

BALAQI GROUP (T) LIMITED

Plot no 4, Zegereni Industrial Area, Kibaha CBD, P.O.Box 15276, Dar es Salaam



Business Plan for Tanzanian Beverage Business

BALAQI GROUP (T) LIMITED

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Our Mission:

To provide refreshing, healthy, and great - tasting beverages that celebrate Tanzanian flavors and contribute to the local economy by sourcing local ingredients.

Our Vision:

To become the leading beverage brand in Tanzania and a recognized name in the East African beverage market.

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1.0 Introduction

Tanzania, with its rich natural resources, growing population, and increasing consumer demand for diverse beverages, presents a promising market opportunity. Our beverage business aims to introduce high - quality, locally - inspired, and innovative drinks to cater to the tastes and preferences of Tanzanian consumers while also exploring export potential within the East African region.

2.0 Executive Summary

- Business Name: Balaqi Group (T) Limited
- Location: Based in Dar es Salaam with factory at Zegereni Industrial Area in Kibaha District, Coastal region in Tanzania, with plans for distribution across major urban and semi - urban centers initially.
- Product Portfolio: A range of still and potentially sparkling beverages, including fruit - based drinks (using local fruits like mango, orange, and indigenous varieties), as well as functional beverages with added nutrients.

3.0 Market Analysis

3.1 Tanzanian Beverage Market Overview

- Size and Growth: The Tanzanian beverage market has been experiencing steady growth in recent years. Driven by factors such as population growth (currently over 60 million and growing), urbanization, and increasing disposable incomes. The non - alcoholic beverage segment, in particular, is expanding, with a growing preference for bottled and packaged drinks over traditional homemade beverages in many urban areas.
- Consumer Trends: Tanzanian consumers are becoming more health - conscious, showing interest in beverages with natural ingredients, low sugar content, and added health benefits. There is also a strong affinity for local flavors, as well as a growing curiosity for new and innovative taste experiences.

3.2 Target Market

- Primary Target: Urban and semi - urban consumers aged 15 - 45, who are more likely to purchase packaged beverages, have higher exposure to different beverage trends, and have disposable income to spend on non - essential items like premium drinks.
- Secondary Target: Rural consumers with increasing access to modern retail channels and a growing willingness to try new products. Also, the hospitality industry (hotels, restaurants, cafes) in Tanzania, which can serve as bulk buyers and help promote the brand through their offerings.

3.3 Competitive Analysis

- Existing Competitors: There are both local and international beverage companies operating in Tanzania. Local producers may focus on traditional recipes or basic fruit juices, while international brands have strong brand recognition and marketing budgets. However, many of the existing offerings lack innovation in terms of flavor combinations and health - focused formulations.

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- **Competitive Advantage:** Our use of local, high - quality fruits and ingredients will give our beverages an authentic taste. Additionally, our focus on health - conscious formulations (e.g., low sugar, added vitamins) and innovative flavor profiles will differentiate us from competitors. We will also emphasize building strong relationships with local farmers for a sustainable and cost - effective supply chain.

4.0 Product Line

4.1 Fruit - Based Beverages

- **Mango - Orange Blend:** Using still water, mango pulp, orange pulp (NFC - Not From Concentrate), natural mango/orange flavors, and enhanced with ascorbic acid (E300) for freshness. This drink will capture the popular tropical flavors of Tanzania and provide a refreshing experience.

- **Indigenous Fruit Drinks:** Explore the use of local, lesser - known fruits (after proper research and testing for safety and taste) to create unique beverages. These can help in promoting Tanzanian biodiversity and offering something truly unique to consumers.

4..2 Functional Beverages

- **Vitamin - Enriched Drinks:** Formulated with added vitamins like vitamin C, B - complex, etc., to meet the growing health - conscious demand. These can be positioned as a healthy alternative to sugary sodas and other less - nutritious beverages.

5.0 Packaging

- **Bottle Sizes:** Offer a range of bottle sizes, including 330ml (as per the initial ingredient reference), 500ml, 1.5L, and possibly larger sizes for family consumption or the hospitality industry.

