

BUSSINESS PLAN

FOR

MANUFACTURING OF FOOD PRODUCTS

(Product: Instant Noodles)

Prepared by:

**KURA FOOD COMPANY LIMITED
P.O.BOX 25630
PWANI, TANZANIA**

1. Executive Summary

Company& Project concept

KURA FOOD COMPANY LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 17th July 2025, and bears Certificate of Incorporation 182317896. Company implements project which is Manufacturing of Food Products.

KURA FOOD COMPANY LIMITED will be located in Pwani region, Kibaha District, Visige ward and Zengereni Industrial Area Street.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors.

Company Goals and Objectives:

In Summary KURA FOOD COMPANY LIMITED aims to;

- To carry on business of processing and sales of primary agricultural products.
- To carry on the business of grains to acquisition, storage, processing (including simple processing such as rice milling and milling and sale of grain such as rice wheat, corn.
- To carry on the business of processing of beans and nuts acquisition, screening, grading, packing and sale of various edible legumes (E.g. Soybeans, mung beans, red beans, etc)
- To carry on the business of food manufacturing such as baked and puffed foods production and sales of bread, pastries, biscuits, instant noodles and other baked goods.
- To carry on business of condiment manufacturing production of soy sauce, vinegar, chill sauce, ketchup, mustard and other condiment
- To carry on the business of meat processing slaughtering, splitting, freezing and further processing of poultry (chickens, ducks, geese, etc)
- To carry on the business of fruit and vegetable processing, process of canned fruits and vegetable such as canned mango, canned pineapple, fruit juice drinks such as banana juice, papaya juice, preserved fruit such as dried mango dried guava.
- To carry on the business of food import and export trade, import business, imported foreign advanced food

PURPOSE OF THE BUSINESS PLAN.

This document is prepared to serve the purpose as a Pre-feasibility study report for KURA FOOD COMPANY LIMITED for investment in Food Production in Pwani Region. But also, the Pre-feasibility study report shall be submitted to TIC for an award of Certificate of Incentives. The implementation of this project will comprise the following activities: -

- To carry on business of processing and sales of primary agricultural products.
- To carry on the business of grains to acquisition, storage, processing (including simple processing such as rice milling and milling and sale of grain such as rice wheat, corn.
- To carry on the business of processing of beans and nuts acquisition, screening, grading, packing and sale of various edible legumes (Eg. Soybeans, mung beans, red beans, etc)
- To carry on the business of food manufacturing such as backers and puffed foods production and sales of bread, pastries, biscuits, instant noodles and other baked goods.
- To carry on business of condiment manufacturing production of soy sauce, vinegar, chill sauce, ketchup, mustard and other condiment
- To carry on the business of meat processing slaughtering, splitting, freezing and further processing of poultry (chickens, ducks, geese, etc)
- To carry on the business of fruit and vegetable processing, process of canned fruits and vegetable such as canned mango, canned pineapple, fruit juice drinks such as banana juice, papaya juice, preserved fruit such as dried mango dried guava.
- To carry on the business of food import and export trade, import business, imported foreign advanced food

The project promoter, the project will be managed and operated by HONGYUAN RESOURCES COMPANY LIMITED is owned by a Chinese national from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
WANG TIANRONG	CHINESE	60
YU LIANG	CHINESE	30
XIAO JUNFENG	CHINESE	10

Company Legality, the legal certificates and documents such as Memorandum and Articles of Association, Certificate of Incorporation, Tax Identification Number. Justify that KORA FOOD COMPANY LIMITED is operating within the ambit of the law of the Land.

Investment Structure, the project is estimated to cost Tsh 100,000,000 Million, the money covers building structures but also allocated fund include investment in, building structure, Machineries and Equipment, furniture and fittings, pre-expenses and working Capital. The equity contributed by the shareholders is Tsh 100,000,000 Million equivalent to 100%. However, a financial policy of the Company state that the profits generated will be re-invested.

