



Roofing Sheets Manufacturing Project – “Kilimabati” Brand Business Plan

1. Executive Summary

This project proposes the establishment of a roofing sheet manufacturing business in Tanzania under the brand “Kilimabati”, focused on producing high-quality galvanized and pre-painted iron sheets. The business targets the growing demand for affordable housing and construction materials, offering competitively priced products with strong brand identity.

Investment Objective:

To establish a cost-efficient, profitable, and scalable roofing sheet production facility while creating direct and indirect employment opportunities.

Sector & Product:

- Sector: Manufacturing / Construction and building Materials
- Product: Galvanized and pre-painted roofing sheets (corrugated, tiles & box profile) under the “Kilimabati” brand

Capacity & Pricing:

- Annual production: 240 tonnes (~120,000 meters)
- Average selling price: USD 2 per meter

Job Creation:

- Direct: 16 (plant operators, sales, admin, drivers)
- Indirect: 40+ (distributors, transporters, retailers)

2. Investment Costs & Source of Finance

Total Investment: USD 90,000

S/N.	Item	Amount (USD)	Description
1.	Plant & Machinery + Forklifts	55,000	4-Rolling forming machines, 2-forklifts and plant set-up.
2.	Supervision/Marketing Vehicle + Delivery Truck	15,000	2-Vehicles for delivery and marketing purposes
3.	Working Capital	20,000	Raw materials, marketing & branding (Kilimabati), operations, pre-operating expenses



TAMAREC CO. LIMITED
Company No: 178578820



Sources of Finance:

- Local Equity: USD 60,000
- Local Loan: USD 30,000

3. Sources of Supply Inputs

- GI and PPGI Steel Coils: Imported from China, India and other countries
- Nails: Imported from China, India and other countries
- Packaging Materials: Local suppliers

Strategic supplier agreements will ensure price stability and reliable delivery.

4. Market Plan

Market Opportunity:

- Tanzania’s annual roofing demand exceeds 500,000 tonnes, driven by urbanization, housing, schools, warehouses, and commercial projects.
- Existing competitors (ALAF, Dragon, King lion, Kiboko, MMI Steel) do not fully meet demand.

Target Customers:

- Hardware shops and regional distributors
- Construction companies & real estate developers
- Government housing and infrastructure projects
- Individual homeowners

Marketing Strategy:

- Competitive pricing: USD 2–4 per meter
- Distribution partnerships with hardware shops & contractors
- Strong branding and visibility via social media, radio, and billboards
- Branded delivery trucks for direct-to-retailer sales
- After-sales support and warranties

5. Implementation Schedule (12 Months)

Months	Activities
1–2	Company registration, land/site preparation, permits
3–6	Machinery procurement & installation
7–9	Recruitment, staff training, supplier contracts
10–12	Pilot production, market testing, commercial launch



6. Financial Projections (5 Years)

Assumptions:

- Production capacity: 240 tonnes/year (~120,000 meters at 0.5kg/m)
- Selling price: USD 2 per meter
- Revenue growth: 10% per year
- Operating costs: 90% of revenues
- Net profit margin: 10%

Year	Revenue (USD '000)	Operating Costs (90%)	Net Profit (10%)
1	240	216	24
2	264	237.6	26.4
3	290.4	261.4	29
4	319.4	287.5	31.9
5	351.3	316.2	35.1

- Cumulative Net Profit (5 years): USD 146.4 thousand
- Break-even: Within Year 2–3 (low startup investment)

7. Project Capacity & Scalability

- Initial annual production: 240 tonnes (~120,000 meters)
- Expandable to 400 tonnes/year within 5 years through reinvestment in machinery

8. Conclusion

The “Kilimabati” Roofing Project offers a lean, high-return investment in Tanzania’s booming construction sector:

- Affordable, high-quality roofing solutions under the Kilimabati brand
- Quick return on investment due to low startup cost
- Direct and indirect job creation (16 direct jobs)
- Scalable production to meet growing regional demand
- Contribution to Tanzania’s industrialization vision