

***FASHION DECORATORS LIMITED***

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**FASHION DECORATORS LIMITED**

**PRE-FEASIBILITY STUDY REPORT ON:**

**INVESTMENT IN MANUFACTURING OF BUILDING MATERIALS  
(CERAMICS AND MARBLES)**

**Presented To:  
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**APRIL 2025**

**FASHION DECORATORS LIMITED**

**Strategic Pre-feasibility Report**

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This profile is strictly for information only and projections in the pre –feasibility study report have been compiled by the consultant with close cooperation of the Promoters of the Business the FASHION DECORATORS LIMITED and Sector Experts for illustrative purposes and do not constitute actual forecasts.

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**FASHION DECORATORS LIMITED**  
**Business Profile: Pre-feasibility Study Report**

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### **Company & Project concept**

**FASHION DECORATORS LIMITED** is a limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 28<sup>th</sup> November 2014, and bears Certificate of Incorporation No.113408. And licensed to carry the business of Interior Decoration and currently the Company plans to implement project which is under manufacturing sector.

Fashion Decorators Limited Project will be located at Pwani region, Mkuranga District, Mwandege ward, Mkokozzi Village. Our company goals and objectives seek to ensure we generate an income that benefits both Nationals and non-Nationals so that we strengthen the economic status of the society. The company believes in customers, suppliers, and investors therefore it struggles to create good Rapport with both parties.

### **Company Goals and Objectives:**

In Brief Fashion Decorators Limited aims to;

1. **Market Leadership and Industry Growth**  
Fashion Decorators Limited aims to position itself as a leading manufacturer of high-quality ceramics and marble products in Tanzania and East Africa. By supporting the growing construction and infrastructure sector, the company aligns its goals with Tanzania's Vision 2025 industrialization agenda.
2. **Utilization of Local Resources and Sustainability**  
Fashion Decorators Limited is dedicated to leveraging Tanzania's rich natural resources, such as limestone and clay, to reduce import dependency and support local industries. The company also prioritizes environmentally friendly and sustainable manufacturing practices to contribute to the nation's green economy.
3. **Economic Empowerment and Job Creation**  
The company is committed to creating meaningful employment opportunities for Tanzanians across production, logistics, and sales. Through skills training and community engagement, Fashion Decorators Limited will empower local communities and foster inclusive economic growth.
4. **Manufacturing Excellence and Product Diversity**  
Fashion Decorators Limited will produce high-quality ceramics and marble products tailored to the diverse needs of residential, commercial, and industrial projects. By adhering to both national and international standards, the company aims to build a reputation for durability, aesthetics, and reliability.
5. **Export Growth and Regional Impact**  
Fashion Decorators Limited aspires to expand its footprint beyond Tanzania by

## **FASHION DECORATORS LIMITED**

exporting locally manufactured ceramics and marble to regional and international markets. This will boost foreign exchange earnings and position Tanzania as a competitive hub for building materials.

### **6. Innovation and State-of-the-Art Facilities**

The company will invest in cutting-edge manufacturing facilities and technologies to ensure precision, efficiency, and consistent product quality. Research and development will play a central role in driving innovation and introducing new product lines that meet evolving market demands.

### **7. Strategic Partnerships and Market Penetration**

Fashion Decorators Limited will forge strategic alliances with construction firms, architects, and distributors to enhance its market presence. These partnerships will ensure that its products are accessible, affordable, and preferred across the construction industry.

### **8. Corporate Social Responsibility (CSR)**

Fashion Decorators Limited is committed to giving back to the community by investing in local development projects, promoting entrepreneurship, and supporting sustainable initiatives that benefit society and the environment.

By pursuing these goals and objectives, **Fashion Decorators Limited** aims to lead the building materials industry in Tanzania, contribute to the nation's infrastructure development, and play a vital role in the country's economic transformation.

