

ORIENT TRAIL INVESTMENT LIMITED

BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

Orient Trail Investment Limited is a private limited liability company duly incorporated in Tanzania on 12th March 2025 under the Companies Act [Cap 212] R.E 2002 with registration number 183118110. The company obtained a business Licence No. 20000086589 to engage in the importation and distribution of accumulators, batteries, and cells. The company operates from its business premises located at Madodo Street, Mkuranga Ward, Mkuranga District in Pwani Region.

The company's strategic goal is to become a leading and reliable supplier of high quality energy storage solution to support the growing energy, automotive, industrial, and telecommunications sectors in Tanzania. Within a startup capital of USD 500,000, Orient Trail Investment seek to apply for certificate of incentives from the Tanzania Investment Centre (TIC) to access fiscal and non- fiscal benefits that will support its investment and operational efficiency.

2.0 COMPANY BACKGROUD

This section provides key legal and operational information about the company. It shows the regulatory status of the company in Tanzania.

- Company Name: ORIENT TRAIL INVESTMENT LIMITED
- Incorporation Date: 12th March 2025
- Registration Number: 183118110
- TIN Number: 183118110
- Business Licence Number: 20000086589
- Nature of Business: Import and Sale of accumulators, batteries, and Cells
- Business Address: Madodo Street, Mkuranga Ward, Mkuranga District, Pwani Region
- Startup Capital: USD (\$) 500,000
- Managing Director: Ling Shaopeng
 - Address: P. O. Box 14110, Dar es Salaam
 - Tel: +255 749 608 888
 - Email: ling44189@gmail.com

3.0 VISION, MISSION, AND CORE VALUES

These statements provide the guiding philosophy of the business and reflect its long-term goals, principles, and identity.

3.1 VISION:

To be the most trusted and efficient provider of energy storage solution in Tanzania and East Africa Region.

3.2 MISSION:

To import and supply durable, affordable and environmentally friendly batteries and energy cells to meet the growing energy needs of the Tanzania market while adhering to international quality and safety standards.

3.3 CORE VALUES

Orient Trail Investment Limited operates based on a set of guiding principles that reflect its commitment to excellence, sustainability, and customer service. These core values are embedded in every aspect of the company's operations and decision-making processes:-

➤ **Integrity**

We uphold transparency, honesty, and ethical conduct in all our business dealings, building trust with clients, partners, and regulatory institutions.

➤ **Quality Assurance**

Our commitment to delivering only certified and high-performance battery products ensures long-term customer value and safety.

➤ **Customer Satisfaction**

We listen to our customers, respond to their needs quickly, and offer dependable after-sales support to build lasting relationships.

➤ **Environmental Responsibility**

Orient Trail Investment Limited is dedicated to sustainable practices, including responsible battery disposal and future plans for recycling initiatives that protect the environment.

➤ **Innovation and Efficiency**

We embrace continuous improvement through modern technology, smart logistics, and efficient services delivery to stay ahead in a competitive market.

4.0 BUSINESS OBJECTIVES

This section Outline the specific, measurable goals that the company aims to achieve within a defined timeline.

- (a) To become a leading importer and distributor of high-quality batteries and accumulators across Tanzania.

This will involves setting up regional distribution points in major cities like Dar es Salaam, Arusha, Mbeya and Mwanza to ensure product availability and reduce delivery times.

- (b) Create over 50 direct jobs for Tanzanians within the first two years

The company aims to hire skilled Tanzania workers in administration, sales, logistic, and technical support, promoting local job creation and knowledge transfer. Also, support local capacity building through training and knowledge transfer in energy storage technology.

- (c) To collaborate with local transporters and vendors to enhance logistics efficiency.

To reduce transport cost and delivery lead times, the company aims to form working partnership with local transporters and logistic vendors. This will also contribute to local economic empowerment and improve supply chain responsiveness.

- (d) To build a warehouse facility and semi-automated packaging unit in Mkuranga.

As part of its infrastructure development, the company plans to construct a central warehouse in Mkuranga to store inventory efficiently. The inclusion of a semi-automated packaging line will support faster order fulfillment, ensure product quality, and prepare the business for future scale-up.

- (e) Explore backward integration through local battery assembly

In the medium to long term, the company intends to invest in local battery assembly facility, which will help reduce import dependency and promote local industrialization.

