

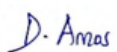
PROJECT PROFILE

HD PACKAGING COMPANY LIMITED.

REUSABLE BAG MANUFACTURING PROJECT – TANZANIA

PREPARED BY

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DIRECTOR

HD PACKAGING COMPANY LIMITED.

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1. EXECUTIVE SUMMARY

HD PACKAGING COMPANY LIMITED. is a Tanzanian-owned company established in 2025 with the goal of producing reusable, eco-friendly bags as a sustainable alternative to plastic bags. The company is responding to the 2019 ban on plastic carrier bags in Tanzania (per **Government Notice No. 394 of 2019**) and aligns with the country's goal of building a greener, circular economy.

This project presents a strategic initiative aimed at addressing the global environmental crisis caused by single-use plastic bags through the production and distribution of high-quality, reusable bags. As sustainability becomes a key priority across industries and among consumers, this venture leverages innovation, ethical practices, and eco-conscious materials to offer a practical, scalable alternative to plastic packaging.

The project focuses on the manufacturing of reusable bags made from a variety of sustainable and biodegradable materials, including cotton, jute, canvas, and recycled PET (rPET). Designed for durability, functionality, and visual appeal, these bags are suitable for a wide range of uses—from retail and grocery to corporate branding and promotional purposes.

With a strong emphasis on environmental responsibility and social impact, the project promotes job creation through local manufacturing, supports eco-awareness campaigns, and aligns with global sustainability goals such as the UN Sustainable Development Goals (SDGs). Our production processes are optimized for minimal waste and energy efficiency, ensuring the lowest possible ecological footprint.

The business model integrates direct sales, bulk B2B partnerships, and customized branding solutions for businesses looking to enhance their sustainability profile. By combining sustainable innovation with market demand, this project aims to become a leading provider in the reusable bag industry, offering both environmental value and commercial viability.

In essence, this initiative is not just a response to an environmental challenge—it is a proactive step toward a circular economy, where reusable packaging solutions play a critical role in preserving the planet for future generations.

The factory is located in **Sinza mori Dar es salaam**, and commenced operations in **August 2025**, with an initial production capacity of **10,000 reusable bags per month**, expected to scale to **30,000 by 2027**.

2. INTRODUCTION

In an era where environmental sustainability is not just a goal but a global imperative, the demand for eco-friendly alternatives to single-use plastics has never been more urgent. This project introduces a forward-thinking initiative dedicated to the design, production, and distribution of high-quality reusable bags—positioning itself at the forefront of the green revolution in packaging solutions.

Driven by a mission to reduce plastic pollution and promote conscious consumerism, this venture integrates sustainable materials, ethical manufacturing practices, and innovative design to deliver products that are not only environmentally responsible but also functional, durable, and stylish.

Through strategic partnerships, cutting-edge production technologies, and a deep commitment to social and environmental responsibility, this project aims to transform the way individuals and businesses approach packaging—offering a scalable, impactful solution to one of the world's most pressing environmental challenges.

The Government of Tanzania has made significant efforts to combat environmental degradation caused by plastic pollution, including a nationwide ban on plastic carrier bags. Despite these initiatives, the availability and affordability of alternative reusable bags remain limited.

HD PACKAGING COMPANY LIMITED. aims to fill this gap by establishing a manufacturing plant that produces affordable, durable, and biodegradable reusable bags to serve Tanzanian and East African markets.

3. PROBLEM STATEMENT

Despite Tanzania's strong environmental efforts, including the nationwide ban on plastic carrier bags in 2019, the country continues to face challenges in fully transitioning to sustainable alternatives. Many communities still lack access to affordable, durable, and locally available reusable bags, while awareness of eco-friendly options remains limited. Additionally, the local manufacturing capacity for such alternatives is underdeveloped, leading to continued reliance on imported products, which are often expensive and economically unsustainable. This gap presents both an environmental and economic challenge: the need to reduce plastic pollution while creating local solutions that are accessible and scalable. HD PACKAGING COMPANY LIMITED was established to directly address these challenges by offering high-quality, locally made reusable bags while promoting environmental awareness and creating employment opportunities.