## **FASHION DECORATORS LIMITED**

### **Purpose of Business Plan**

The primary purpose of this document is to be used as a Pre-feasibility study report for Fashion Decorators Limited investment in Manufacturing of Building Materials (Ceramics and Marbles). But also the Pre-feasibility study report shall be submitted to TIC for an award of **Certificate of Incentives**. The implementation of this project will comprise the following activities:-

- ❖ Construction of a warehouse building which will accommodate Installation of Machines and Equipments for this project.
- ❖ Procurements Machineries and Equipments for this project.
- ❖ Equipping the project with all necessary modern furniture and facilities
- ❖ Hiring employees who will operate the Machines for Production

### **The project promoter**

The project will be managed and operated by Fashion Decorators Limited. It is owned by foreign investors from Lebanon & Syria with the following share distribution.

<b>NAME OF SHAREHOLDERS</b>	<b>NATIONALITY</b>	<b>NUMBER OF SHARES TAKEN BY EACH SUBSCRIBER</b>	<b>SHARE %</b>
<b>1. ALI KOUMAYHA</b>	<b>LEBANESE</b>	<b>1000</b>	<b>7.14%</b>
<b>2. ISSA IBRAHIM</b>	<b>SYRIAN</b>	<b>9000</b>	<b>64.29%</b>
<b>3. UNISSUED SHARES</b>		<b>4000</b>	<b>28.57%</b>

### **Company Legality,**

The legal documents and certificates such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number, and value added Tax certificates Justify that Fashion Decorators Limited is operating within the ambit of the law of the Country.

## **FASHION DECORATORS LIMITED**

### **Project Organization Structure**

The management of Fashion Decorators Limited constituted by the following organization set up:-

- Board of Directors,
- General Manager who is responsible on the supervision on the entire operations of the Company,
- company accountant,
- Production Manager who will be directly responsible for all matters pertaining manufacturing of the products.

### **Investment Structure**

This business project is estimated to cost 500,000\$. The money covers building structures but also allocated fund include investment in, Machinerics and Equipment, furniture and fittings, pre-expenses and working Capital. The equity contributed by the shareholders is 500,000\$ equivalent to 100% With 70% coming from Foreign Equity and 30% from Foreign Loan. However, a financial policy of the Company state that the profits generated will be re-invested

### **Forecasted financial Information,**

Financial information of Fashion Decorators Limited is projected within eight years. The company projected profit and Loss; account show a respectable turnover of more than 43,200\$ in the second year. The profits gained on fifth year are projected to be 151,973 \$. The projected balance sheet, shows the net worth increase of more than 216,342 in the sixth year of operation and more than 295,501 \$ in the 7<sup>th</sup> year of the usefully lifetime of the implementation during which the business will be evaluated again. The financial documents show that the business has a positive net cash flow.

## 2. Statement of Purpose

This project profile has been prepared with the primary objective of securing a **Certificate of Incentives** from the **Tanzania Investment Centre (TIC)**. It is also intended to serve as a **pre-feasibility study report** for the establishment of a new manufacturing facility specializing in the **production of high-quality building materials**, specifically **ceramics and marbles**.

The proposed venture aims to contribute to the growth of the construction and real estate sectors in Tanzania by locally producing durable, aesthetically appealing, and cost-effective ceramic and marble products. The project is strategically aligned with the national industrialization agenda and is expected to promote import substitution, create employment opportunities, and support infrastructure development.

Through this document, we seek to demonstrate the technical and financial viability of the proposed manufacturing plant, highlight its anticipated socio-economic benefits, and present the rationale for the application of government incentives under the Tanzania Investment Act.

### 2.1 Purpose of Investment

This document is prepared to serve the purpose as a feasibility study for Fashion Decorators Limited for establishment of Manufacturing of Building Materials (Ceramics and Marbles) The implementation of this project will comprise the following activities:

-

- ❖ Construction of a warehouse building which will accommodate Installation of Machines and Equipment for this project.
- ❖ Procurements Machineries and Equipment for this project.
- ❖ Equipping the project will all necessary modern furniture and facilities
- ❖ Procurements semi-processed raw materials
- ❖ Hiring employees for Machine operations

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**2.2. Investment financing plan**

The company expect to invest 500,000 USD from shareholders' funds. Profits generated from business operation will be re-invested. There shall be a loan from commercial banks if arise the needs during project implementations. Table below show the assumptions how the investment financing plan will look like.