(f) To build strategic partnership with local businesses and stakeholders

Collaboration with local suppliers, services providers, and community stakeholders will promote sustainability, trust, and inclusive growth.

5.0 PRODUCT AND SERVICES

This section highlights the core offerings of Orient Trail Investment Limited, structured to respond to market demand for quality power storage solutions. The company's services are categorized into three main areas: product importation, targeted supply, and after-sales support.

5.1 Importation and wholesale:

Orient Trail specializes in the importation and wholesale distribution of various battery products, these are sourced from certified manufactures abroad (mainly China), ensuring high quality and cost efficiency.

➤ Offered Battery Categories:

- Automotive batteries: Used in Cars, Buses, Trucks, and other Vehicles. These are essential for ignition and powering vehicles electronics.
- Solar batteries: Designed for storing energy generated from solar panels. Widely used in homes, businesses, and off-grid energy systems.
- Industrial and deep-cycle batteries: Heavy-duty batteries used in factories, power backup systems (UPS), and machinery. Deep-cycle batteries are made for long-lasting, repeated charging and discharging.
- Rechargeable and non-rechargeable cells: This includes smaller batteries used in electronics, gadgets, remote controls, medical equipment and other devices.

5.2 Supply to:

Orient Trail will serve diverse sectors with high demand for energy storage, offering both large-volume and customized supply arrangements:

- **Automobile and transport sectors;** Supply of vehicle batteries to auto shops, car dealerships, and public/ private transport companies.
- **Telecommunication industry:** Batteries for telecom towers, mobile equipment, and backup systems.
- **Renewable energy projects:** Support for solar and wind power installations with reliable energy storage solutions.
- **Government and private sector:** Providing large-scale battery systems for public utilities, ministries, defense, hospitals, and schools.

5.3 After –sales services

The company is committed to customer satisfaction by offering:

- **Warranties:** Assurance on product quality with free replacement or services with a certain period.
- **Customer Support:** Dedicated team to assist with technical guidance, troubleshooting, and product selection.

5.4 Future expansion

To ensure long-term growth and environmental responsibility, Orient Trail plans to:

- **Start Battery Recycling:** Aimed at reducing environmental pollution and reusing valuable materials. This aligns with environmental standards and opens opportunities for partnerships and licensing.
- **Establish Local Assembly:** set up a semi-automated assembly line in Tanzania to assemble imported components. This will reduce import duties, create jobs, and transfer technology locally.

6.0 MARKET ANALYSIS

This section provide for the insights into the market demands, target customers, and competitive landscape.

The Tanzania market presents a growing demand for quality batteries due to the increase in vehicle ownership, industrial expansion, and the shift towards renewable energy. The company's operations align with national energy access goals and the green industrialization agenda.

6.1 TARGET MARKET:

Orient Trail Investment Limited is strategically positioned to serve a wide range of customers across Tanzania. These are sectors that rely heavily on uninterrupted power supply and battery-driven technology.

➤ **KEY TARGET SEGMENTS:**

- **The Automotive industry:** This includes car dealers, garages, transportation companies, and spare parts retailers who consistently demand reliable automotive batteries.
- **Telecommunications sectors:** Mobile operators and internet providers require backup power systems for cell towers and communication equipment, making them a prime market for industrial batteries.
- **Solar and renewable energy developers:** With growing investment in clean energy, there is an increasing demand for solar-compatible batteries in both rural and urban projects.
- **Government institution and NGOs:** These include health facilities, Administrative offices and development projects needing battery backup for power reliability.
- **Retailers and wholesalers across Tanzania:** Distribution in urban centers and remote regions form the backbone of Orient Trail's retail and bulk distribution network

6.2 COMPETITIVE ADVANTAGE:

Orient Trail Investment Limited has built a strong values proposition that distinguishes it from competitors in the Tanzania energy storage market.

➤ KEY DIFFERENTIATORS:

- **Competitive pricing through bulk importation**
Direct procurement from overseas manufacturers allows the company to reduce costs and offer lower market prices while maintaining good margin.
- **Quality assurance and technical support:**
All products are tested and certified, with dedicated technical staff available for installation advice, product matching, and troubleshooting.
- **Efficient logistics and timely delivery:**
Warehouse in Mkuranga and planned regional hubs will ensure stock availability and faster delivery to clients across the country.
- **Strong customer services and warranty program:**
Responsive after-sales services combined with warranty guarantees build customer loyalty and trust.

