



BUSINESS PLAN FOR ASSEMBLING OF
ELECTRIC PRODUCTS AND RELATED
PRODUCTS



EE ELECTRIC TANZANIA LIMITED

1.0 Executive Summary

EE ELECTRIC TANZANIA LIMITED a company incorporated in Tanzania with Certificate No. 168285302 dated 5th September, 2023; the company is planning to establish a project for assembling of electronic item such as gas/electric cookers, TV, Fan, fridge and other related item

EE ELECTRIC TANZANIA LIMITED has identified three key factors that will be instrumental to its sustainability:

- i. Ensure 100% customer satisfaction: Repeat customers and customer referrals are valuable.
- ii. Design and sell meaningful and valuable electronic item such as gas/electric cookers, TV, Fan, fridge and other related item.
- iii. Design and implement strict financial controls. This is very important because although EE ELECTRIC TANZANIA LIMITED is a small business, they must be a standalone entity financially and yet they have financial and accounting responsibilities to the shareholders.

1.2 Objectives

- i. To develop a profitable product for EE ELECTRIC TANZANIA LIMITED shareholders.
- ii. To become profitable within one year.

EE ELECTRIC TANZANIA LIMITED BUSINESS PLAN

- iii. To use this business as a successful model for future ventures.

1.3 Mission

To develop a medium size electronic items assembling company for consumers that offer safety and value. EE ELECTRIC TANZANIA LIMITED will leverage the strength of the identified company in China to help build brand recognition. All customer's expectations will be exceeded with their innovative, useful products and complete customer satisfaction is guaranteed.

1.4 Keys to Success

- i. Offer every customer 100% satisfaction.
- ii. Design and sell meaningful, valuable products.
- iii. Design and employ strict financial controls.

1.5 Products

EE ELECTRIC TANZANIA LIMITED will offer electronic item such as gas/electric cookers, TV, Fan, fridge and other related item. These products will be assembled by sold under the EE ELECTRIC TANZANIA LIMITED brand name.

1.6 Objective of The Study

The purpose of this study is to work out the technical and commercial viability of the project

1.7 Monitoring and Evaluation

EE ELECTRIC TANZANIA LIMITED BUSINESS PLAN

The Management has full commitment to ensuring goods produced maintain the safety and standards required in the market. The quality control unit will establish a system of routine checking and getting feedback from customers, management philosophy is through business process, managers will strive to ensure compliance to standards and safety of products and customers they serve.

1.8 Environment Protection

The company intends to make environment friendly; the company will save the country's environment in particular and global environment in general.

1.9 Economic Benefits

The promoter's mission is to contribute maximum benefits to the society and economy at large. They and will continue creating good livelihood for their employees and their families and have a strong tax generation capability.

2.0 Management

The company will be under Managing director who has experience working for the large electronic item's companies in China, this top management will be assisted by project manager and other supporting employees estimated to be 15.

3.0 Company Summary

EE ELECTRIC TANZANIA LIMITED is a new incorporated in Tanzania owned by two Chinese and one local investor that assemble electronic item such as gas/electric cookers, TV, Fan, fridge and other related item. It will be operated as a standalone business leveraging the existing resources and goodwill of international brand from China.

EE ELECTRIC TANZANIA LIMITED will be located at **Plot No.313and 316, Block A, KIBAHA District, Coastal Region, Tanzania**, the location will be used as office and assembling. EE ELECTRIC TANZANIA LIMITED will operate their own customer service call department.

The bord of directors has chosen to create EE ELECTRIC TANZANIA LIMITED as a means of increasing the rate of return to shareholders.

EE ELECTRIC TANZANIA LIMITED BUSINESS PLAN

3.1 Company Ownership

EE ELECTRIC TANZANIA LIMITED is a wholly owned by three shareholders.

Share Holders	% of Share	Nationality
YUNXIAO	53	China
WENYONG QI	35	China
CHENXI ZHANG	12	China

3.2 Start-up Investment Summary

EE ELECTRIC TANZANIA LIMITED will leverage the existing shareholders resources

The project is estimated at US Dollars **\$1,000,000** to cover for the acquisition modern machineries, equipment and motor vehicles.

Breakdown of the total investment is as proved here below.