The ban on plastic bags has created a market opportunity for sustainable alternatives, yet the current supply is heavily dependent on imports, which are expensive and inconsistent. In addition:

- Local producers are few and often lack capacity.
- Reusable bags are often unaffordable for ordinary Tanzanians.
- There's low awareness about sustainable bag options.

4. PROJECT OBJECTIVES

Overall Objective:

To contribute to environmental conservation and economic development by manufacturing and distributing eco-friendly reusable bags in Tanzania.

Specific Objectives:

1. Produce 10,000–30,000 reusable bags per month by 2027.

Produce 10,000–30,000 Reusable Bags per Month by 2027

This is the core production goal of the project, where the factory starts with a capacity of 10,000 bags per month in 2025 and scales up to 30,000 by 2027.

Activities to Achieve This:

- Phased purchase of more machinery.
- Hiring and training additional staff.
- Improving supply chain for raw materials.
- Streamlining production processes to reduce downtime and defects.

Impact:

This will increase availability of quality alternatives to plastic and reduce dependency on imports.

2. Create 100+ jobs for Tanzanian youth and women.

Create 100+ Jobs for Tanzanian Youth and Women

Explanation:

The project aims to address unemployment, particularly among young people and women, by creating direct and indirect job opportunities.

Types of Jobs:

- Machine operators
- Tailors and finishers
- Quality control staff
- Marketing and delivery agents
- Administrative roles

Supportive Measures:

- Vocational training and internships
 - Equal opportunity hiring policies
 - Partnerships with youth and women-focused NGOs
3. Replace at least 500,000 plastic bags in the market by 2026.

Replace at Least 500,000 Plastic Bags in the Market by 2026

Explanation:

This objective estimates the **environmental impact** of replacing half a million plastic bags with sustainable options through sales, partnerships, and public campaigns.

Approach:

- Bulk supply of bags to supermarkets and retailers.
- Distribution through environmental NGOs and community projects.
- Launching “Bag-for-Plastic” exchange campaigns in local markets.

Monitoring:

Track distribution numbers, client reports, and waste reduction impact in pilot areas like Dar es Salaam, Morogoro, and Arusha.

4. Raise community awareness on sustainable alternatives.

This objective focuses on educating the public about the dangers of plastic pollution and encouraging the use of reusable bags as a safer, environmentally friendly option.

Activities Under This Objective:

- **School Campaigns:** Partnering with primary and secondary schools to teach students about waste management and the benefits of reusable bags.
- **Community Workshops:** Conducting training in local wards (kata) and villages (vijiji) about alternatives to plastic.
- **Media Campaigns:** Using local radio, TV, and social media to spread messages in Swahili about eco-friendly living.
- **Promotional Giveaways:** Distributing free sample bags during campaigns to increase public adoption.

Why It's Important in Tanzania:

Despite the plastic bag ban in Tanzania (since 2019), many people still lack alternatives or understanding of the environmental consequences. Raising awareness builds long-term behavioural change.

5. BACKGROUND

HD PACKAGING COMPANY LIMITED. is a limited liability company incorporated in **Tanzania** under the **Companies Act, 2002.**

Founded in response to the growing global concern over plastic pollution and unsustainable packaging practices, our company was established with a clear mission: to offer environmentally responsible alternatives through the production of high-quality reusable bags. With its roots grounded in sustainability, the company specializes in designing and manufacturing bags made from eco-friendly materials such as cotton, jute, canvas, and recycled PET (rPET). From modest beginnings, the company has evolved into a forward-thinking enterprise that combines ethical manufacturing, modern design, and market-driven innovation to meet the rising demand for sustainable packaging solutions. Committed to environmental stewardship and social impact, the company not only aims to reduce single-use plastic consumption but also to support community empowerment through local job creation and fair Labor practices. Today, it serves a diverse clientele, including retailers, corporate clients, NGOs, and environmentally conscious consumers, establishing itself as a trusted brand in the reusable bag industry.