Forecasted financial Information, Financial information of KURA FOOD COMPANY LIMITED is projected within five years. The company projected profit and Loss account show a respectable turnover (for refence you shall see on the last page

Purpose of Project

This document is prepared to serve the purpose as a feasibility study for KURA FOOD COMPANY LIMITED for establishment of Manufacturing of food products. The implementation of the project will comprise of the following: -

- Procurements and installation of Machineries and Equipment for this project.
- Equipping the project with all necessary modern furniture and facilities
- Procurement of semi-processed raw materials
- Employing more than 60 people.

2.0 Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Import modern machine in warehouses to accommodate manufacturing process and introduce new technology in Tanzania.
- Increase more than 60 direct employment opportunities.
- Increase tax contributed to the government
- Generate foreign currency.

3. BUSINESS DESCRIPTION

KURA FOOD COMPANY LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 17th February 2025, and bears Certificate of Incorporate # 182317896. Company implements project which is under Manufacturing sector..

3.1.1. Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that KURA FOOD COMPANY LIMITED is operating within the ambit of the law of the Land.

3.1.2. Mission and Vision

The company vision is to be one of the leading companies in Mining Sector.

The current mission of the company is to penetrate the markets within the Food Manufacturing sector in Tanzania. The company can achieve this through

- Establishing sustainable business relationship with other business sectors in Tanzania
- Proper and reasonable remuneration of the personnel
- Continual networking with our esteemed clients/customers.

3.1.3. Project Promoters

The **project promoter**, the project will be managed and operated by KURA FOOD COMPANY LIMITED. The Company is owned by the current shareholding status which is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
WANG TIANRONG	CHINESE	60
YU LIANG	CHINESE	30
XIAO JUNFENG	CHINESE	10

3.1.4. Operations

The project will be managed and operated by KURA FOOD COMPANY LIMITED. The Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

3.1.5. Project Location

The project shall be implemented at constructed warehouses, administration block which will be spacious to accommodate project of this nature. The project shall be located at PWANI (Kibaha)-TANZANIA

3.1.6. Postal Address

KURA FOOD COMPANY LIMITED
P. O. Box 25630
PWANI, TANZANIA

4. Core Activities of the company

KURA FOOD COMPANY LIMITED will be dealing with establishing and operating the following facilities;

4.1.1. Landscaping of the Area for Investment:

In the first phase of the implementation of this project, the Company shall lease a warehouse, import machines, spare parts and equipment.

4.1.2. Installation of Machines:

In this stage the company shall install machines and equipment imported from China

4.1.3. Manufacturing:

In this stage, commencement of manufacturing of food products will begin.

4.2. Technical requirements of the project

The technical requirements for the food processing industry faces several technical requirements, primarily centered around food safety, hygiene, and quality control.

These requirements include adhering to Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Points (HACCP), and obtaining necessary registrations and licenses from the Tanzania Food and Drugs Authority (TFDA) and the Tanzania Bureau of Standards (TBS)

5. MANUFACTURING INDUSTRY

5.1 MANUFACTURING INDUSTRY IN TANZANIA

Tanzania's manufacturing sector is growing and becoming a significant part of the country's economy, contributing about 23.2% to the GDP in 2022. While it's still relatively small compared to some other sectors, it's a key area for growth, with the government aiming to make Tanzania a semi-industrialized country by 2025.

The Tanzanian food processing industry is a major part of the country's manufacturing sector, contributing significantly to both local and regional food security. It's dominated by small and medium-sized enterprises (SMEs) and faces challenges like inadequate funding and raw material shortages. Despite these issues, the industry shows potential for growth due to Tanzania's abundant agricultural resources and increasing demand for processed foods.

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5:2 IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA

The manufacturing sector is crucial to Tanzania's economy, contributing significantly to GDP and foreign exchange. It also supports job creation and helps diversify the economy. While still relatively small, the sector has shown steady growth, particularly in areas like food processing.

Economic Growth: The manufacturing sector adds value to raw materials, transforming them into finished goods, which can then be sold domestically or exported. In 2022, manufacturing contributed 23.2% to Tanzania's GDP. The sector has shown an average annual growth rate of over 4%. Manufacturing's value added to GDP has been steadily increasing, reaching 12.2 trillion Tanzanian shillings (TZS) in 2022, equivalent to about 4.6 billion U.S. dollars.

