



## BUSINESS PLAN

Sagemcom Energy & Telecom Tanzania Limited  
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N° 102848  
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## 1.1 Executive Summary

Sagemcom Energy & Telecom Tanzania Limited is committed to providing advanced telecommunications and energy solutions to support Tanzania's infrastructure development. Our mission is to ensure seamless connectivity and power solutions while maintaining business resilience and compliance with regulatory standards. With a strong focus on innovation and sustainability, we aim to address the growing demand for reliable energy and telecommunications services across Tanzania and neighboring regions. By leveraging cutting-edge technology, local expertise, and strategic partnerships, Sagemcom is positioned to play a key role in driving the country's economic growth through enhanced connectivity and energy efficiency.

Our product offerings include state-of-the-art energy management solutions, smart meters, and telecom infrastructure designed to improve efficiency and reduce operational costs for businesses and households alike. We cater to both public and private sector needs, from urban development projects to rural electrification initiatives. Sagemcom is focused on delivering tailored solutions that meet the unique requirements of Tanzania's diverse markets. In addition, we maintain a strong commitment to sustainability, ensuring that our solutions support environmental conservation while contributing to the country's green energy goals.

As a forward-thinking company, Sagemcom Energy & Telecom Tanzania Limited is dedicated to expanding its market presence through regional export opportunities. We intend to capitalize on the increasing demand for energy and telecom solutions driven by Tanzania's economic growth and infrastructure expansion. Our approach integrates strategic partnerships with key industry players, ensuring compliance with local regulations such as those set out by TCRA and TIC, while also prioritizing customer satisfaction. By building a resilient business model and expanding into neighboring countries, we aim to position Sagemcom as a leading provider of integrated energy and telecommunications solutions in the East African market.

Sagemcom Energy & Telecom Tanzania Limited is not only focused on growth but also on long-term sustainability. Our strategic objectives include expanding our market share in the energy and telecommunications sectors, enhancing operational efficiency through digital transformation, and ensuring compliance with local regulations such as those of the Tanzania Communications Regulatory Authority (TCRA) and Tanzania Investment Centre (TIC). We aim to develop innovative solutions that meet the evolving needs of our clients while driving the digital and energy transformation in Tanzania. By leveraging cutting-edge technologies and best practices, Sagemcom plans to establish itself as a trusted partner for businesses and government entities across the country and beyond.

Moreover, Sagemcom remains committed to fostering strong partnerships with key stakeholders, including industry leaders, regulatory bodies, and local communities. Through collaboration and engagement, we seek to create value and deliver solutions that support both economic and social development in Tanzania. We are dedicated to investing in the development of local talent and contributing to the growth of the region's workforce. By prioritizing customer satisfaction, sustainable practices, and continuous innovation, Sagemcom Energy & Telecom Tanzania Limited strives to be at the forefront of Tanzania's energy and telecommunications sector, ensuring a positive impact on the nation's infrastructure and future growth.



## 2. COMPANY DESCRIPTION

### 2.1 Legal Structure

Sagemcom Energy & Telecom Tanzania Limited is a company duly registered under the Business Registration and Licensing Authority Agency of Tanzania (BRELA) bearing incorporation number 102848.

#### 2.1.1 Principal Members

- Patrick SEVIAN – Director
- Eric RIEUL – Director
- Froldius Mugisha MUTUNGI – Company Secretary
- Sagemcom Energy & Telecom SAS Class Ordinary 990 shares – Shareholder
- Sagemcom Broadband SAS Class Ordinary 10 shares – Shareholder

### 2.2 Products and Services

2.2.1 Sagemcom Energy & Telecom Tanzania Limited will supply the Tanzanian market with the following products and services.

- Smart Energy Solutions: Advanced metering and grid management.
- Telecommunications Infrastructure: Fiber optic and broadband networks.
- Software & Digital Services: IoT platforms for data analytics and remote monitoring.
- Revenue Streams

Our revenue model includes:

- Product Sales – Hardware, smart meters, telecom equipment.
- Service Contracts – Maintenance, technical support, and consulting.
- Subscription-Based Services – Cloud-based monitoring and analytics platforms.
- Government & Private Tenders – Securing large-scale infrastructure projects.



### 2.3 Long Term Aim of the Business

The long-term aim of Sagemcom in Tanzania is to establish itself as a dominant player in the energy and telecom sectors by strategically expanding its market share and leveraging emerging opportunities. As these industries continue to evolve, we are committed to staying ahead of the curve by delivering innovative solutions that cater to the growing demands of businesses and consumers alike. A key component of this vision is enhancing operational efficiency through digital transformation, optimizing processes, and integrating cutting-edge technologies that drive productivity and cost-effectiveness. By embracing automation and data-driven decision-making, we seek to not only improve service delivery but also position itself as a leader in technological advancements within the Tanzanian market.