Legal Details:

- Certificate of Incorporation: 177 651 346
- TIN: 177 651 356
- BRELA Registration: Completed

Founders:

- DAVID AMOS MBELEBWETA (CEO, MD)
- AMOS EZEKIA MBELEBWETA (Director)
- PROSPER OKOKA CHENGULA (Director)

6. Project Location

Located in the bustling commercial hub of Dar es Salaam specifically Sinza Mori, this project is a timely and strategic response to Tanzania's growing environmental challenges, particularly the need to reduce single-use plastic waste. With increasing urbanization, consumer activity, and environmental awareness, the city presents both a critical need and a unique opportunity for sustainable packaging solutions. This project aims to establish a state-of-the-art manufacturing and distribution centre for eco-friendly reusable bags, serving both the local and regional markets.

By utilizing locally sourced and sustainable, the project not only addresses environmental concerns but also contributes to economic development through job creation and skills training. The initiative aligns with national efforts to ban plastic bags and promote a greener economy, while also supporting global sustainability goals. Positioned in Dar es Salaam—a gateway to East and Southern Africa—the project is well-placed to scale its impact, build strong partnerships, and become a leading force in the transition toward environmentally responsible packaging across the region.

In summary the factory is chosen for:

- Proximity to Dar es Salaam Port
- Access to national road networks (Morogoro Road)
- Availability of skilled labour
- Industrial zoning support

7. PRODUCT DESCRIPTION

HD Packaging company limited produces four main categories of reusable bags:

a) Non-Woven PP Bags

Used by supermarkets and retailers. Affordable and durable.

b) Cotton/Canvas Bags

Reusable, washable bags for retail and personal use.

c) Jute and Sisal Bags

Biodegradable, locally sourced materials.

d) Custom Branded Bags

Designed for government, NGOs, corporate clients.

8. MARKET ANALYSIS

Understanding the market landscape is critical for the successful positioning and growth of HD PACKAGING COMPANY LIMITED. in Tanzania's emerging eco-friendly products sector. The demand for sustainable alternatives to plastic bags has significantly increased following the government's 2019 ban on plastic carrier bags, creating a substantial market opportunity for reusable, locally produced solutions. This market analysis examines key customer segments, current market trends, competitor dynamics, and regulatory influences that shape the industry. By analysing consumer behaviour, purchasing patterns, and supply chain gaps, HD PACKAGING COMPANY LIMITED can strategically align its products and services to meet both current and future market needs. This section also identifies untapped opportunities in retail, institutional supply, and cross-border trade within the East African Community (EAC)

Market Segments:

- Supermarkets (e.g., Shoppers, TSN, Village Supermarket)
- Retailers and wholesalers
- NGOs and institutions
- Schools, colleges, universities
- Export markets (Kenya, Rwanda, Zambia)

Market Opportunity:

- Estimated demand for reusable bags in Tanzania: **25 million bags/year**
- Current local production meets less than 20% of demand
- Government policy strongly Favors local eco-products

9. MARKETING AND SALES STRATEGY

An effective marketing and sales strategy is essential to ensure the success and sustainability of HD PACKAGING COMPANY LIMITED. in a competitive and evolving market. As a producer of eco-friendly reusable bags in Tanzania, the company's strategy focuses on creating strong brand awareness, educating consumers about the benefits of sustainable alternatives, and building long-term relationships with clients across multiple sectors. The approach combines traditional and digital marketing channels to reach diverse customer segments, including retailers, institutions, NGOs, and environmentally conscious individuals. By emphasizing affordability, durability, and environmental impact, HD PACKAGING LIMITED aims to position itself as a trusted and socially responsible brand. The sales strategy also includes establishing regional distribution networks, developing strategic partnerships, and leveraging bulk order contracts to ensure steady revenue growth.