Employment Creation: Manufacturing can create numerous employment opportunities, particularly in areas like food processing and textiles. The sector provides a broader base for employment compared to other sectors, potentially increasing labor productivity.

Foreign Exchange Earnings: Manufacturing plays a role in generating foreign exchange through export sales. Manufactured goods contribute significantly to non-traditional exports.

Economic Transformation: By promoting industrialization, the government aims to transform the Tanzanian economy from low productivity to high productivity, with sustained income growth. This requires addressing constraints like reliance on imported intermediate goods, technological gaps, and financial barriers.

Diversification and Value Addition: Manufacturing helps diversify the economy beyond its reliance on agriculture and natural resources. It allows Tanzania to move towards higher value-added products, which can be sold at higher prices.

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5.3 MANUFACTURING IN TANZANIA

Tanzania's manufacturing sector is growing and becoming a significant part of the country's economy, contributing about 23.2% to the GDP in 2022. While it's still relatively small compared to some other sectors, it's a key area for growth, with the government aiming to make Tanzania a semi-industrialized country by 2025.

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5.4 PROJECT JUSTIFICATION

The proposed project is under management of KURA FOOD COMPANY LIMITED which is in line with Tanzania Government efforts in accordance to investment support. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize annual earnings from investment and also compete effectively with regional competitors. This also has been complemented by following measures;

The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment.

Institutional Strengthening: The Tanzania Investment Center (TIC) 's role has been elevated to be the primary agency for promoting, facilitating, and coordinating investments. It operates a one-stop center to assist investors in obtaining necessary permits, license and approvals.

Investment Incentives: Here we have both fiscal and non-fiscal incentives. Under fiscal incentives, includes tax exemptions or reduction on import duties for capital goods and raw materials in priority sectors like agriculture, manufacturing and pharmaceuticals while under non-fiscal incentives include guarantees against nationalization and expropriation, the right to repatriate profits and capital, and facilitated employment permits for a certain number of foreign nationals in projects with Certificates of Incentives.

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Therefore, the establishment and operations for the Poultry farm and processing facility will boost and at the same time strength Agriculture sector in Tanzania. The Company's marketing strategy and intention is to have a wide products base which focuses both to Ordinary consumers and national use.

5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

The proposed project will result into the following social and economic impacts:

- Improve and increase of food processed products in Tanzania
- Increased competitiveness among food processing industries in Tanzania
- The project will provide employment for more than 60 people.
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

6. OPPORTUNITY DRIVERS

1.1 Uniqueness location of the project

KURA FOOD COMPANY LIMITED.'s project will be among Food Processing Companies in Tanzania. Location of the Project shall be at PWANI-TANZANIA.

1.2 Government Policy

The Government of Tanzania has made the policy that intends to improve and promote Manufacturing Industry. This sector employs many people and it is a key driver towards transforming and developing the national economy.

8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

The success of KURA FOOD COMPANY LIMITED will be achieved by providing high tech products, providing friendly service and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make a KURA FOOD COMPANY LIMITED successful. KURA FOOD COMPANY LIMITED will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

Management will endeavor to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales.

- Host industry webinars to foster engagement with potential customers
- Showcase our products through strategic video marketing.
- Create free helpful tools to raise brand awareness.
- Connect with our potential customers on relevant social media platforms.
- Find opportunities for event marketing.

9. Management & Administration

9.1. Management

The management team of KURA FOOD COMPANY LIMITED planned to be constituted by the following management team: -

9.1.1. Board of Directors

KURA FOOD COMPANY LIMITED be managed by the board of Directors which is the apex body for strategic decision making of the project. Directors of the Company are the ones who having shares in KURA FOOD COMPANY LIMITED, The Company which shall manage this project.

9.1.2. General Manager

Immediate after Board of Director there shall be a General Manager who will be responsible to take care of mater pertaining operation and managing daily activities of the project aswell as other staffs' welfares and report them to the board of directors.

9.1.3. Production Manager

Production Manager will be employed who expected to have an extensive background in the Food processing industry. As the production Manager will be directly responsible for all processing functions including processing of food and related products.

