

Business Plan for Yisasujaa Investment Company Limited

Company Name: Yisasujaa Investment Company Limited

Certificate of Incorporation No: 185726851

Sector: Manufacturing and Export

Products: Motorcycle and Spares (Assembly, Sales, and Export)

1. Executive Summary

Yisasujaa Investment Company Limited aims to become a leading manufacturer of motorcycles and spare parts in Africa, with a primary focus on the Tanzanian market. The company plans to assemble, market, and export high-quality motorcycles and spare parts, leveraging the region's growing demand for affordable and reliable transportation solutions. With a production capacity of 20,000 motorcycles and relevant spare parts per year, the company is well-positioned to capture significant market share while contributing to the local economy through job creation and collaboration with local suppliers.

2. Investment Objective

To establish a well-known manufacturing brand for motorcycles and spare parts in Africa.

To assemble, sell, and export motorcycles and spare parts primarily within Tanzania, and eventually across other African markets.

3. Market Analysis

Target Market:

Tanzania and neighboring African countries.

Target consumers include small businesses, and distributors.

Market Demand:

Growing demand for affordable and efficient transportation solutions.

Increasing urbanization and need for last-mile delivery options.

Competitive Landscape:

Competing with both imported and locally assembled motorcycles and spare parts.

Unique selling proposition includes quality, affordability, and local assembly, creating jobs and supporting local supply chains.

4. Operational Plan

Production Capacity:

Initial annual capacity of 20,000 motorcycles and relevant spare parts.

Potential for expansion based on market demand.

Sources of Supply:

70% of inputs sourced from China (including key components such as engines and frames).

30% of inputs sourced locally in Tanzania (including tires, seats, and certain assembly materials).

Job Creation:

The company plans to create 100 local jobs in various roles, including assembly, sales, administration, and logistics.

5. Investment Funds Expenditure Breakdown

Expenditure Category	Estimated Cost (USD)
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Machinery and Equipment	\$300,000
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Factory Setup and Infrastructure	\$100,000
Initial Inventory (Components)	\$200,000
Marketing and Sales	\$100,000
Working Capital	\$200,000
Miscellaneous	\$100,000
Total	\$1,000,000

6. Marketing Plan

Brand Positioning:

Position Yisasujaa Investment Company Limited as a reliable and affordable motorcycle & spare part brand that meets the needs of various consumers.

Sales Strategy:

- Develop partnerships with local distributors and dealerships.
- Direct sales through company-owned outlets and online platforms.
- Participation in trade shows and exhibitions.

Promotional Activities:

- Advertising campaigns through local radio, TV, and social media.
- Sponsorship of local events to increase brand visibility.
- Offering promotions and discounts during initial product launch to encourage early adoption.

7. Implementation Schedule

Milestone	Timeline
Company Registration and Licensing	Completed
Securing Investment Funds	1-2 months
Factory Setup and Infrastructure	3-5 months
Machinery and Equipment Installation	5-6 months
Sourcing and Importing Inputs	6-7 months
Initial Product Assembly and Testing	7-8 months
Marketing and Sales Launch	8-9 months
Full-scale Production Start	10 months

8. Financial Projections (5-Year)

Year	Revenue (USD)	Costs (USD)	Net Profit (USD)	Notes
Year 1	\$1,000,000	\$700,000	\$300,000	Initial setup and launch year
Year 2	\$2,000,000	\$9,000,000	\$1,100,000	Increased production and sales
Year 3	\$2,200,000	\$9,000,000	\$1,300,000	Expansion to new markets
Year 4	\$3,000,000	\$1,100,000	\$1,900,000	Peak operational efficiency
Year 5	\$5,000,000	\$1,200,000	\$3,800,000	Full market penetration

9. Conclusion

Yisasujaa Investment Company Limited is strategically positioned to become a key player in the African motorcycle & spare part market. With a strong focus on local job creation, quality production, and a robust marketing strategy, the company aims to achieve significant growth over the next five years, contributing to the economic development of Tanzania and the broader African region.