Additionally, we aim to strengthen partnerships with key industry players and regulatory bodies to foster collaboration and long-term stability. Building and maintaining strong relationships with stakeholders will ensure seamless operations and compliance with regulatory requirements. Adhering to the standards set by the Tanzania Communications Regulatory Authority (TCRA) and the Tanzania Investment Centre (TIC) is a priority, as it enables the company to operate within a structured and transparent regulatory framework.

Furthermore, we are dedicated to developing a resilient business model that supports long-term sustainability, allowing for adaptability in a rapidly changing market landscape. By continuously assessing risks and opportunities, the company aims to build a robust foundation that secures its future growth, profitability, and leadership in Tanzania's energy and telecom sectors.

Our investment will promote business and employment for the local Tanzania citizens which shall in turn promote the economy in Tanzania.

Initially we intend to employ 50 local employees and then in a span of a year we will grow to 150+ local employees. Growth of the local people & the growth of Tanzania economy is our success.

### 2.4 Objectives

At Sagemcom Energy & Telecom Tanzania Limited we believe in quality & efficiency. We understand the success of any projects adds value to our company's growth. To cater best and to sustain the growth we have to maintain efficiency throughout. We have done many projects in the past years to give us vast knowledge in the industry.



## 2.5 Target Market

Our target market includes:

- Government agencies and utilities (e.g., TANESCO, TTCL).
- Private energy providers and telecom companies.
- Large enterprises requiring custom broadband solutions.
- Smart city projects and IoT-based infrastructure developers.

## 3. SWOT ANALYSIS

We have assessed the market for strengths, weaknesses, opportunities and threats, both for Sagemcom Energy & Telecom Tanzania Limited as well as other individual firms and for the industry as a whole in Tanzania. While most firms did identify their own situation, fewer firms provided an opinion on the industry as a whole or provided identical answers to those for their own firms.

In the lists below, items are arranged in order from most frequently mentioned to the least mentioned.

### 3.1 Strengths

The strengths of Sagemcom Energy & Telecom Tanzania Limited are identified both in terms of its business capabilities and specific product offerings:

- **Design and Engineering:** Sagemcom Energy & Telecom Tanzania Limited has a strong capability in designing and engineering advanced energy solutions tailored to the unique needs of the Tanzanian market. The company's design team ensures that all solutions are both efficient and sustainable.
- **Quality: ISO Certified Products:** The company's products are ISO certified, ensuring they meet high industry standards for quality, durability, and safety. This certification is key to establishing trust with customers and stakeholders.
- **Employees - Skilled Workforce:** Sagemcom has a skilled workforce, with a commitment to continuous training and development. The company focuses on hiring and retaining top talent, ensuring that employees are equipped with the latest skills and knowledge to meet industry demands.



### 3.2 Weaknesses

While Sagemcom Energy & Telecom Tanzania Limited has significant strengths, we have identified a few areas where challenges may arise:

- **Skilled Labor Shortage:** One of the challenges faced in the Tanzanian market is the shortage of skilled workers. However, Sagemcom is addressing this by utilizing its network to source experienced professionals who will train and upskill the local workforce, ensuring long-term capability within the company.

### 3.3 Opportunities

Several opportunities exist for Sagemcom Energy & Telecom Tanzania Limited to grow and expand its market presence:

- **Economic Growth in Tanzania:** The growing economy of Tanzania presents significant opportunities in the energy sector. As demand for electric equipment continues to rise across businesses, households, and government projects, Sagemcom is poised to expand its offerings and capture new market share.
- **Government and Private Sector Projects:** There are numerous government initiatives and private sector projects focused on infrastructure development, which will drive the demand for energy solutions. Sagemcom is well-positioned to meet this increasing demand with its innovative products and services.

### 3.4 Threats

Despite the opportunities, Sagemcom Energy & Telecom Tanzania Limited also faces some threats that need to be addressed:

- **Shortage of Skilled Labor:** The shortage of skilled labor remains a potential threat to the company's operations. To mitigate this risk, Sagemcom will continue investing in training and offering competitive salaries to retain skilled workers.
- **Price Undercutting by Competitors:** Competitors may attempt to undercut prices, which could potentially affect Sagemcom's market share. However, the company will focus on differentiating itself through high-quality products, exceptional customer service, and reliable performance to maintain a competitive edge.

## 4. FINANCIAL SUMMARY

*Sagemcom Energy & Telecom Tanzania Limited* has demonstrated strong financial performance since its inception, driven by its diverse product offerings in the energy and telecom sectors. The company has established a solid revenue base, leveraging its position in Tanzania's growing market for energy solutions and telecom equipment. In recent years, *Sagemcom* has focused on improving operational efficiency and increasing profitability through strategic investments in quality manufacturing and digital transformation initiatives. The company's ability to maintain a high level of operational efficiency, along with its commitment to product excellence, has allowed it to mitigate external market fluctuations and remain competitive.

