a strong market presence, drive sales growth, and build long-term customer relationships in Tanzania. The plan targets key sectors such as water supply and sanitation projects, construction and real estate development, agricultural irrigation, government and donor-funded infrastructure, and hardware and wholesale distributors. The strategy leverages a combination of customer database management, advertising, and competitive pricing to reach these markets effectively. Advertising efforts will utilize print media, trade shows, outdoor billboards, digital marketing, and direct client engagement to promote product quality, durability, and compliance with Tanzania Bureau of Standards (TBS). Pricing will be competitive, with tiered structures and volume discounts to meet the needs of different market segments while ensuring profitability. The company will focus on building strong distributor partnerships, providing reliable customer service, and maintaining consistent product availability, creating trust and loyalty among clients. Additionally, continuous monitoring of market trends, customer feedback, and competitor activities will allow the company to adapt marketing strategies, expand market share, and position itself as a leading and trusted PVC pipe manufacturer in Tanzania and the East African region.

L. Management & Administration

Management

The management team of **GEILI GROUP TANZANIA COMPANY LIMITED** will consist of the Board of Directors, who will make strategic decisions in line with the plastic production and PVC pipe market dynamics and investor expectations.

i. Board of Directors

GEILI GROUP TANZANIA COMPANY LIMITED will be managed by the board of Directors which is the apex body for strategic decision making of the project in line with the resolutions from the shareholders.

ii. Accountant

An internal accountant will be employed to work with the existing external accountant who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **GEILI GROUP TANZANIA COMPANY LIMITED** but also keeping books of accounts properly.

iii. Management Agreements

Management Agreements will be executed between **GEILI GROUP TANZANIA COMPANY LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

iv. Confidentiality Agreements

GEILI GROUP TANZANIA COMPANY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our plastic production and PVC pipe business, operating

systems, policies, and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets and show our employees that we take our business seriously.

v. Job creation

The following table illustrates the forecasted job creation throughout the coming five years.

	2026	2027	2028	2029	2030
Country Manager	1	1	1	1	1
Finance Manager	1	1	1	1	1
Administration	1	2	5	5	5
Sales Manager	1	1	2	2	2
Sales	1	5	20	20	25
Equipments Operators	50	150	200	300	400
Technician	2	5	10	10	15
Grand Total	57	165	239	339	449