The breakdown of how the capital will be invested across various aspects of the business.

7.0 CAPITAL STRUCTURE AND INVESTMENT BREAKDOWN

COMPONENT	AMOUNT (USD)
Initial Stock Procurement	300,000\$
Warehouse & Office Setup	80,000\$
Logistic and Transport	40,000\$
Working Capital	50,000\$
Branding, Marketing & Promotion	30,000\$
Total Investment	500,000\$

8.0 EMPLOYMENT PLAN

The company plans to create sustainable employment opportunities in the following areas:

POSITION	NUMBER OF JOBS
Managing Director	1
Sales and Marketing Officers	4
Warehouse and Logistics Staff	5
Administration and Finance	3
Technicians (Support and QA)	2
Total	15

9.0 COMPLIANCE AND LEGAL STRUCTURE

This section provide for the compliance and legal structure as the company obtain from the different government institution responsible for issuing certificate and Licence.

Orient Trial Investment Limited is fully compliant with Tanzania Laws and regulations. The company is incorporated under the Companies Act [Cap 212 R.E 2002] and holds a valid Business Licence No. 20000086589. The company also possesses a Taxpayer Identification Number (TIN 183118110) and compliance with all tax and labor regulations. Environmental clearance and compliance with standards related to the import and distribution of batteries are integral to our operations.

Also, the Company fully compliant with NSSF, OSHA, and Immigration Services Now applying for Tanzania Investment Centre (TIC) Certificate of Incentives to benefit from tax exemptions, facilitation, and aftercare support.

10.0 ENVIRONMENTAL AND SOCIAL CONSIDERATION

The Orient Trail Investment Limited is committed to environmental safety by adhering to battery disposal and recycling regulations and will engage in CSR initiatives focused on technology training for youth.

Given the nature of the business, which involves the importation of batteries and accumulators, the company has committed to the highest environmental and safety standards. Measures include:

- Safety handling and warehouse of batteries
- Establishing a battery collection program for recycling
- Partnering with licensed recyclers for proper disposal
- Regular staff training on environmental safety
- Compliance with NEMS and OSHA regulations

Socially, the company is committed to fair employment practices, equal opportunity hiring, and local community engagement through job creation and skill development

11.0 IMPLEMENTATION PLAN

This section provides a timeline of how the project will be rolled out.

ACTIVITY	TIMELINE
Importation of Initial Stock	Q3 2025
Setup of Warehouse and Office	Q3 2025
Recruitment and Training	Q3-Q4 2025
Launch of Operations	Q4 2025
Market Penetration and Expansion	2025-2029

12.0 FUTURE EXPANSION PLAN

Orient Trial Investment Limited aims to expand its operations in phases. Future plans include the following;-

- Opening distribution centers in major regions of Tanzania
- Establishing a local battery assembly facility
- Expanding product range to include solar and lithium-ion batteries
- Exporting to neighboring East African countries
- Investing in R&D for environmentally friendly energy solutions

These expansion initiatives are aligned with the company's mission of supporting Tanzania's energy and promoting green industrialization.

13.0 SWOT ANALYSIS

This section evaluates the internal strengths and weaknesses, and external opportunities and threats.

13.1 INTERNAL STRENGTH & WEAKNESSES

STRENGTHS	WEAKNESSES
100% foreign capital and expertise	New entrant in a competitive market
Strong capital base (USD. 500,000\$)	Initial reliance on imported products
High –demand product	Need for environmental management systems
Experienced management	Limited initial brand recognition

13.2 EXTERNAL OPPORTUNITIES & THREATS

OPPORTUNITIES	THREATS
Growing demand for energy solutions	Exchange rate and import cost fluctuations
Market expansion in East Africa	Regulatory or policy changes
Technology partnerships	Entry of new competitors
Government push for renewable energy	Potential environmental liabilities

14.0 FINANCIAL PROJECTIONS (SUMMARY)

This presents estimated revenues, costs, and profits for the next five years.

