

LUBANZA TRADING COMPANY LIMITED

Under the Brand Name: **GLACIA Coolers Assembly Plant**

Business Plan – East Africa Market Expansion

HEPZ Industrial Zone, Morogoro Road, Dar es Salaam, Tanzania

Phone: +255 784 584 178

Email: ayoub@lubanza.com

Website: www.lubanza.com

1. Executive Summary

Lubanza Trading Company Limited, a Tanzanian enterprise with over 20 years of experience in commercial cooler management, is establishing a modern assembly facility under the brand name **GLACIA Coolers Assembly Plant** at HEPZ, Dar es Salaam. This initiative aims to assemble commercial coolers, refrigerators, and deep freezers locally, reducing import dependence and serving the rapidly growing East African market.

The total project cost is **USD 650,000**, financed through a 30% equity contribution from Lubanza and a 70% bank facility. The assembly plant will have a capacity of 50 units per 8-hour shift (≈250 units per week), targeting the Tanzanian and regional markets including Kenya, Uganda, Rwanda, Burundi, and DRC. Operations are projected to begin by June 2026.

2. Company Profile

Lubanza Trading Company Limited has been in operation for over two decades, providing professional cooler management services to major beverage companies including **Tanzania Breweries Limited (TBL)**, **Serengeti Breweries Limited (SBL)**, and **SBC Tanzania Limited (Pepsi)**. The company specializes in preventive maintenance, repairs, deployment, and branding of commercial coolers. Leveraging its technical experience and regional network, Lubanza is now expanding into cooler and refrigerator assembly under the brand **GLACIA**.

Mission: To provide affordable, high-quality cooling solutions assembled locally in Tanzania for the East African market.

Vision: To become East Africa's leading manufacturer of commercial coolers and refrigeration equipment.

Core Values: Quality, Integrity, Innovation, and Reliability.

3. Project Description

The GLACIA Assembly Plant will be located at HEPZ Industrial Zone, Morogoro Road, Dar es Salaam, with a total area of 1,000 m². The project involves establishing a Semi-Knocked-Down (SKD) assembly line for commercial coolers, refrigerators, and deep freezers. The facility will create over 35 direct jobs during its initial phase, including technicians, supervisors, administrators, and

sales personnel.

Production will operate on a one-shift basis of 8 hours, assembling approximately 50 units per shift (250 units per week).

4. Machinery and Equipment

The assembly plant will include the following key equipment and tools:

- Assembly conveyor system
- Foaming machine
- Vacuum and refrigerant charging machines
- Quality control and leak testing units
- Packaging and labeling line
- Forklifts and hand tools
- Safety and calibration equipment

5. Market Analysis and Opportunity

The demand for commercial cooling equipment in East Africa is growing rapidly, driven by the expansion of the beverage, hospitality, and retail sectors. Currently, most equipment is imported, resulting in high costs and long lead times. The GLACIA Assembly Plant offers a strategic advantage by producing locally assembled, affordable, and energy-efficient products that meet regional standards.

Target markets include Tanzania, Kenya, Uganda, Rwanda, Burundi, and the Democratic Republic of Congo (DRC). Regional integration under the East African Community (EAC) framework further supports cross-border trade and market access.

6. Implementation Plan (2026 – 2027)

Phase	Description	Timeline
Phase 1	Renovation & Utility Installation	Jan – Mar 2026
Phase 2	Machinery Procurement & Installation	Apr – May 2026
Phase 3	Pilot Production & Staff Training	Jun 2026
Phase 4	Full Operations & Sales Launch	Jul 2026 onward

7. Financial Plan

The total investment requirement for the project is **USD 650,000**, structured as follows:

Source	Amount (USD)	% Share
Lubanza Trading Company Limited (Equity)	195,000	30%
Bank Loan Facility	455,000	70%
Total	650,000	100%

Financial projections (in USD) indicate the following performance outlook:

Year	Units Sold	Revenue	Net Profit	Remarks
2025	5,000	1,500,000	120,000	Commissioning & pilot operations

2026	8,000	2,400,000	300,000	Stable production
2027	10,000	3,000,000	420,000	Regional expansion
2028	12,000	3,600,000	550,000	Export growth
2029	15,000	4,500,000	720,000	Full capacity and profitability

8. Factory Layout

The 1,000 m² facility layout will be organized as follows:

- Production Area: 600 m² (assembly, foaming, charging, testing, packaging)
- Materials & Parts Storage: 200 m²
- Offices & Meeting Area: 120 m²
- Staff Facilities: 80 m²

9. Conclusion

Lubanza Trading Company Limited, through its GLACIA Coolers Assembly Plant, is positioned to transform the commercial cooling industry in Tanzania and the East African region. By leveraging its two-decade experience and long-standing partnerships with TBL, SBL, and Pepsi, the company aims to localize production, reduce import dependence, and create employment opportunities.

The GLACIA Assembly Plant will serve as a symbol of industrial growth, regional cooperation, and innovation — contributing to Tanzania's manufacturing agenda under HEPZ and fostering sustainable business expansion across East Africa.