- **Sustainable Packaging:** Consider using recyclable PET bottles initially, with a long - term goal of exploring more sustainable packaging options like biodegradable materials as the business grows and consumer awareness of environmental issues increases in Tanzania.

5.1 Production and Supply Chain- Existing supply chain of wholesalers, retailers, food and drinks vendors will be of paramount importance in penetrating the markets however the balaqi taste which we expect to be the driving force in generating more purchases will create a sustainable demand for the years to come

6..0 Sourcing of Ingredients

- **Local Farmers Collaboration:** Establish partnerships with local mango and orange farmers in Tanzania. Provide training and support to ensure consistent quality of fruits. This will not only support the local agricultural economy but also ensure a fresh and reliable supply of key ingredients.

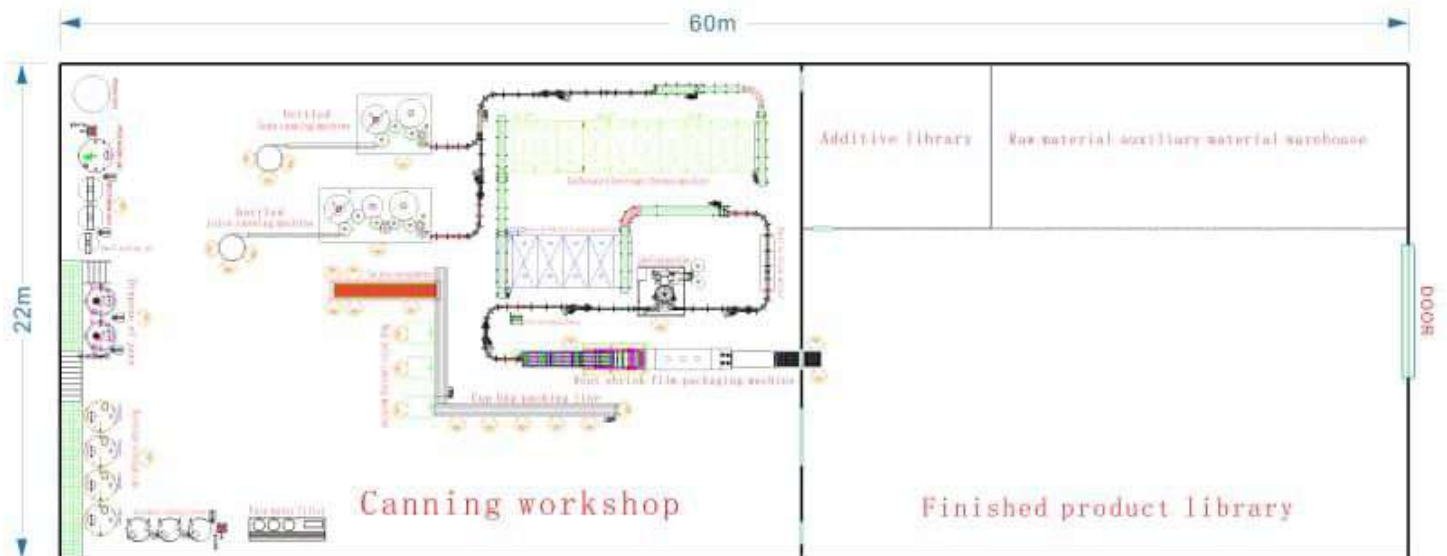
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7.0 Factory layout:

BALAQI GROUP(T)LIMITED

Layout drawing of the production workshop of carbonated beverages and juice beverages



June 15, 2025

BALAQI GROUP (T) LIMITED

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8.0 Cashflow Projections

BALAQI GROUP (T) LIMITED:

YEAR 1- Cash Flow Projections 2025

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Inflows:												
Revenu revenue	0	0						0	0	80,000,000	120,000,000	160,000,000
Other Income	0							0	0	0	0	0
Other Income								0	0	0	0	0
Shareholders Funds	300,000,000	0	0	0	0							
Total inflows	0	0	0	0	0	0	0	0	0	80,000,000	120,000,000	160,000,000
Out Flows:												
Rent	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
Purchases	0	0	0	0	0	0	0	0	0	48,000,000	72,000,000	96,000,000
Stationery	0	0	0	0	0	0	0	0	0	107,917	107,917	107,917
Communcation	0	0	0	0	0	0	0	0	0	105,667	105,667	105,667
R/ Maintenance	0	0	0	0	0	0	0	0	0	19,120,000	28,680,000	38,240,000
Salaries & Wages	0	0	0	0	0	0	0	0	0	12,272,000	18,408,000	24,544,000
Loan installment	0	0	0	0	0	0	0	0	0	0	0	0
Bank Charges	0	0	0	0	0	0	0	0	0	0	0	0
Water and electricity	0	0	0	0	0	0	0	0	0	2,304,000	3,456,000	0
Insurance	0	0	0	0	0	0	0	0	0	67,167	67,167	67,167
Transport allowance	0	0	0	0	0	0	0	0	0	128,917	128,917	128,917
Motorvehicles	0	0	0	0	0	0	0	0	0	229,167	229,167	229,167
Security	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Other	0	0	0	0	0	0	0	0	0	0	0	0
Total Outflows	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	83,334,835	124,182,835	160,422,835
Net flow	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-3,334,835	-4,182,835	-422,835
Opening Balance	300,000,000	299,000,000	298,000,000	297,000,000	296,000,000	295,000,000	294,000,000	293,000,000	292,000,000	291,000,000	287,665,165	283,482,330
Net flow	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-1,000,000	-3,334,835	-4,182,835	-422,835
Accum. cash flow	299,000,000	298,000,000	297,000,000	296,000,000	295,000,000	294,000,000	293,000,000	292,000,000	291,000,000	287,665,165	283,482,330	283,059,495

BALAQI GROUP (T) LIMITED:

Year 2- Cash Flow Projections 2026

	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
Inflows:												
Revenue revenue	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Shareholders Funds	0											
Total inflows	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Out Flows:												
Rent	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
Purchases	72,000,000	48,000,000	48,000,000	48,000,000	48,000,000	48,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000
Stationery	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917
Communication	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667
R/ Maintenance	12,000,000	8,000,000	8,000,000	8,000,000	8,000,000	8,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Salaries & Wages	18,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000
Loan installment	0	0	0	0	0	0	0	0	0	0	0	0
Bank Charges	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360
Water and electricity	3,456,000	2,304,000	2,304,000	2,304,000	2,304,000	2,304,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000
Insurance	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167
Transport allowance	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917
Motorvehicles	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
Security	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Other	0	0	0	0	0	0	0	0	0	0	0	0
Total Outflows	106,340,195	71,188,195	71,188,195	71,188,195	71,188,195	71,188,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Opening Balance	283,059,495	296,719,300	305,531,105	314,342,910	323,154,715	331,966,520	340,778,325	354,438,130	368,097,935	381,757,740	395,417,545	409,077,350
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Accum. cash flow	296,719,300	305,531,105	314,342,910	323,154,715	331,966,520	340,778,325	354,438,130	368,097,935	381,757,740	395,417,545	409,077,350	422,737,155

BALAQI GROUP (T) LIMITED:

Year 3- Cash Flow Projections 2027

	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27
Inflows:												
Revenue revenue	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Shareholders Funds	0											
Total inflows	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Out Flows:												
Rent	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
Purchases	72,000,000	48,000,000	48,000,000	48,000,000	48,000,000	48,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000
Stationery	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917
Communcation	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667
R/ Maintenance	12,000,000	8,000,000	8,000,000	8,000,000	8,000,000	8,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Salaries & Wages	18,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000
Loan installment	0	0	0	0	0	0	0	0	0	0	0	0
Bank Charges	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360
Water and electricity	3,456,000	2,304,000	2,304,000	2,304,000	2,304,000	2,304,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000
Insurance	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167
Transport allowance	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917
Motorvehicles	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
Security	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Other	0	0	0	0	0	0	0	0	0	0	0	0
Total Outflows	106,340,195	71,188,195	71,188,195	71,188,195	71,188,195	71,188,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Opening Balance	422,737,155	436,396,960	445,208,765	454,020,570	462,832,375	471,644,180	480,455,985	494,115,790	507,775,595	521,435,400	535,095,205	548,755,010
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Accum. cash flow	436,396,960	445,208,765	454,020,570	462,832,375	471,644,180	480,455,985	494,115,790	507,775,595	521,435,400	535,095,205	548,755,010	562,414,815