EE ELECTRIC TANZANIA LIMITED COSTSTRUCTURE US\$

PARTICULAR	
Land and Buildings	100,000.00
Machinery & Equipment	400,000.00
Motor Vehicles	180,000.00
Furniture & Fixtures	5,000.00
Pre exp	10,000.00
Others	5,000.00
Working Capital	300,000.00

TOTAL	1,000,000.00
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3.3 Investment Pattern

It is estimated that a total of US\$ **1,000,000** will be required over a period of five years of the project to acquire the various assets.

Source	Value (\$)
Equity	500,000
Loan	500,000
Total	1,000,000

3.4 Project Implementation

The project implementation is estimated to be carried out in a period of 18months from June 2025

4.0 Market Analysis Summary

Approximately 84.8% of rural households and 17.4% of urban households in Tanzania depend on firewood as their primary cooking fuel, which poses significant health and environmental risks. To combat this, the Tanzanian government is implementing a 10-year National Strategy for Clean Cooking Energy (NSCCE 2024-2034), aiming for 80% public use of clean cooking solutions by 2034. To start this initiative, they have begun distributing 400,000 subsidized liquefied petroleum gas (LPG) cooking cylinders to promote cleaner alternatives.

EE ELECTRIC TANZANIA LIMITED BUSINESS PLAN

Tanzania's efforts towards achieving Africa's goal of 300 million people using clean cooking energy by 2030 have led the AfDB and the World Bank (WB) to support Tanzania in various projects, including the Clean Cooking Energy Agenda.

The country is at the forefront of implementing the Clean Cooking Energy Agenda compared to other nations working with the banks.

4.1 **Target Market**

EE ELECTRIC TANZANIA LIMITED is targeting householder these groups since all tend to have many pieces of electronic equipment all of which are vulnerable to power surges.

The number of households in Tanzania was forecast to reach nearly 12.5 million in 2021. This represented an increase from 11.9 million in 2020. In general, the number of households has been increasing in the country

4.2 **Competition**

EE ELECTRIC TANZANIA LIMITED will face any real competition for imported similar products

4.3 **Strategy and Implementation Summary**

EE ELECTRIC TANZANIA LIMITED has developed a targeted strategy that allows them to leverage their competitive edge and quickly gain market penetration. Safe Current's competitive edge

is its ability to use The DIRECTORS EXPERIENCE IN Tanzania and China market

The marketing strategy will concentrate on the ability to offer supreme, inexpensive products for households with lower income. This campaign will be communicated through various methods and will focus on the product offerings.

4.4 **Competitive Edge**

The company's competitive edge is their ability to leverage the huge advantage of board of director practical experience of Tanzania market for over 10 years. The board has spent a long-time developing brand equity and EE ELECTRIC TANZANIA LIMITED will be able to tap into this equity immediately.

EE ELECTRIC TANZANIA LIMITED will also be able to use existing extensive vendor connections and buying power.

4.5 **Marketing Strategy**

The company's marketing strategy will seek to communicate the idea that the products that they offer are in effect cheap and quality products against other similar products available in the market.

EE ELECTRIC TANZANIA LIMITED will use several forms of communication for this marketing campaign:

EE ELECTRIC TANZANIA LIMITED BUSINESS PLAN

- i. **Inserts in Bills:** Colorful inserted in the bills of EE ELECTRIC TANZANIA LIMITED.
- ii. **Website:** EE ELECTRIC TANZANIA LIMITED will have a website which will be comprehensive in describing the different product offerings as well as allowing the customer to order directly from the site.
- iii. **Direct Mail:** Another advantage of the relationship EE ELECTRIC TANZANIA LIMITED has the ability to use their customer database. This allows EE ELECTRIC TANZANIA LIMITED to generate a targeted list of customers that they can send product information to.

4.6 Web Plan Summary

The company's website will be used as both a marketing and sales tool. It will take on marketing responsibilities as one of the communication methods used to raise awareness regarding Safe Current's product families. Extensive product information will be included on the site in an easy-to-use format.

The site will also be used as a sales tool, allowing customers to purchase the products. Allowing the website to offer sales support will provide consumers with a convenient way to purchase the products as well as provide EE ELECTRIC TANZANIA LIMITED with a low-cost sales program that does not require a live sales support

agent. The site will periodically be updated to encourage customers to make repeat visits.