Brand Name:

HD PACKAGING – “Mifuko salama, rafiki wa mazingira”

Strategies:

- Direct sales to businesses and institutions
- Distributor network across regions (Dar, Arusha, Mbeya, Mwanza)
- Online store and mobile ordering platform
- Promotional campaigns in schools and markets

10. PRODUCTION PROCESS AND TECHNOLOGY

The production of reusable bags will be carried out using a streamlined and semi-automated process designed for efficiency, quality, and scalability. The process integrates industrial-grade machinery with skilled human input to ensure consistent output and product durability. The core stages of production include **fabric preparation, cutting, printing, stitching, finishing, and packaging**. The equipment and workflow are strategically laid out to minimize material waste and maximize productivity.

1. Fabric Cutting and Preparation

Raw materials (e.g., cotton, jute, or rPET fabric) are first measured and laid out on specialized **cutting and layout tables**. This step ensures accurate dimensions and consistency in bag sizes, which is crucial for large batch production.

2. Printing and Branding

Cut fabric pieces are moved to the **screen printing stations** or **heat press units**, depending on the design specifications.

- **Screen printing** is used for high-volume, single or multi-color designs, offering durability and cost-effectiveness.
- **Heat press** is used for custom orders or more detailed, full-colour graphics. This stage adds the company branding or client-specific logos onto the fabric before stitching.

3. Sewing and Assembly

Printed fabric pieces are transferred to the **5 industrial sewing machines**, where skilled operators assemble the bags. This includes stitching handles, sides, and reinforcements. The machines ensure strong seams and high-speed output without compromising on quality.

4. Quality Control

After stitching, each bag goes through a **quality control** process where it is inspected for defects such as uneven stitching, misalignment, or printing errors. This ensures only high-quality bags move forward to the next stage.

5. Packaging and Final Dispatch

Approved bags are then folded, counted, and packed using **3 dedicated packaging units**. Bags are sorted according to size, design, or order type, and made ready for storage or dispatch to customers.

Technology Overview

The selected machinery represents a balance between high-output production and cost-effective operation. The combination of **manual precision (in cutting and stitching)** and **automated support (in printing and packaging)** allows for flexibility in order customization while maintaining operational efficiency. This setup enables the company to scale up production, reduce turnaround time, and meet diverse market demands with consistency and quality.

11. ENVIRONMENTAL AND SOCIAL IMPACT

The establishment of **HD PACKAGING COMPANY LIMITED**. carries significant environmental and social benefits aligned with Tanzania's sustainable development goals. Environmentally, the project supports the national ban on plastic carrier bags by offering viable, eco-friendly alternatives that reduce plastic waste and pollution in urban and rural areas. By promoting the use of reusable, biodegradable materials, the project contributes to the conservation of ecosystems, reduction of landfill pressure, and lower carbon emissions. Socially, the project creates inclusive employment opportunities, particularly for youth and women, while empowering local communities through awareness campaigns on sustainability. Additionally, by sourcing materials locally and partnering with smallholder suppliers, the project stimulates grassroots economic growth and encourages a culture of environmental responsibility across Tanzania.

