

Business Plan for NuruPack Industries Limited

1. Executive Summary

NuruPack Industries Limited is a packaging manufacturing company located in Tanzania, focusing on the production of eco-friendly non-woven bags, kraft paper bags, takeaway cups, and plastic bottles. With an initial investment of over TZS 400 million, the company aims to serve both the Tanzanian and Kenyan markets, contributing to the growing demand for sustainable packaging solutions.

2. Company Description

NuruPack Industries Limited was established to provide high-quality, durable, and environmentally friendly packaging solutions. The company is strategically located to support regional logistics and trade, operating with modern machinery and scalable infrastructure.

3. Products and Services

- Non-Woven Bags (D-Cut, Box Type)
- Kraft Paper Bags
- Takeaway Paper Cups
- Plastic Bottles (500–10,000 BPH capacity)

4. Market Analysis

The demand for eco-friendly packaging is rising due to government bans on plastic bags and changing consumer behavior. Our target markets are:

- Retail chains and supermarkets
- Exporters and logistics companies
- Event organizers and food service industries
- Government and NGOs (for branded bags and supplies)

5. Operations & Production Plan

The factory will operate using the following core equipment:

- 5x Non-woven bag making machines
- 2x Loop handle attaching machines
- 2x Flexographic printing machines
- 2x Slitting machines
- Cup and bottle molding machinery
- 3 forklifts, trucks, pickups, and delivery bikes

Raw materials will be sourced internationally and stocked annually, with an estimated 4,320 tons of non-woven fabric planned for the first 5 years.

6. Organizational Structure

Management roles:

- General Manager
- Production Supervisor
- Quality Control Officer
- Sales & Marketing Team
- Finance/Admin Officer
- Warehouse & Logistics Staff
- Machine Operators and Support Workers

Estimated starting workforce: 30–50 employees

7. Financial Projections (Estimates)

- Initial Investment: TZS 400 million+
- Annual Production Capacity: 100+ million bags, bottles, and cups combined
- Gross Revenue Potential (Year 1): TZS 800M – 1.2B

- Net Profit Margin Estimate: 15%-25% (with scale and efficiency)

8. Growth Plan

- Expand sales to Uganda and Rwanda within 5 years
- Introduce biodegradable products and custom packaging lines
- Establish regional depots for faster distribution

9. Appendix

- Capital Goods List
- Raw Materials Annex
- TIC Application Support Documents