**TABLE 1**

**FINANCING**

<i>Financing</i>	\$
<b>Shareholders' Foreign Loan</b>	150,000
<b>Shareholders' Foreign Equity</b>	350,000
<b>Total</b>	<b>500,000</b>

**TABLE 2**

**INVESTMENT COST PLAN**

<i>COST INVESTMENT STRUCTURE</i>	\$
<b>Current assets</b>	
Working capital	50,000
<b>Property and equipment</b>	
Land	200,000
Equipment & Plants	100,000
Furniture and fixtures	75,000
Motor Vehicles	55,000
Other_____	20,000
<b>Total assets</b>	<b>500,000</b>

## 2.3 Summary of the Expected Results

At the end, the project is expected to achieve the following: -

1. **Economic Growth and Industrial Development**  
Increased contribution to Tanzania's GDP by strengthening the manufacturing and construction sectors.  
Acceleration of industrialization efforts in alignment with the country's Vision 2025 goals.
2. **Job Creation and Skill Development**  
Generation of direct and indirect employment opportunities, fostering economic empowerment for local communities.  
Development of a skilled workforce through training and capacity-building programs.
3. **Enhanced Infrastructure and Construction**  
Availability of high-quality, durable, and aesthetically appealing ceramics and marbles to support residential, commercial, and industrial construction projects.  
Reduced costs for local construction companies due to decreased reliance on imported building materials.
4. **Increased Export Revenue**  
Expansion into regional and international markets, enhancing Tanzania's foreign exchange earnings and global trade position.
5. **Utilization of Local Resources**  
Efficient use of Tanzania's natural resources, such as limestone and clay, reducing material imports and supporting local mining industries.
6. **Technological Advancement and Innovation**  
Adoption of modern technologies and sustainable practices, improving production efficiency and product quality.  
Development of innovative product offerings to meet diverse customer needs and market demands.
7. **Environmental Sustainability**  
Implementation of eco-friendly manufacturing practices, contributing to environmental conservation and a greener economy.
8. **Improved Living Standards**  
Economic benefits from job creation, local sourcing, and industry growth, leading to improved livelihoods for workers and surrounding communities.
9. **Stronger Construction Ecosystem**  
Enhanced collaboration with architects, developers, and construction firms, fostering growth and resilience in Tanzania's construction industry.

### 3. BUSINESS DESCRIPTION

**FASHION DECORATORS LIMITED** is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated **28<sup>th</sup> November, 2014**, and bears **Certificate of Incorporation No.113408**. Company plans to implement project which is under manufacturing sector.

The Company will be responsible among other activities, operating and managing **Manufacturing Of Ceramics And Marbles**.

#### Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that Fashion Decorators Limited is operating within the ambit of the law of Tanzania land.

#### Mission and Vision of the company

##### **The company vision**

*“To be the leading company in producing and supplying high quality building materials i.e ceramics and Marbles in Tanzania”*

##### **The mission of the company is**

*“To penetrate the markets within building materials i.e ceramics and marbles manufacturer industry in Tanzania”*

The company can achieve its mission and vision through

#### **1. Leverage Local Resources and Production**

- Utilize Tanzania’s abundant raw materials, such as clay and limestone, to manufacture high-quality ceramics and marble products.
- Promote the “Made in Tanzania” label, emphasizing local production to appeal to national pride and reduce reliance on imported materials.

#### **2. Competitive Pricing Strategy**

- Offer competitively priced products by optimizing manufacturing costs and reducing dependency on imported inputs.
- Provide tiered pricing to cater to different customer segments, including budget-conscious buyers and premium clients.

#### **3. Build Strong Distribution Channels**

- Establish partnerships with local distributors, retailers, and wholesalers to ensure wide accessibility of products across the country.
- Open company-owned outlets in key cities like Dar es Salaam, Arusha, Mwanza, and Dodoma to strengthen market presence.

#### **4. Collaborate with Key Stakeholders**

## **FASHION DECORATORS LIMITED**

- Partner with architects, construction firms, and real estate developers to promote the use of Fashion Decorators Limited products in their projects.
- Collaborate with government and non-governmental organizations involved in housing and infrastructure development projects.

