

Business Plan: 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 be a leading African manufacturer of motorcycles and spare parts, beginning with operations in Tanzania. The company will assemble and distribute affordable, durable motorcycles and spares to meet the growing transport needs across urban and rural Africa. Initial production capacity is 20,000 units per year, with scalability based on market performance. The company is committed to job creation, skills transfer, and partnerships with local suppliers.

2. Investment Objective

Establish a renowned motorcycle and spare parts brand in Africa.

Assemble, distribute, and export motorcycles primarily in Tanzania, expanding to EAC and SADC markets.

3. Market Analysis

Target Market:

Primary: Tanzania

Secondary: Kenya, Uganda, Rwanda, Zambia, DRC

Drivers of Demand:

- (1) Expanding population and urbanization
- (2) Growth in delivery and transport services
- (3) Limited public transport in rural areas

Competitive Advantage:

- (1) Local assembly reduces costs
- (2) Tailored designs for African terrains
- (3) After-sales support and local service networks

4. Operational Plan

Production Capacity:

(1) Year 1: 20,000 motorcycles

(2) Year 3 onward: Scalable to 30,000+

Input Sourcing:

- (1) 70% imported from China (engines, electronics, frames)
- (2) 30% locally sourced (tyres, seats, plastics)

Employment Plan:

100 direct jobs in the first year (Roles in production, logistics, administration, sales)

5. Investment Funds Expenditure Breakdown

Expenditure Category Estimated Cost (USD)

Machinery and Equipment \$300,000

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

Branding:

Position as a value-for-money and locally supported motorcycle brand.

Sales Strategy:

- (1) Distributors and dealers across major towns
- (2) Direct sales through flagship outlets and online orders

Promotional Strategy:

- (1) Radio, TV, social media ads
- (2) Launch discounts and trade show participation
- (3) Partnership with boda-boda unions and SACCOs

7. Implementation Schedule

Milestone	Timeline
Company Registration	Completed
Fundraising	Month 1 – 2
Factory Setup	Month 3 – 5
Equipment Installation	Month 5 – 6
Inputs Procurement	Month 6 – 7
Initial Production & Testing	Month 7 – 8
Marketing & Distribution Launch	Month 8 – 9
Full Production	Month 10

8. Financial Projections (5 Years)

Income Statement (USD)

Year	Revenue	COGS	Gross Profit	Operating Expenses	Net Profit
Year 1	1,000,000	700,000	300,000	150,000	150,000
Year 2	2,000,000	1,100,000	900,000	300,000	600,000
Year 3	2,500,000	1,300,000	1,200,000	350,000	850,000
Year 4	3,500,000	1,500,000	2,000,000	400,000	1,600,000
Year 5	5,000,000	1,700,000	3,300,000	500,000	2,800,000

Cash Flow Statement (USD)

Year	Operating Cash Flow	Investing Cash Flow	Financing Cash Flow	Net Cash Flow
Year 1	200,000	(700,000)	1,000,000 (Equity)	500,000
Year 2	500,000	(50,000)	-	450,000
Year 3	700,000	(100,000)	-	600,000
Year 4	1,400,000	(150,000)	-	1,250,000
Year 5	2,500,000	(200,000)	-	2,300,000

Notes:

Investing cash flow includes machinery, warehouse improvements, and vehicles.

Positive cash flow maintained throughout.

Projected Balance Sheet Summary (USD)

Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Cash & Equivalents	500,000	950,000	1,550,000	2,800,000	5,100,000
Inventory	200,000	250,000	300,000	350,000	400,000
Fixed Assets (Net)	500,000	475,000	550,000	600,000	650,000
Total Assets	1,200,000	1,675,000	2,400,000	3,750,000	6,150,000

| Liabilities & Equity | | | | |

| Equity | 1,000,000 | 1,600,000 | 2,450,000 | 4,050,000 | 6,850,000 |

| Liabilities (Payables) | 200,000 | 75,000 | 50,000 | 50,000 | 50,000 |

| Total Liabilities & Equity | 1,200,000 | 1,675,000 | 2,400,000 | 3,750,000 | 6,150,000 |

9. Conclusion

Yisasujaa Investment Company Limited has a clear growth path based on Tanzania's industrial development priorities and rising motorcycle demand. With a solid financial foundation, locally inclusive strategy, and regional expansion vision, the company is set to become a major contributor to Tanzania's economy and a strong brand across Africa.