

DEUX MILES INVESTMENT LIMITED

Mbezi Block D Plot No. 2006 Kinondoni District Dar
es Salaam

Business Plan



1. EXECUTIVE SUMMARY

Deux Miles Investment Limited is a corporation domiciled in the United Republic of Tanzania. The Company is owned by two shareholders namely Cai Liuying and Liu Jing. The two shareholders intend to invest in Commercial building sector in Tanzania. This business plan outlines the investment in Commercial building project that involves the purchase of 2,397 square meters of land, development of infrastructure, construction of commercial buildings, and leasing of the office apartments/showroom for income generation.

The estimated investment cost is approximately United States Dollars Five Hundred Thousand (USD 500,000), which will be funded through shareholder contributions. The business is projected to break even in approximately 3 years.

1. OBJECTIVES

1.1 The primary objective of this investment is to:

- a) To provide room for renting showers for the purpose of machinery equipment.
- b) To rent the premises for buying and selling of the machinery equipment.

1.2 The development will focus on renting office apartments/showroom for machinery equipments.

2. INVESTMENT COST

2.1 The total investment cost is USD 500,000, which will be divided as follows:

- 2.1.1 **Land acquisition:** USD 250,000 for the purchase of land measuring 2,397 square meters.
- 2.1.2 **Infrastructure development:** USD 250,000 for Construction of Office Surveillance and Security Systems
- 2.1.3 Installation of CCTV cameras, motion sensors, and centralized monitoring systems to safeguard expensive tenant equipment and ensure a secure environment for staff and clients.

2.2 The funding for the project will be sourced entirely from shareholder contributions.

3. EMPLOYMENT

The project will create approximately 83 employment opportunities. These positions will include roles in marketing, technology, production, customer service, office administration, and general maintenance. Local recruitment will be prioritized, contributing to the socio-economic development of the region and country at large.

4. PROCUREMENT AND MATERIALS

4.1 The procurement of materials for the project will be conducted in two ways:

4.1.1 **Local Procurement:** Most of the materials for infrastructure development will be procured locally, including construction materials.

5. MARKETING PLAN

5.1 Once the commercial building is completed, the focus will be on renting the space after the agreement is signed and after entering into the partnership agreement

5.2 Key strategies for marketing and attracting tenants include:

5.2.1 Online social media official website promotion: This is by developing and maintain an official website showcasing the project, location advantages, infrastructure, showroom specifications, and leasing opportunities.

5.2.2 Offline exhibition promotion: This is by participating in relevant trade shows, expos, and business forums related to heavy machinery, construction equipment, and industrial tools.

5.2.3 Enhance customer management: It is essential to attracting and retaining high-value tenants in the heavy machinery and equipment sector. The project will implement the following strategies to enhance tenant relationship management and improve the overall customer experience.

6. IMPLEMENTATION TIMELINE

6.1.1 The project will be executed according to the following timeline:



- 6.1.1.1 Land Purchase: The acquisition of land will be completed by 2025.
- 6.1.1.2 Infrastructure Development: Development work, including land leveling, hardening, perimeter wall construction, and other infrastructure, will be completed by 2025.
- 6.1.1.3 Full Business Operations: Full operations will commence once the facility is ready and a tenant is secured.

7. FINANCIAL FORECAST

7.1 **Rental Revenue:** The rental income for the commercial building is estimated to be **USD 0.7 per square meter** (conservative estimate). Thus, with an area of **2,397 square meters**, the annual rental income is estimated not to be less than **USD 168,000**. Based on the rental income projections, the investment is expected to break even in approximately three and a half years. This is the point at which the total rental income will cover the initial investment costs.

8. RISK ASSESSMENT AND MITIGATION

8.1 While the project has a promising outlook, there are certain risks to consider, including:

- 8.1.1 Delays in Infrastructure Development: Construction delays may extend the timeline. Mitigation strategies include having contingency plans and reliable contractors to ensure on-time delivery.
- 8.1.2 Leasing Challenges: Difficulty in attracting tenants could delay revenue generation. To address this, we will focus on pre-negotiating terms with logistics companies and freight forwarders.
- 8.1.3 Market Changes: Fluctuations in demand for warehousing could impact rental rates. Ongoing market research and diversification of potential tenants will help mitigate this risk.



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CASH FLOWS PROJECTIONS FOR FIVE YEARS

	YEAR 1		YEAR 2	YEAR 3
Cash Inflows: AMOUNT IN USD	2025	2026	2027	
Rental revenue	-	-	76,852	
Authorized Shared Capital	500,000	-		
Total Cash Inflows	500,000	-	76,852	
Cash Outflows:				
Land Acquisition Cost	136,574	-	-	
Site preparations	31,944	-	-	
Design and Planning	40,741	-	-	
Construction Phase 1	39,815	-	-	
Site Infrastructure	23,148	-	-	
Construction Phase 2	-	57,870	-	
Infrastructure Development	-	9,259	-	
Legal and Administrative Cost	-	2,106	-	
Final Construction and Interior Finishing	-	72,917	-	
Interior Construction & Finishing	-	36,458	-	
Landscaping & Exterior Work	-	6,513	-	
Marketing & Leasing	-	7,870	10,185	
Operational Expenses				
Transport cost for office Movement	611	611	611	
Salary and Wages	-	5,540	837	
Printing and Stationery	185	378	378	

Licenses and permits	1,170	1,170	1,170
Parking, security and cleaning	-	185	185
Rent Expenses	-	3,111	10,519
Communication cost	1,333	1,333	1,333
Professional Fees	2,106	2,074	2,074
Insurance	3,704	3,086	3,086
Miscellaneous	2,217	3,658	3,658
Utilities	417	1,157	27,083
Repair and Maintanance	-	-	9,566
Total Cash outflows	283,965	215,298	70,687
Net cash inflow/(outflow)	216,035	(215,298)	6,165
Balance b/f	-	216,035	737
Balance C/f	216,035	737	6,902

YEAR 4	YEAR 5
2028	2029
138,889	208,333
138,889	208,333

-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
-	-
4,537	3,861
611	611
83,698	985
378	378
1,170	1,170
185	185
14,222	17,926
1,333	1,333
2,074	2,074
3,086	3,086
3,658	3,658
34,491	38,194
7,760	9,478

157,205	82,941
(18,316)	125,393
6,902	(11,414)
(11,414)	113,979