### **5. Invest in Brand Awareness and Marketing**

- Conduct awareness campaigns highlighting the durability, affordability, and aesthetic appeal of Fashion Decorators Limited ceramics and marble.
- Use multiple marketing channels, including traditional media, digital platforms, and on-site promotions at construction trade shows and expos.

### **6. Focus on Product Quality and Standards**

- Adhere to national and international quality standards to build trust and credibility among customers and stakeholders.
- Offer warranties and after-sales services to differentiate from competitors and build customer loyalty.

### **7. Target Emerging Construction Segments**

- Cater to the growing demand for affordable housing and commercial developments by offering tailored product lines for these markets.
- Explore niche markets such as luxury tiles and marbles for upscale residential and hospitality projects.

### **8. Introduce Flexible Payment Options**

- Collaborate with financial institutions to offer flexible payment terms and credit facilities for contractors, distributors, and large-scale buyers.

### **9. Sustainability as a Selling Point**

- Highlight eco-friendly manufacturing processes and sustainable products to appeal to environmentally conscious buyers and developers.

### **10. Local Engagement and Corporate Social Responsibility (CSR)**

- Engage with local communities through CSR initiatives such as providing affordable building materials for social projects.
- Build goodwill by supporting training programs for Tanzanian workers in construction and manufacturing skills.

### **11. Digital Presence and E-Commerce**

- Establish an online platform to showcase products, provide technical information, and enable direct purchases.
- Utilize social media platforms to reach a broader audience, especially younger contractors and architects.

### **12. Monitor Market Trends and Customer Feedback**

#### **FASHION DECORATORS LIMITED**

- Continuously analyze market trends, customer needs, and competitor activities to adapt and refine strategies.
- Use feedback loops from distributors, contractors, and end-users to improve product offerings and services.

By combining these strategies, **Fashion Decorators Limited** can build a strong foothold in Tanzania's building materials market and establish itself as a trusted and preferred brand.

#### **Project Promoters**

**The project promoter,**

The project will be managed and operated by **FASHION DECORATORS LIMITED.**

#### **Operations**

The project will be managed and operated by **FASHION DECORATORS LIMITED.** The Company will run its activities in a more professional way and it seeks to satisfy its customers by meeting customer expectations. Although the company will use an automated system, people will also be used to manage the operations.

#### **Project Location**

The project will be located in **Mkokozi Village, Mwandege Ward, Mkuranga District, Pwani Region, Tanzania.** This location has been chosen due to the availability of sufficient land for constructing the largest industry, along with well-developed infrastructure, including efficient transportation networks that facilitate the movement of goods, raw materials, and finished products to and from suppliers and markets across different regions.

#### **Postal Address**

**FASHION DECORATORS LIMITED  
P.O.BOX 19835  
DAR ES SALAAM  
TANZANIA**

#### **4. Core Activities of the company**

FASHION DECORATORS LIMITED will be dealing with establishing and operating the following facilities;

*Make and Produce Ceramics and Marbles*

*This is a core activity that will be performed by FASHION DECORATORS LIMITED.*

#### **4.1. Technical requirements of the project**

To establish a marble and ceramic manufacturing plant, the following equipment and machinery are typically required:

##### **1. Quarrying and Raw Material Preparation**

Stone Cutting Machines: For quarrying raw marble blocks and cutting them into desired shapes and sizes.

Excavators and Loaders: For extracting raw materials such as limestone, clay, and other minerals from quarries.

Crusher and Grinding Mill: For crushing stones and grinding raw materials like limestone and clay into fine powders for ceramic production.

##### **2. Ceramic Production Machinery**

Ball Mill: Used for grinding and mixing raw materials into a fine slurry.

Spray Dryer: For converting ceramic slurry into powder form, which is easier to mold.

Pug Mill: For kneading and de-airing clay to prepare it for shaping.

Tile Press Machine: For pressing ceramic powder into tiles using molds.

Roller Kiln: A continuous firing furnace for sintering and glazing ceramic tiles, ensuring uniformity and durability.