Under production manager there shall be reasonable number of technical staffs who will be involved in daily processing within this project.

9.1.4. Accountant/cash

An accountant will be employed who expected to have good experience in accounting system as well as he will be responsible in managing cash and resources for KURA FOOD COMPANY LIMITED but also keeping books of accounts properly.

9.1.5. Management Agreements

Management Agreements will be executed between KURA FOOD COMPANY LIMITED and other team managers. The purpose of these agreements is to define the ~~operat~~ terms of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

9.1.6. Confidentiality Agreements.

KURA FOOD COMPANY LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our products, operating systems, policies and procedures. Having confidentiality agreement in place is essential to protect the company's trade secrets, and show our employees that we take our business seriously.

10. Conclusion

- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct employment to more than 20 people and create other indirect employment to other people.
- The company looks technically feasible and financially viable. It is therefore recommended that the project be supported.

KURA FOOD COMPANY LIMITED

INVESTMENT COST PLAN

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	100,000
Opening inventory	90,000
Other	5,000
Property and equipment	
Land	100,000
Building	50,000
Equipment	20,000
Furniture and fixtures	10,000
Plant/Machines	100,000
Motor Vehicles	20,000
Other _____	5,000
<i>Total assets</i>	500,000.00

KURA FOOD COMPANY LIMITED
FINANCIAL PROJECTION SUMMARY FROM 2025 TO 2028
PROJECTED STATEMENT OF FINANCIAL POSITION FOR 5 YEARS FROM 2024 - 2028

DETAILS	2025	2026	2027	2028
CURRENCY	USD	USD	USD	USD
ASSETS				
NON-CURRENT ASSETS				
PPE	78,000	89,000	86,000	91,000
TOTAL NON-CURRENT ASSET	78,000	89,000	86,000	91,000
CURRENT ASSET				
Inventory	330,460	350,689	356,000	299,690
Trade Receivables	50,000	54,000	54,000	106,800
Working Capital	120,000	130,000	130,000	130,000
Cash and Cash Equivalent	20,000	25,600	25,800	26,900
TOTAL CURRENT ASSET	520,460	560,589	565,800	563,390
TOTAL ASSETS	676,460	738,289	651,800	745,390
EQUITY AND LIABILITIES				
EQUITY				
Share Capital	280,000	280,000	280,000	280,000
Retained Earnings	90,909	91,455	92,100	93,000
TOTAL EQUITY	370,909	371,455	372,100	373,000
LIABILITIES				
Trade Payables	130,551	145,589	148,260	146,900
Other Payables	113,000	128,545	131,440	132,490
TOTAL LIABILITIES	243,551	274,134	279,700	279,390
TOTAL EQUITY AND LIABILITIES	676,460	738,289	651,800	745,390

KURA FOOD COMPANY LIMITED

FINANCIAL PROJECTION SUMMARY FROM 2025 TO 2028

PROJECTED STATEMENT OF PROFIT/(LOSS) AND OTHER COMPREHENSIVE INCOME FOR 5 YEARS

DETAILS	2025	2026	2027	2028
CURRENCY	USD	USD	USD	USD
SALES	680,000	800,000	998,000	970,000
TOTAL INFLOW	680,000	800,000	998,000	970,700
COST OF SALES				
Opening Inventory	0	330,260	350,689	356,000
Add: Production Cost	498,000	498,000	499,000	496,000
Less: Closing Inventory	(330,460)	(350,689)	(356,000)	(299,990)
	167,740	477,571	493,689	552,010
GROSS PROFIT	512,260	322,429	504,311	670,010
OPERATING EXPENSES				
Administration Expenses	150,200	90,400	90,500	120,600
Sales and Distribution Expenses	100,100	92,300	90,200	150,000
Finance Cost	100,100	92,300	90,400	90,500
Depreciation Expense	8,000	8,000	8,000	8,000
-	0	0	0	0
TOTAL OPERATING EXPENSES	358,400	283,000	279,100	369,100
-				
PROFIT FOR THE YEAR	153,860	39,429	225,211	300,910