Environmental:

- Replace over 1 million plastic bags in 3 years
- Use of biodegradable materials
- Low-waste production model

Social:

- Employing youth and women (over 60% of workforce)
- Sourcing raw materials from Tanzanian farmers
- Vocational training partnerships

12. ORGANIZATIONAL STRUCTURE

The organization operates under a structured and efficient hierarchy designed to support smooth workflow, accountability, and collaborative growth. At the helm is the Chief Executive Officer (CEO), who provides strategic direction and oversees the overall management of the company. Reporting directly to the CEO is the Operations Manager, responsible for coordinating daily activities across all departments to ensure seamless production and delivery. The Sales & Marketing Department focuses on market outreach, client engagement, and brand positioning to drive business growth and customer retention. The Finance and Administration Department manages the organization's financial planning, budgeting, and administrative functions, ensuring compliance and operational sustainability. Creative development is led by a team of Designers, who conceptualize and develop eco-friendly bag designs tailored to client needs and market trends. The production process is executed by skilled Machine Operators, who handle the technical aspects of manufacturing. To maintain high product standards, the Quality Control Unit ensures that all bags meet established specifications before reaching the market. Supporting all departments is a team of dedicated Support Staff, who provide essential services that keep the organization running smoothly.

The structure is briefly shown in the below table.

Position	Number of Staff
CEO	1
Operations Manager	1
Sales & Marketing	3
Finance/Admin	2
Designers	2
Machine Operators	10
Quality Control	2
Support Staff	5
Total	26

13. FINANCIAL PLAN AND PROJECTIONS

The financial plan outlines the capital requirements, cost structure, and initial projections necessary to successfully launch and operate the reusable bag manufacturing project in Dar es Salaam. The total startup capital required for the first six months of operation is estimated at TZS 255,000,000. This capital will cover key areas including factory setup and rent (TZS 45,000,000), equipment and machinery acquisition (TZS 120,000,000), and procurement of raw materials for six months (TZS 35,000,000) to ensure consistent production.

In addition, TZS 15,000,000 is allocated to marketing and branding efforts aimed at establishing a strong market presence and driving customer engagement from the onset. Human resource costs are estimated at TZS 30,000,000 for the initial six months of staff salaries, while TZS 10,000,000 is set aside for utilities and administrative expenses, including electricity, water, communication, and office supplies.

This financial plan provides a clear roadmap for the project's operational sustainability, ensuring efficient use of funds and preparation for future scaling. Detailed projections, including revenue forecasts, break-even analysis, and ROI estimates, will support ongoing monitoring and attract potential investors or funding partners

In summary the below shows the Initial Capital Requirement (TZS):

Item	Amount (TZS)
Factory setup & rent	45,000,000
Equipment and machinery	120,000,000
Raw materials (6 months)	35,000,000
Marketing and branding	15,000,000
Salaries (initial 6 months)	30,000,000
Utilities and admin	10,000,000
Total Capital	255,000,000

Revenue Forecast (TZS):

The financial projections for the first three years indicate a steady growth trajectory, driven by increased market penetration, production capacity, and brand recognition. In 2025, the project is expected to generate TZS 120,000,000 in revenue against TZS 110,000,000 in operating expenses, resulting in a net profit of TZS 10,000,000. As operations stabilize and customer demand grows, revenue is projected to more than double in 2026 to TZS 250,000,000, with expenses rising proportionately to TZS 200,000,000, yielding a net profit of TZS 50,000,000. By 2027, the company is expected to reach full operational efficiency, with projected revenues of TZS 400,000,000 and expenses of TZS 300,000,000, leading to a strong net profit of TZS 100,000,000. These forecasts demonstrate the project's profitability potential and its capacity to deliver sustainable returns within a short period of time.

In summary the revenue forecast is shown below.

Year	Revenue	Expenses	Net Profit
2025	120,000,000	110,000,000	10,000,000
2026	250,000,000	200,000,000	50,000,000
2027	400,000,000	300,000,000	100,000,000

14. RISK ASSESSMENT AND MITIGATION

Every business venture, including environmentally focused manufacturing projects like HD PACKAGING COMPANY LIMITED., faces a range of risks that can affect its operations, finances, and long-term sustainability. Identifying and addressing these risks early is essential for ensuring business continuity and resilience. The risk assessment for this project considers both internal and external factors, such as supply chain disruptions, market competition, regulatory changes, and operational challenges. By proactively analysing potential threats, HD PACKAGING COMPANY LIMITED has developed practical mitigation strategies to reduce their impact and ensure the project remains viable and aligned with its environmental and social goals. This structured approach to risk management supports informed decision-making and builds investor and stakeholder confidence.