Glazing Line: Includes glazing booths, spray systems, and dryers for applying decorative or protective coatings to ceramics.

##### **3. Marble Processing Machinery**

Block Cutters: For cutting large marble blocks into slabs or tiles.

Gang Saws: High-capacity machines for cutting multiple marble slabs simultaneously.

Polishing Machine: For giving marble slabs a smooth and shiny finish.

Edge Cutting Machines: For trimming and shaping marble slabs into desired dimensions.

Resin Treatment Plant: For filling cracks and enhancing the durability of marble slabs.

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### **4. Quality Control and Inspection Equipment**

Laboratory Equipment: For testing raw materials and finished products to ensure adherence to quality standards.

Moisture Analyzers: To monitor the moisture content of raw materials and finished ceramics.

Strength Testing Machines: For testing the load-bearing capacity and durability of ceramic tiles and marble slabs.

### **5. Material Handling and Storage**

Conveyor Systems: For efficient transportation of raw materials and products within the facility.

Forklifts and Cranes: For handling heavy marble blocks and other materials.

Silos and Storage Tanks: For storing raw materials like clay, limestone, and ceramic powders.

### **6. Supporting Systems**

Dust Collection and Filtration Systems: To manage dust and ensure a clean working environment.

Water Recycling Plant: For treating and reusing water used in cutting, grinding, and polishing processes.

Power Backup Systems: Generators or solar systems to ensure uninterrupted operations.

Heating and Cooling Systems: For maintaining optimal conditions in the production process, especially for kilns and dryers.

### **7. Packing and Distribution**

Tile Packing Line: For automated packing of ceramic tiles.

Slab Wrapping Machines: For protecting marble slabs during transportation.

Labeling Machines: For product branding and identification.

### **8. Automation and Monitoring Systems**

SCADA Systems: For monitoring and controlling production processes.

Robotic Arms: For handling, glazing, or packaging to improve efficiency and precision.

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By integrating these technical requirements into its manufacturing facility, Fashion Decorators Limited can ensure efficient and high-quality production of ceramics and marbles, meeting both local and international market demands.

**5.1 MANUFACTURING SECTOR IN TANZANIA**

Economy The Government of Tanzania conceives industrialization as the main catalyst to transform the, generate sustainable growth and reduce poverty. The Government of Tanzania introduced its Sustainable Industrial Development Policy (SIDP) in 1996 to phase itself out of investing directly in productive activities and let the private sector take that role. The main purpose of the Government’s SIDP is to design a plan for industrializing Tanzania so that the country becomes semi-industrialized by 2025. In order for Tanzania to become a semi-industrialized country, the contribution of manufacturing to the national economy must reach a minimum of 40% of the GDP by 2025. Foreign Direct Investments (FDIs) are expected to provide the capital for desired industrial development

On the other hand, the sector is not a big employer, compared to agriculture, but it is the most reliable source of government revenue in form of import, sales, corporate and income taxes, accounting for over half of government annual revenue collection. Manufacturing earns the country a fifth of total foreign exchange earnings, thus ranking third after agriculture and tourism. Most production is however concentrated in the Dar es Salaam region.

Great prospects are pinned on development of a robust SME sector, whose promotion, as government has already realized, still lacks appropriate policy backing. A strong and productive industrial structure can only be achieved where SMEs and large enterprises not only coexist but also function in a symbiotic relationship. In this regard, successful promotion of agro-businesses can be considered in the SME development context.

Among the comparative advantages of Tanzania’s manufacturing sector are the availability of a potentially large domestic market and Tanzania’s adherence to the EAC and the SADC organization, as they are potentially important market destinations. But Kenya is proving to be competing better in the region.

**5:2 IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA**

The primary objective why Tanzania needs a vibrant manufacturing sector today is to ensure economic independence in the long-run. This can be achieved through investing in manufacturing sector to reduce the import of goods and products. Once products are manufactured within the land, people will afford to purchase the products; hence the income will increase due to decrease in spending.

