



## Business Plan for Kilimabati

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### 1. Executive Summary

Kilimabati is a new iron sheet manufacturing business in Tanzania, producing high-quality, affordable roofing sheets under the brand "Kilimabati". The business aims to meet the growing demand for durable roofing in the Tanzanian and East African markets. Our competitive advantage is rooted in cost efficiency, product quality, variety of colors/designs, and localized production that reduces reliance on imports.

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### 2. Business Objectives

- Establish a roofing sheet production plant with modern machinery in Tanzania.
  - Produce and distribute corrugated and colored roofing sheets using galvanized steel coils.
  - Achieve profitability within the first year through efficient operations and competitive pricing.
  - Expand market share by targeting wholesalers, hardware shops, and construction companies.
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### 3. Products and Services

- Iron Sheets (Bati):
    - Gauge 28 (0.32mm, 20–30 gsm zinc coat)
    - Gauge 30 (0.25mm, 20–30 gsm zinc coat)
  - Color Options: Brick Red, Charcoal Grey, Dark Green, Galvanized finish.
  - Accessories: Roofing nails and customized sheet lengths.
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### 4. Market Analysis

- Demand Drivers: Rapid urbanization, government housing programs, infrastructure growth.



- Target Market: Construction firms, real estate developers, wholesalers, retailers, and rural households.
  - Competitive Advantage: Affordable localized production, reduced import costs, wider product variety.
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## 5. Marketing Strategy

- Brand identity under “Kilimabati – Strength Above All/Kilele cha Ubora”.
  - Partnerships with wholesalers and retail hardware shops across Tanzania.
  - Competitive pricing strategy aligned with market affordability.
  - Promotions: Local trade fairs, community marketing, and contractor partnerships.
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## 6. Operational Plan

- Location: Mwanza, Tanzania.
  - Plant Set up and Machinery: Four Single/Double-layer forming machines, one forklift(5-Ton) and plant steel structures.
  - Support Vehicle: 7-tones trucks for delivery of iron sheets.
  - Raw Material Supply: Importation of galvanized coils from reliable suppliers.
  - Capacity: 5 coil types with different gauges and colors, enabling flexible market supply.
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## 7. Financial Plan

### 7.1 Initial Investment

Item	Cost (USD)
Plant Set up include Four Single/Double-layer forming machines, One forklift(5-Ton) and plant steel structure	55,000
Working Capital	20,000
Supporting Vehicles	15,000
<b>Total Initial Investment</b>	<b>90,000</b> <b>(~TZS 225M)</b>

### 7.2 Profitability Analysis (per coil tonne)

Gauge	Price/Ton incl. Trans. (USD)	Length per Coil (m)	Market Price per Meter (TZS)	Profit per Coil Tonne (TZS)
Gauge 28 (0.32mm)	1,525.60	424	15,000	2,622,283.67
Gauge 30 (0.25mm)	1,561.54	509	11,000	1,773,215.89

Total Annual Gross Profit Potential: TZS 114,448,925.74

### 7.3 Key Ratios

- Return on Investment (ROI): ~52% within first operational year.
- Break-even point: Estimated 9–12 months.



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**Company No: 178578820**



- Unit Profitability: Average TZS 2M per tonne of coil processed.
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## 8. Risk Analysis

- Supply Risk: Mitigated by diversifying coil suppliers.
  - Market Price Fluctuations: Managed via flexible pricing and bulk supply contracts.
  - Competition: Differentiation through brand quality, variety, and affordability.
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## 9. Conclusion

Kilimabati has strong potential to dominate the roofing sheet market in Tanzania with a solid investment plan, efficient production setup, and high profit margins. With an initial investment of USD 90,000 (~TZS 225M), the business is positioned to generate over TZS 114M in gross profit annually, ensuring sustainability and scalability in the East African construction sector.