4.7 Website Marketing Strategy

EE ELECTRIC TANZANIA LIMITED will market their website in two primary ways:

- **Search engine submission:** As search engines become more and more powerful, a large number of Internet users use them to find relevant information on the Internet. EE ELECTRIC TANZANIA LIMITED will submit their site to many popular engines ensuring that their site comes up high on the list of hits.
- **URL reference in all printer material:** The Web address, www.safecurrent.com, will be printed on all material that EE ELECTRIC TANZANIA LIMITED uses encouraging consumers to check out the site.

5.0 FINANCIAL ANALYSIS AND PROJECTIONS

5.1 Considerations and Assumptions:

The corporate tax charged is 30% of the profits. Capital investment allowance is 50%. The capital assets are exempted from custom duty and Value Added Tax. The straight-line method to depreciate the project's capital items has been applied, it is assumed to be 5% annual depreciation.

It is assumed that the major raw material will be procured from local market and other will be imported. Revenues have been conservatively estimated based on experience of the promoters and trends in the industry.

8 years financial projections have been worked out

5.2 Projected Profit and Loss Statement

The Income and Expenditure Statement shows the projected income for the 8 years period. The position depicted is that the project earns profit throughout its life. Accumulated after tax profits grow from. US \$ **225,820** in first year to US \$ **2,362,960** in the 8th year, refer appendix (I)

5.3 Projected Cash Flows

The project's cash flows depict a good liquid position right from the first year. Cash accumulation builds up from US \$ **287,220** in the first year to US \$ **2,093,059** at the end of 8 years of the project's operations, refer appendix (II)

5.4 Projected Balance Sheet

The company owners' equity increases from US \$ **500,000** at the end of first year to US \$ **2,301,859** at the end of 8th year which is significance increase as you can see, refer appendix (III)

5.5 Projected Risks

No major risks have been identified for this kind of project so far. Unless a change in the country's political and economic stability and global changes affect Food business.

5.6 Implementation Schedule

Project implementation is expected to be relatively very short once project has been approved it is estimated that construction of serviced furnished apartment will be completed within two years:

Project Implementation

S/N	ACTIVITY	PERIOD
1	Processing TIC Certificate of Incentive	June5 2024
2	Processing Exemptions	August -February 2025
3	Mobilizing Fund	October -May 2026
3	Renovation of building	December -August 2026
4	Ordering Machines and other equipment	September -December 2025
5	Testing business and in-house training	December –March 2026
6	Commercial operations	April 2026

6.0 Conclusion & Recommendation

6.1 Conclusion

- i. The project is profitable and contributes to government revenue by way of taxes.
- ii. The project provides employment to **15** people.

- iii. The project is an encouraging sign to prove that we have investors who have confidence with Tanzania and are ready to invest such large sums of investment.

6.2 Recommendation

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all the support required by all the concerned Government Ministries and Agencies, including the Tanzania Revenue Authority, TRA and the Tanzania Investment Centre – (TIC). The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

APPENDIX I

EE ELECTRIC TANZANIA LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT " US \$

	1	2	3	4	5	6	7	8
Revenue	768,000	806,400	846,720	889,056	933,509	980,184	1,029,193	1,080,653
Operating Expenses:	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Profit before Depreciation & Interest	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Interest	40,000	32,000	24,000	16,000	8,000	0	0	0
Depreciation	21,400	21,400	21,400	21,400	21,400	21,400	21,400	21,400
Gross Profit	322,600	349,800	377,960	407,128	437,354	468,692	493,197	518,927
Tax (30%)	96,780	104,940	113,388	122,138	131,206	140,608	147,959	155,678
Profit After Tax	225,820	244,860	264,572	284,990	306,148	328,084	345,238	363,249
Accumulated Profit	225,820	470,680	735,252	1,020,242	1,326,390	1,654,474	1,999,712	2,362,960