### **FASHION DECORATORS LIMITED**

Moreover, it helps to diversify the economy away from primary sector towards manufacturing and hence reduce risks and vulnerability to the long-term deteriorating commodity terms of trade and the associated loss in the real income. Manufacturing sector has also substantial forward and backward linkages with other sectors of the economy, particularly agriculture. Also, with proper choice of technology, the sector is determined to create a large number of employments to both skilled and unskilled. Fourthly, large manufacturing sector can enable export diversification that is necessary to reduce Tanzania's vulnerability to external shocks. However the sector provides opportunity to transfer, adapt and create new technology.

### **5.3 MANUFACTURERS OF CERAMICS AND MARBLES PRODUCT IN TANZANIA**

Currently there are few manufacturers of ceramics and Marbles products in Tanzania, Some of them include;

- **Dar Ceramica Centre** - Based in Dar es Salaam, this company is a prominent supplier of ceramics and porcelain tiles in Tanzania. They focus on importing high-quality tiles from Europe and China and have several showrooms across the country. Their range includes indoor and outdoor tiles, sanitary wares, and bathroom accessories.
- **Mbezi Tiles** - Located in the Mbezi Industrial Area on Bagamoyo Road, Dar es Salaam, this company specializes in manufacturing roofing tiles, paving blocks, solid blocks, and kerbstones. They follow strict quality standards as certified by the Tanzania Bureau of Standards and have been in operation for over 35 years.
- **Twiga Ceramics** - Known for producing local ceramic tiles, this company is part of Twiga Cement's broader operations in building materials. Their main facility is in Dar es Salaam, focusing on providing affordable options for local construction needs.

As there are few companies which manufacture ceramics and marbles in Tanzania, the competitive advantage for Fashion Decorators Limited is reasonable. The production of ceramics and marbles does not match with demand of these products in local market (within Tanzania) which is highly consumed.

**5.4 PROJECT JUSTIFICATION**

The proposed project is under management of Fashion Decorators Limited. It is in line with Tanzania Government efforts in attempt to revamp the Manufacturing sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize Tanzania annual earnings from investment and also compete effectively with regional competitors. This also has been complemented by following measures

- i. The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment, tourism sector is inclusive.
- ii. In 2007/2008 the Government reviewed the existing Industry and trade Policy, taking into consideration the social economic base and the dynamism of manufacturing industry in Tanzania.

**5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT**

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

- The society around the premises will benefit from infrastructures made
- Improve and increase production of building materials in general in Tanzania
- Increased competitiveness among manufacturer of ceramics and marbles products in Tanzania
- The project will provide employment for more than 250 people
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

**6. OPPORTUNITY DRIVERS**

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**6.1 lack of enough building materials (ceramics and marbles) manufacturing industries in Tanzania**

Following the global change, people have changed the lifestyle to cope with the transitional changes. Therefore, this technological change gives the opportunity to both Fashion Decorators Limited and others to invest in the sector.

**6.2 Uniqueness location of the project**

Fashion Decorators Limited’s project will be one of the Ceramics and Marbles manufacturers, located in Pwani region, Tanzania.

**6.3 Government Policy**

The government policy of Tanzania through its President aims to increase the investors in manufacturing industries. Fashion Decorators Limited has seen this opportunity so it supports the Government slogan of “**Kazi Iendelee**” by making sure it creates employment for local citizens.

**6.4 Government Incentives package**

In 1997 Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

**7. Market Analysis (Strengths, Weaknesses, Opportunity and Threats)**

The company has used one of the marketing tools used to make business analysis in terms of how it can prosper.

Table below present the analysis of the company’s Strengths, Weaknesses, Opportunities and Threats SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Strong production pool</li> <li>▪ Quality products with high standards</li> <li>▪ It has an outstanding financing</li> <li>▪ Strong management and well-paid personnel</li> <li>▪ Strong customer services</li> <li>▪ Has a will to diversification</li> <li>▪ Access to reliable high technology</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>▪ Not yet emphasize on the marketing</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Fewer manufacturing industries of the same products</li> <li>▪ Good government suitable facilitative policy</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ Unawareness of the new entrants in the industry in the same location</li> <li>▪ Effect of inflation</li> <li>▪ Presence of fake suppliers of the same products.</li> </ul>

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

1. The company will do delivery for its customers
2. In future if needs arise the Company may seek more funds from bank to finishing phase of this project.
3. The company will employ expatriates for marketing of its products/services and develop marketing plan.