Moving forward, *Sagemcom* expects continued growth, with projected revenue increases driven by expansion in both the domestic market and new regional markets. The company's focus on strengthening partnerships with key industry players and regulatory bodies is expected to further solidify its market presence. Additionally, its strategy to prioritize compliance with TCRA and TIC regulations will ensure long-term sustainability and enable the company to tap into government and private sector projects. While external threats such as price undercutting and supply chain risks remain, *Sagemcom's* financial health remains robust, underpinned by its commitment to quality, operational excellence, and effective cost management.

<b>Projected Profit and Loss MTZS</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>Total</b>
Turnover	50,000	100,000	200,000	350,000
Cost of Sales	-31,734	-59,469	-118,938	-210,141
<b>Gross Profit</b>	<b>18,266</b>	<b>40,531</b>	<b>81,062</b>	<b>139,859</b>
Other Income	2	4	9	15
Operational Costs	-12,000	-26,000	-48,000	-86,000
Finance Costs	-3,706	-7,413	-14,826	-25,945
Depreciation	-165	-331	-662	-1,158
<b>Net Profit before taxation</b>	<b>2,396</b>	<b>6,792</b>	<b>17,583</b>	<b>26,771</b>



## 4.1 Sales Strategy of Sagemcom Energy & Telecom Tanzania Limited

Leveraging the extensive experience and reputation of our management team, Sagemcom Energy & Telecom Tanzania Limited is strategically positioned to identify and engage potential customers across our product range in the energy and telecommunications sectors. Our initial production focus is on manufacturing high-value energy management solutions, smart meters, and telecom infrastructure equipment, suitable for export to neighboring countries. This aligns with our goal of expanding market presence regionally. While the majority of our production is dedicated to fulfilling pre-existing contracts, any surplus will be promptly marketed to capitalize on emerging opportunities in various sectors.

To effectively market our products, we will collaborate with sales agents and brokers who have established strong relationships within the energy and telecommunications industries. These agents bring valuable customer bases and are well-positioned to meet the growing demand for our products. This approach ensures that our sales strategy is executed efficiently, leveraging existing networks and expertise to drive growth and market penetration.

## 4.2 Sales Forecast

Our sales forecast is based on the assumption that we will manufacture high-value energy and telecommunications equipment suitable for export to neighboring countries. This strategy positions us to meet the increasing demand for quality energy and telecom products in the region, driven by economic growth, infrastructure development, and technological advancement. By focusing on exports, we aim to diversify our market presence and reduce dependency on the local market, ensuring sustainable growth and profitability.

## 4.3 Competitive Analysis

Competitors in Tanzania's energy and telecom sectors include both local and international players. Sagemcom differentiates itself through:

- Cutting-edge technology with smart metering and broadband solutions.
- Strong partnerships with regulators and industry leaders.
- A commitment to sustainability and compliance.

## 4.4 Business Operations & Expansion Strategy

### 4.4.1 Operational Plan

- Head office in Dar es Salaam, with regional service centers for on-ground support.
- Strong local workforce combined with international expertise.
- Integration of cloud-based solutions for remote system management.

## 4.4.2 Expansion Strategy

- Short-Term (1-2 years): Strengthening current operations, improving service delivery, and increasing market penetration.
- Mid-Term (3-5 years): Expanding to secondary cities, diversifying product offerings, and investing in R&D.
- Long-Term (5+ years): Becoming the leading provider of smart energy and telecom solutions in East Africa.

## 5. Risk Management & Business Continuity

To ensure business resilience, Sagemcom implements a Business Continuity Plan (BCP) covering:

- Risk Assessment & Business Impact Analysis
- Backup Strategies & Data Security Measures
- Regulatory Compliance & Emergency Response Plans
- Periodic Testing & Employee Training

### 5.1 Objectives

The principal objective of the Business Continuity Plan is to articulate a well-structured and easily understood plan which will help in the rapid development and restoration of telecommunications and energy infrastructure operations as quickly and effectively as possible.

Additional objectives include the following:

- i. Provide a basis for documenting key system and service recovery processes;
- ii. Undertake scheduled testing of recovery processes to maintain currency of documentation;
- iii. Ensure that all employees fully understand their duties in the event of an incident;
- iv. Verify that operational policies are adhered to within all planned activities; and
- v. Establish that contingency arrangements are cost-effective and efficient.

### 5.2 Risk Assessment & Business Impact Analysis (BIA)

#### 5.2.1 Risk Categories

- Natural Disasters: Floods, fires, earthquakes, pandemics.
- Technological Failures: System outages, cyber threats, data breaches.
- Operational Disruptions: Power failures, supply chain interruptions.
- Security Threats: Theft, unauthorized access, vandalism.