APPENDIX II

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

EE ELECTRIC TANZANIA LIMITED PROJECTED CASH FLOW US\$

SOURCES:		1	2	3	4	5	6	7	8
Profit before interest and depreciation	-	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Equity	500,000								
Loan	500,000								
Total Sources	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Applications:									
Capital expenditure	690,000	-	-	-	-	-			
working Capital &Others	310,000								
Cash	-	287,220	298,260	309,972	322,390	335,548	349,484	(194,464)	384,649
Tax	-	96,780	104,940	113,388	122,138	131,206	140607.636	709060.356	155677.9687
Sub total	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Total applications	1,000,000	384,000	403,200	423,360	444,528	466,754	490,092	514,597	540,327
Accumulated cash		287,220	585,480	895,452	1,217,842	1,553,390	1,902,874	1,708,411	2,093,059

APPENDIX III

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

EE ELECTRIC TANZANIA LIMITED PROJECTED BALANCE SHEET US

Fixed Assets	-	1	2	3	4	5	6	7	8
Opening balance	-	690,000	668,600	647,200	625,800	604,400	556,956	500,511	444,067
Total Long-term Assets	-	690,000	668,600	647,200	625,800	604,400	556,956	500,511	444,067
Less depreciation	-	21,400	21,400	21,400	21,400	21,400	21400	21400	21400
Closing balance	-	668,600	647,200	625,800	604,400	583,000	535,556	479,111	422,667
Working capital	310,000	310,000	310,000	310,000	310,000	310,000	310,000	310,000	310,000
Accumulated cash	-	287,220	585,480	895,452	1,217,842	1,553,390	1,902,874	1,708,411	2,093,059
Total assets	310,000	1,265,820	1,542,680	1,831,252	2,132,242	2,446,390	2,748,430	2,497,522	2,825,726
Financed by									
Equity	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Accumulated profit	-	225,820	470,680	735,252	1,020,242	1,326,390	1,654,474	1,438,611	1,801,859
Total equity	500,000	725,820	970,680	1,235,252	1,520,242	1,826,390	2,154,474	1,938,611	2,301,859
Long term loan	500,000	400,000	300,000	200,000	100,000	-	-	0	0
Total debts	500,000	400,000	300,000	200,000	100,000	-	-	-	-
Total equity and debts	1,000,000	1,125,820	1,270,680	1,435,252	1,620,242	1,826,390	2,154,474	1,938,611	2,301,859

APPENDIX IV

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

EE ELECTRIC TANZANIA LIMITED PROJECTED LONG-TERM LOAN REPAYMENT US\$

Year	principle	Loan Interest (8%)	Total Amount Paid	Loan Balance
1	100,000.00	40,000.00	140,000.00	500,000.00
2	100,000.00	32,000.00	132,000.00	400,000.00
3	100,000.00	24,000.00	124,000.00	300,000.00
4	100,000.00	16,000.00	116,000.00	200,000.00
5	100,000.00	8,000.00	108,000.00	100,000.00

APPENDIX V

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

EE ELECTRIC TANZANIA LIMITED COST STRUCTURE US\$

PARTICULAR	US\$
Land and Buildings	100,000.00
Machinery & Equipment	400,000.00
Motor Vehicles	180,000.00
Furniture & Fixtures	5,000.00
Pre exp	10,000.00
Others	5,000.00
Working Capital	300,000.00
TOTAL	1,000,000.00

BUSINESS PLAN OF CROSS BORDER LOGISTICS LIMITED

EE ELECTRIC TANZANIA LIMITED FIXED ASSETS SCHEDULE (US\$)

NAME OF ASSETS	1	2	3	4	5	6	7	8
Land And Buildings	100,000	98,000	96,000	94,000	92,000	90,000	88,000	86,000
Machinery, Tools & Equipment	400,000	396,000	392,000	388,000	384,000	380,000	376,000	372,000
Motor Vehicles	180,000	165,600	151,200	136,800	122,400	108,000	93,600	79,200
Furniture & Fixtures	10,000	9,000	8,000	7,000	6,000	5,000	4,000	3,000
Total	690,000	668,600	647,200	625,800	604,400	583,000	561,600	540,200
DEPRECIATION	1	2	3	4	5	6	7	8
Land and buildings	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Machinery tools & Equipment	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Motor Vehicles	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400
Furniture & Fixtures	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
ANNUAL DEPRECIATION	21,400	21,400	21,400	21,400	21,400	21,400	21,400	21,400