## **8. Marketing Information**

### **8.1. Marketing Strategy**

#### **8.1.1. Overview**

Fashion Decorators Limited Mission, vision, objectives are strategic measures that ensures the business reach where it wants to be and determine its way.

The success of Fashion Decorators Limited will be achieved by providing high quality products, providing friendly service and employing an aggressive marketing plan to build customer traffic.

The management slogan to create and maintain a positive, reputable image for the customers has brought a lot of success to the Company. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales.

#### **8.1.2. Customer Database**

Fashion Decorators Limited will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so that we create a strong Customer Relationship and increase sales by creating customer royalty. Customers` database will focus on things such as birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software. Fashion Decorators Limited will gather names in a variety of manners including staff requests; business card drop for free lunch; menu insert promotion; etc

#### **8.1.3. Advertising**

Fashion Decorators Limited will utilize both traditional and non-traditional methods of advertising. Management`s viewpoint on advertising is state in your own words, the philosophy Fashion Decorators Limited will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

In addition, Fashion Decorators Limited will use Advertising Agencies on website to create more customers.

#### **8.1.4. Costing and Pricing**

The costing and pricing are done by the management of Fashion Decorators Limited. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e. they are business-oriented personnel.

However, Fashion Decorators Limited considers the opportunity to invest in Tanzania as God`s grace, therefore, it intends to make sure the price for its product is reasonable as their production is fully done in Tanzania.

#### **8.1.5. Target Customers**

Fashion Decorators Limited is targeting to all customers from all regions in Tanzania specially building constructors and exporters of Ceramics and Marbles.

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### ***8.1.6. Products***

The company will be producing ceramics and marbles of different types by a well advanced technology that will meet customers' satisfactions.

## **8.2 Marketing Plan**

The company has both short term and long-term marketing plan:

***The short term marketing plan includes:***

- Participating in business show case exhibitions
- Building sustainable long-term relationship with customers
- Training of sales staff sales and Marketing.

***Long Term Plans includes:***

- Take over the building materials market
- To be the ceramic and marbles brand in Tanzania
- Investing Market Research and Development

## **9. Management & Administration**

### **9.1. Management**

The management team of Fashion Decorators Limited planned to be constituted by the following management team:-

#### **9.1.1. Board of Directors**

Fashion Decorators Limited will be managed by the board of Directors which is responsible body for strategic decision making of the project.

Directors of the Company are the ones who having shares in Fashion Decorators Limited, The Company which shall manage this project.

#### **9.1.2. General manager**

General Manager will be responsible for daily operation of the company. The manager sees the daily turnover to assess the progress of the company.

#### **9.1.3. Production Manager**

Production Manager will be employed who expected to have an extensive background in building materials industry. As the production Manager will be directly responsible for all production functions including manufacturing all types of ceramics and marbles related products, maintenance of quality standards of the products; training of employees in methods of producing these products, etc.

Under production manager there shall be reasonable number of technical staffs who will be involved in daily production within this project.

#### **9.1.4. Accountant/cash**

An accountant will be employed and is expected to have good experience in accounting system as well as he will be responsible in managing cash of Fashion Decorators Limited but also keeping books of accounts properly.

#### **9.1.5. Management Agreements**

Management Agreements will be done by all management teams and decisions will consider the opinions from all parts. However, the agreement may be terminated by looking available grounds for company`s sake