The below table show the risks and how we intend to mitigate them

Risk	Mitigation
Raw material cost fluctuation	Local sourcing, long-term contracts
Market competition	Brand loyalty, quality assurance
Load shedding/power issues	Solar backup system
Regulatory changes	Compliance and active policy review

15. IMPLEMENTATION PLAN

Introduction – Implementation Plan

The successful execution of HD PACKAGING COMPANY LIMITED. requires a clear, well-structured implementation plan that outlines key activities, timelines, and responsibilities. This plan serves as a roadmap to guide the project from inception to full operational status, ensuring efficient use of resources, compliance with regulatory requirements, and timely achievement of milestones. The implementation process is divided into phases including company registration, infrastructure setup, machinery procurement, staff recruitment, and production trials, leading up to the official launch. Each phase is designed to build progressively toward the operational goals of the company while maintaining alignment with Tanzania’s industrial development and environmental protection priorities. The implementation plan also incorporates risk controls and monitoring mechanisms to ensure smooth execution and early identification of challenges.

Implementation Period:

February 2025 – July 2025 (6 months)

Programme of Implementation:

Activity	Timeline	Responsible
Business registration	Feb 2025	Legal & Admin
Factory setup and lease signing	Mar 2025	Founders
Procurement of machinery	Mar – Apr 2025	Operations Team
Installation and training	May 2025	Tech. Team + HR
Recruitment of staff	May 2025	HR Department
Production trials	June 2025	Factory Manager
Marketing & pre-sales	June – July 2025	Marketing Team
Launch & full operation	August 2025	All Departments

Operative Date:

- **Official Start of Operations: 1st August 2025**

16. SUSTAINABILITY AND FUTURE EXPANSION

HD PACKAGING COMPANY LIMITED is committed to long-term sustainability, both in its environmental practices and its business model. The company's operations are designed to minimize environmental impact by using biodegradable and recyclable materials, adopting energy-efficient production methods, and promoting a zero-waste philosophy. Beyond current operations, the project envisions strategic growth that aligns with national and regional sustainability goals. Future expansion plans include diversifying into other eco-friendly products such as biodegradable food packaging, expanding distribution to underserved regions across Tanzania, and exploring export opportunities within the East African Community (EAC). Through innovation, responsible sourcing, and continuous community engagement, HD PACKAGING COMPANY LIMITED aims to position itself as a leading force in the green manufacturing sector in Tanzania and beyond.

Below are the plans,

Sustainability Strategy:

- Partnership with local cotton/jute cooperatives
- Use of solar energy to reduce carbon footprint
- Waste recycling and product life-cycle design
- Launch of "Renew Back" program to collect used bags

Future Expansion:

- New production line for biodegradable food packaging (2026)
- Regional distribution hubs (Arusha, Mwanza, Dodoma)
- Export partnerships in EAC and COMESA markets
- B2B partnership with Tanzania Postal Corporation & health sector

17. Appendices

- **Appendix A: Company Registration Certificate**
Official documentation confirming the legal registration of the business with relevant government authorities in Tanzania.
- **Appendix B: Business License**
A valid operating license authorizing the company to engage in manufacturing and sales of reusable bags.
- **Appendix C: Equipment Supplier Quotations**
Detailed quotations from verified suppliers for the purchase of machinery and equipment necessary for the bag production process.
- **Appendix D: Sample Product Images**
High-quality images showcasing different types and designs of reusable bags to be produced, illustrating product range and quality.

SAMPLE IMAGE OF OUR PRODUCTS



Quality is
Our Priority.