### 5.2.2 Business Impact Analysis

Each department must assess Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs) to determine acceptable downtime and data loss.

### 5.2.3 Contact Details of Key Personnel

- Anthony FOREST (Country Manager): anthony.forest@sagemcom.com
- Leyla ROCHAT (Compliance & Performance Manager): leyla.rochat@sagemcom.com
- Glory SAIBUL (Administrative Senior Officer): glory.saibul@sagemcom.com

### 5.3 Notification Procedure

Each party may escalate any reported problem if they are not satisfied with the progress of the conclusion of the fault, or if response and repair times have not been achieved.

Fault Escalation Stages	Incidence Response Team
Identification of the problem	Project Support Team
When the problem is not resolved within 2 hours	Naomi SUNGA (Project Manager): naomi.sunga@sagemcom.com
When the problem is not resolved within 3 hours	Anthony FOREST (Country Manager): anthony.forest@sagemcom.com

### 5.4 Plan Coverage and Distribution

#### Plan Coverage

The focus of this Business Continuity Plan are the components of the environments, that constitute:

- i. Production environment to service our products and customers. Access is strictly restricted only to members of the Operations and Security team;

- ii. Staging environment to test new versions of our product when they are ready for deployment to the production environment. This does not store any customer or real payment data. Access is permitted to any members of the engineering team for testing the new product. Changes are restricted to the operations team. This environment is used for performance testing as well as security testing that can't be done on the production environment; and
- iii. Testing environment where new versions of the product are actively being developed. This environment has the same restrictions as the staging environment.

## 5.5 Plan Distribution

It is necessary for the Business Continuity Plan update process to be properly structured and controlled. Whenever changes are made to the plan, they are fully tested, and appropriate amendments are made to any associated procedure, processes and training materials prior to notifying impacted staff of the update. Copies of this Plan are stored in the Company's Sharepoint, along with supporting documentation.

## 5.6 Backup Strategy and High Availability:

### 5.6.1 Servers

- **Physical Security:** The data center facility offers multi-layered access control, walls and surveillance that ensure restricted access to unauthorized personal. Electronical and mechanical infrastructure designed and built to be concurrently maintainable: engineered to minimize downtime.
- **Power and backups:** In order to ensure continuous uptime, the data center is equipped with multiple sources of power which include:
  - Grid power
  - Generator
- **Cooling services:** Management of climate control, fire suppression and power systems. Whereas the data center is well cooled with air cooled air conditioners that have backups in case of failure to a single cooling unit.



- **Bandwidth and uptime:** The continuous internet supply from well established service providers to ensure continuous service supply.
- **Backup:** With each dedicated servers we have another server that does cloud based backup on the initial backup allowing the data to be safe secure and accessible at all times even when unforeseeable circumstances arise.

Our primary servers in the country with a local vendor (Fasthub) are used as the main data processing and data storage servers to make sure our backups can sustain in the long term; for high availability, reliability, scalability and its ability to create highly secure deployment configurations with advanced permissions, monitoring, alerting and incident responses services. Auto-scaling is set up to maximize availability.

## 5.7 Database

Database backup snapshots occur daily and are stored for 14 days in multiple regions. In the event that we need to roll back data, we can restore the database to a 'point in time', or a snapshot can be used to populate an entirely new database and data can be extracted from this as required.

## 5.8 Records Retention

Records regarding this procedure must be maintained in accordance with Tanzania's Data Retention Policy or as required by local or country regulations, whichever is longer.

## 5.9 Periodic Testing

Periodic testing on a risk-based frequency of the requirements of this procedure and testing criteria are determined under the Business Continuity Testing Policy, in accordance with its requirements, and may include testing on systems upon which these controls are reliant.

## 5.10 Business Continuity Testing & Training

### 5.10.1 Periodic Testing

- Quarterly: Simulated business disruption exercises.
- Annually: Full-scale business continuity testing.
- Unscheduled: Random tests for readiness assessment.

## 5.11 Employee Training

- Mandatory BCP Training for new employees.
- Annual refresher courses for all employees.
- Specialized training for key personnel on disaster recovery protocols.

## 5.12 Compliance & Regulatory Considerations

- Adherence to TIC regulations.
- Coordination with regulatory and financial authorities.
- Regular internal audits to ensure compliance.

## 5.13 Revision History

Name	Role	Date	Revision Summary
Glory SAIBUL	Administrative Senior Officer	10/03/2025	Document created
Leyla ROCHAT	Performance & Compliance Manager	14/03/2025	Reviews
Anthony FOREST	Country Manager	20/03/2025	Final Edits