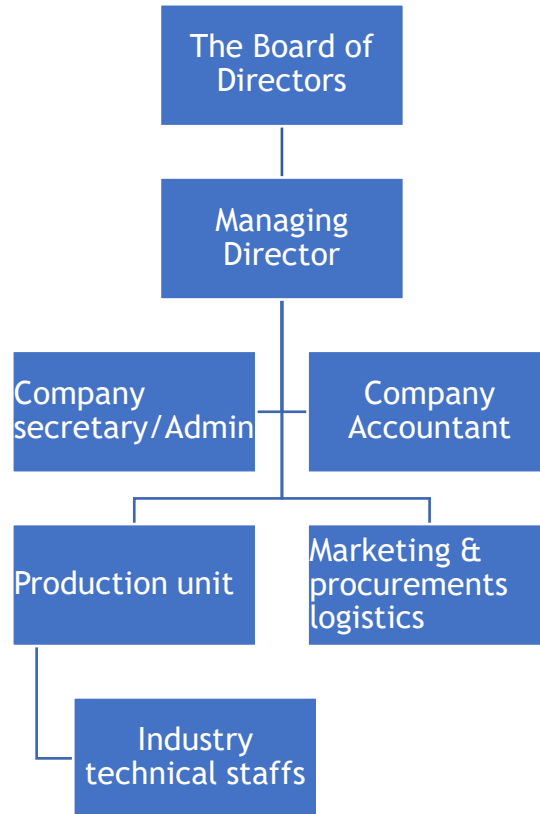
#### **9.1.6. Confidentiality Agreements**

Fashion Decorators Limited will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our products, 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.

**FASHION DECORATORS LIMITED**

**9.1.7 Organization Structure**

The management of Fashion Decorators Limited is planning to have the following organization structure.



**3 Conclusion**

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- Fashion Decorators Limited will be one of the best building materials manufacturers in Tanzania
- The company aims at expanding its operation to make the service available to its clients
- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct and indirect employments.
- The company looks technically feasible and financially viable. It is therefore recommended that the project be supported.

**FASHION DECORATORS LIMITED  
FINANCIAL PROJECTION**

Below is an **8-year financial projection with reinvestment details** for a ceramics and marble manufacturing business with \$500,000 initial capital investment, under **Fashion Decorators Limited**. It includes details of annual revenue, accumulated finances, and reinvestment within the project.

<b>1. Detailed Financial Projection with Reinvestment</b>									
<b>Parameter</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 6</b>	<b>Year 7</b>	<b>Year 8</b>	<b>Total (USD)</b>
<b>Revenue</b>	300,000	360,000	432,000	518,400	622,080	746,496	895,795	1,074,954	4,949,725
<b>Operating Costs</b>	260,000	300,000	350,000	400,000	450,000	500,000	550,000	600,000	3,410,000
<b>Net Profit</b>	40,000	60,000	82,000	118,400	172,080	246,496	345,795	474,954	1,539,725
<b>Accumulated Finances</b>	40,000	100,000	182,000	300,400	472,480	718,976	1,064,771	1,539,725	1,539,725
<b>Reinvestment Focus</b>	Working capital (USD 50,000) & marketing	Raw materials	Machinery upgrades	Storage facilities	Logistics (vehicles)	Plant expansion	R&D	Export certifications	—
<b>Reinvestment Amount</b>	50,000	30,000	50,000	60,000	70,000	100,000	120,000	150,000	630,000

**2. Key Reinvestment Areas**

**3. Year 1–2: Capacity Building**

- Initial profits reinvested to increase **working capital**, enhance marketing, and improve supplier networks.
- Ensures a stronger market presence and reliable production flow.

**4. Year 3–4: Efficiency Upgrades**

- Focus on acquiring advanced **machinery** and building additional **storage facilities** to handle growing demand.
- This helps reduce production bottlenecks and lower costs per unit.

**5. Year 5–6: Operational Expansion**

- Investments in **logistics** and expansion of **plant size** for higher production capacity.

## **FASHION DECORATORS LIMITED**

- Additional vehicles improve supply chain reliability and customer delivery times.

### **6. Year 7–8: Diversification and Export Readiness**

- Allocate funds to **R&D** for developing new product lines (e.g., decorative ceramics, premium marble finishes).
- Prepare for **export market entry** by obtaining certifications and exploring foreign markets.

### **7. Projected Outcomes**

- By Year 8, accumulated reinvestments lead to **increased production efficiency, market diversification, and higher revenues.**
- Export strategies unlock new revenue streams, pushing annual revenue beyond \$1 million.