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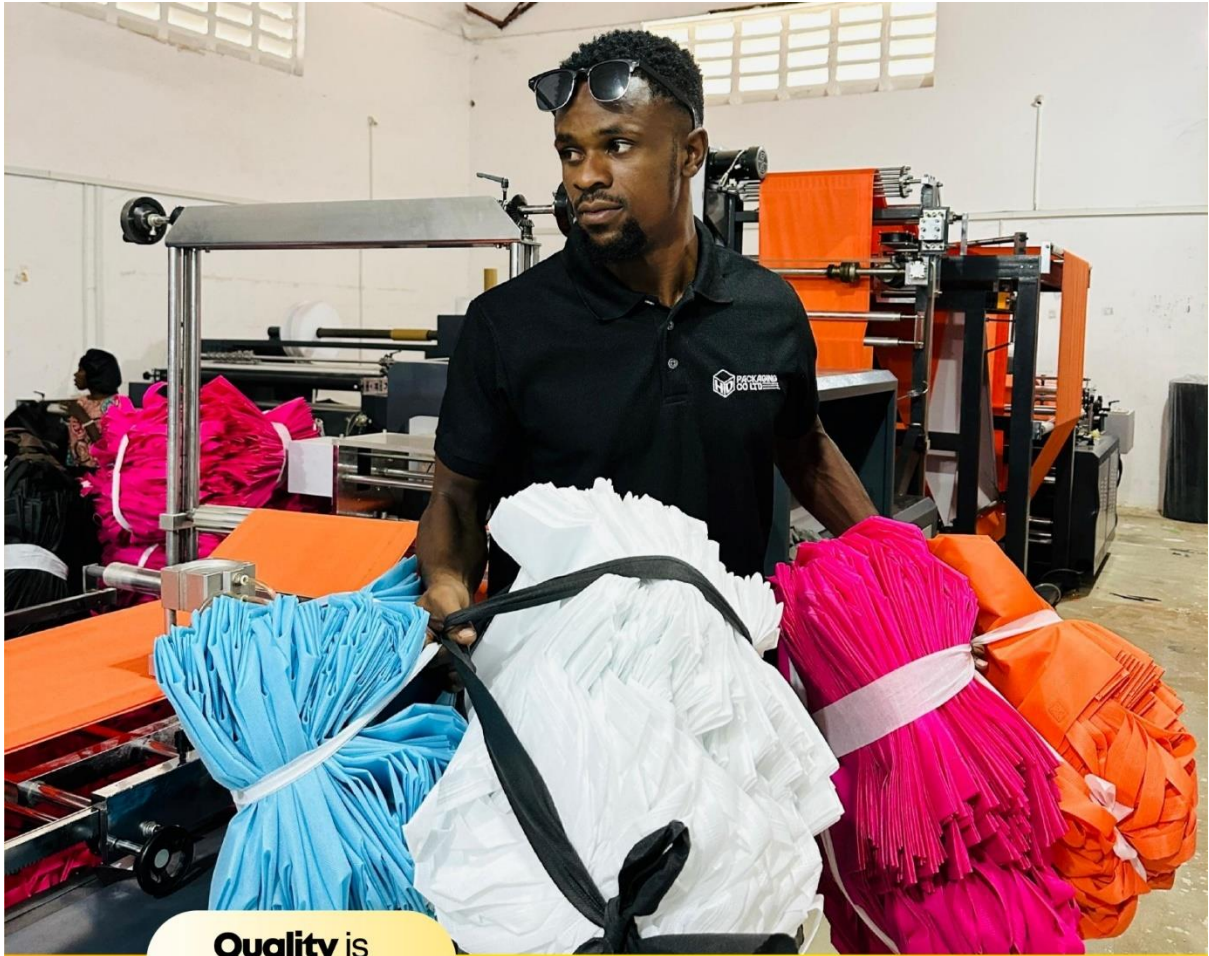
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Quality is
Our Priority.

**Kutoka kiwandani
hadi ofisini kwako!!!**



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