YEAR	REVENUE (USD)	OPERATING COST(USD)	NET PROFIT (USD)
2025	600,000\$	500,000\$	100,000\$
2026	800,000\$	620,000\$	180,000\$
2027	100,000\$	750,000\$	250,000\$
2028	1,250,000	900,000\$	350,000\$
2029	1,500,000	1,050,000	450,000\$

14.2 ASSUMPTIONS

- 20% growth in sales annually
- Operating expenses increase by 25% year-on-year due to expansion
- No major capital expenditures after year 1

14.3 RISKS AND MITIGATION STRATEGIES

This section outline the potential risks that may affect the success of the project and the strategies that Orient Trail Investment Limited will adopt to minimize or manage these risks management is critical to ensure sustainability, protect investment capital, and maintain market competitiveness.

14.4 Import Delays:

Given that the core products are imported, there is a risk of delays due to customs procedures, port congestion, or international shipping disruption. To mitigate this:-

- The company will partner with reliable and efficient international suppliers and logistics companies.
- A buffer stock system will be maintained to cover at least 60 days of supply.
- Advanced planning and use of digital tracking systems will enhance logistic management.

14.5 Currency Fluctuations:

Since purchases are made in foreign currency and revenue is earned in Tanzania Shillings, fluctuations in exchange rates could impact profitability. To mitigate this:-

- The company will maintain foreign currency accounts to manage payments more efficiently.
- Forward contracts and hedging options will be explored in collaboration with local banks.
- Pricing models will be reviewed regularly to adjust for significant exchange rate movements.

14.6 Regulatory Changes:

Changes in laws and policies related to imports, taxation, or environmental compliance may increase operational cost or delay business activities. To mitigate this:-

- The company will work closely with legal advisor and TIC to stay informed on policy developments.
- Continuous compliance audit will be conducted to ensure adherence to involving regulations.
- Engagement in industry associations will help influence policy decisions and anticipated regulatory changes.

14.7 Market Competition:

The battery and energy storage market is competitive with both local and foreign players. New entrants or price wars could affect market share. To mitigate this:-

- The company will focus on building a strong brand based on quality reliability, and excellent customer services.
- Investment in after-sales support, warranties, and training of technical staff will enhance customer loyalty.
- Market research and customer feedback will inform product and services innovation

14.8 Environmental and Safety Risk:

Mishandling of batteries or poor disposal practices may pose health, safety, or environmental threats. To mitigate this:-

- The company will implement strict warehouse safety protocols, including spill kits and PPE.
- Battery waste will be collected and handed over to licensed recycling partners.
- Staff will be trained regularly on environmental best practices and emergency procedures.

14.9 Supply Chain Disruptions:

Unexpected disruptions in the global supply chain, such as pandemics, geopolitical issues, or natural disasters, can impact product availability. To mitigate this:-

- Diversification of suppliers from different regions will reduce overdependence on single sources.
- Inventory management software will be used to monitor stock levels and forecast demand.
- Building long-term relationship with suppliers will improve negotiation and support in times of disruption.

Through these proactive risk mitigation strategies, Orient Trail Investment Limited is confident in its ability to maintain operational resilience and long-term success.

15.0 CONCLUSION AND RECOMMENDATIONS

Orient Trail Investment Limited present a well-structured and scalable business model aligned with Tanzania's growing demand for energy storage solutions. With a strong supply chain from China and a clear plan for local operations, the company is strategically positioned to contribute to industrial growth and employment creation in the country.

The investment in logistics infrastructure, warehousing, and retail distribution will not only improve product availability but also promote technology transfer and business collaboration with local stakeholders. Through compliance with regulatory frameworks and environmental standards, the company demonstrates its commitment to sustainable and responsible business practices.

15.1 RECOMMENDATIONS

➤ **Approval of TIC Certificate of Incentives**

We recommend that the Tanzania Investment Centre grant Orient Trail Investment Limited the certificate of Incentives to allow the company to benefits from available tax exemptions and administrative facilitation, accelerating its setup and operational phase.

➤ **Stakeholder Support**

Engagement and cooperation with local authorities, transporters, customs officers, and utility providers will be essential for the company's long-term success and social license to operate.

➤ **Continuous Market Evaluation**

The company should regularly monitor market trends in the automotive and solar sectors to adapt its product range and explore innovative energy storage technologies.

➤ **Investment in Local Capacity Building**

Training programs and partnership with vocational institutions will ensure a skilled and loyal workforce while supporting national employment goals.

16.0 APPENDIX

1. Company Registration Documents
2. Business License
3. TIN Certificate
4. Import Permits (if any)
5. MEMART