BALAQI GROUP (T) LIMITED:

Year 4- Cash Flow Projections 2028

	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28
Inflows:												
Revenue revenue	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Other Income												
Other Income												
Shareholders Funds	0											
Total inflows	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Out Flows:												
Rent	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
Purchases	72,000,000	48,000,000	48,000,000	48,000,000	48,000,000	48,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000
Stationery	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917
Communcation	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667
R/ Maintenance	12,000,000	8,000,000	8,000,000	8,000,000	8,000,000	8,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Salaries & Wages	18,000,000	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000	18,000,000
Loan installment	0	0	0	0	0	0	0	0	0	0	0	0
Bank Charges	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360
Water and electricity	3,456,000	2,304,000	2,304,000	2,304,000	2,304,000	2,304,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000
Insurance	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167
Transport allowance	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917
Motorvehicles	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
Security	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Other	0	0	0	0	0	0	0	0	0	0	0	0
Total Outflows	106,340,195	71,188,195	71,188,195	71,188,195	71,188,195	71,188,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195	106,340,195
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Opening Balance	562,414,815	576,074,620	584,886,425	593,698,230	602,510,035	611,321,840	620,133,645	633,793,450	647,453,255	661,113,060	674,772,865	688,432,670
Net flow	13,659,805	8,811,805	8,811,805	8,811,805	8,811,805	8,811,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805	13,659,805
Accum. cash flow	576,074,620	584,886,425	593,698,230	602,510,035	611,321,840	620,133,645	633,793,450	647,453,255	661,113,060	674,772,865	688,432,670	702,092,475

BALAQI GROUP (T) LIMITED:

Year 5- Cash Flow Projections 2029

	Jan-29	Feb-29	Mar-29	Apr-29	May-29	Jun-29	Jul-29	Aug-29	Sep-29	Oct-29	Nov-29	Dec-29
Inflows:												
Revenue revenue	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Shareholders Funds	0											
Total inflows	120,000,000	80,000,000	80,000,000	80,000,000	80,000,000	80,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000	120,000,000
Out Flows:												
Rent	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000	800,000
Purchases	72,000,000	48,000,000	48,000,000	48,000,000	48,000,000	48,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000	72,000,000
Stationery	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917	107,917
Communcation	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667	105,667
R/ Maintenance	12,000,000	19,120,000	19,120,000	19,120,000	19,120,000	19,120,000	28,680,000	28,680,000	28,680,000	28,680,000	28,680,000	28,680,000
Salaries & Wages	18,000,000	12,272,000	12,272,000	12,272,000	12,272,000	12,272,000	18,408,000	18,408,000	18,408,000	18,408,000	18,408,000	18,408,000
Loan installment	0	0	0	0	0	0	0	0	0	0	0	0
Bank Charges	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360	45,360
Water and electricity	3,456,000	2,304,000	2,304,000	2,304,000	2,304,000	2,304,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000	3,456,000
Insurance	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167	67,167
Transport allowance	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917	128,917
Motorvehicles	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
Security	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Other	0	0	0	0	0	0	0	0	0	0	0	0
Total Outflows	106,340,195	82,580,195	82,580,195	82,580,195	82,580,195	82,580,195	123,428,195	123,428,195	123,428,195	123,428,195	123,428,195	123,428,195
Net flow	13,659,805	-2,580,195	-2,580,195	-2,580,195	-2,580,195	-2,580,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195
Opening Balance	702,092,475	715,752,280	713,172,085	710,591,890	708,011,695	705,431,500	702,851,305	699,423,110	695,994,915	692,566,720	689,138,525	685,710,330
Net flow	13,659,805	-2,580,195	-2,580,195	-2,580,195	-2,580,195	-2,580,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195	-3,428,195
Accum. cash flow	715,752,280	713,172,085	710,591,890	708,011,695	705,431,500	702,851,305	699,423,110	695,994,915	692,566,720	689,138,525	685,710,330	682,282,135