

Business Plan – GLOBAL LEAF TANZANIA LIMITED

1. Executive Summary

Global Leaf Tanzania LTD is a company dealing in high-quality tobacco farming, processing, and storage. The company seeks to expand operations by acquiring land for the construction of modern warehouses to support increased production and improve post-harvest handling. The new facilities will enhance product quality, reduce losses, and strengthen our supply reliability to local and international buyers.

2. Company Overview

- **Business Name:** Global Leaf Tanzania
- **Industry:** Agriculture – Tobacco Production & Storage
- **Location:** Dar es Salaam - Tanzania
- **Vision:** To become a leading producer and supplier of premium-quality tobacco supported by efficient, modern warehousing infrastructure.
- **Mission:** To produce high-grade tobacco using sustainable farming practices and provide secure, climate-controlled storage facilities that meet market standards.

3. Business Objectives

- Acquire land for warehouse construction in a strategic location ideal for logistics
- Construct modern warehouses facilities for grading, storing tobacco and reduce post-harvest losses.
- Increase annual tobacco output within 3 years due to improved post-harvest handling.

4. Products and Services

- Flue-cured tobacco
- Tobacco curing and storage
- Grading and packaging
- Bulk supply to cigarette manufacturers and buyers

5. Market Analysis

Tobacco remains a significant cash crop in many regions, creating strong and stable demand among manufacturers and export buyers. Post-harvest quality and proper storage are critical.

6. Operations Plan for the Land and warehouse

Construction of warehouses with moisture management, grading sheds, and access roads. Administrative block, parking, water systems and potential future expansion.

7. Marketing and Sales Strategy

- Empowering local farmers with technical & agriculture support.

- Establish supply agreements with international tobacco buyer.
- Build brand reputation based on consistent quality.

8. Financial Plan (Summary)

Capital Requirements

1. **Land acquisition:** \$ 750,000.00
2. **Warehouse construction:** \$ 450,000.00
3. **Labor & operational costs:** \$ 150,000.00
4. **Working capital:** \$ 500,000.00

Revenue Streams

- Sale of cured tobacco
- Warehouse storage services (optional future income stream)

Financial Projections (3–5 Years)

- Yearly increase in production due to improved storage
- Higher selling prices due to better leaf quality
- Additional revenue from leasing storage space (optional)

9. Management Team

- General Manager: Experience in agriculture and agribusiness.
- Farm Manager: Responsible for production and farming operations.
- Warehouse Manager: Oversees curing, storage, inventory, and quality control.
- Finance Manager: Budgeting, accounting, and reporting.

10. Risk Analysis

- Climate risks: Mitigated through irrigation, drought-resistant varieties.
- Market price fluctuations: Mitigated with contract farming agreements.
- Pests & diseases: Addressed through integrated pest management.
- Construction delays/cost overruns: Managed with phased development and contractor vetting.