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# PLX GEO COMPANY LIMITED

## BUSINESS PLAN

### 1.0 EXECUTIVE SUMMARY

**PLX GEO COMPANY LIMITED** is a Tanzanian-registered company specializing in geological surveying, exploration services, and geotechnical consulting. With an initial capital of TZS 1.5 billion, the company aims to provide high-quality geological data to support mining, construction, infrastructure, and environmental projects across East Africa.

The company's mission is to deliver accurate, reliable, and sustainable geological survey solutions that empower clients to make informed investment and development decisions.

#### **Strategic Phases:**

- Phase 1: Establish operational capacity, acquire modern survey equipment, and build a skilled workforce.
- Phase 2: Expand services regionally, secure long-term contracts with mining firms, construction companies, and government agencies.

### 1.1 Project Facts and Statistics

### 2.0 STRATEGIC OVERVIEW

**PLX GEO COMPANY LIMITED** seeks to become a leading geological survey firm in Tanzania and East Africa, focusing on:

- Accurate data collection using advanced technology (GIS, drones, seismic equipment).
- Environmental responsibility by adhering to national and international standards.
- Capacity building through training Tanzanian geologists and technicians.
- Partnerships with mining companies, infrastructure developers, and government institutions.

### 3 BENEFITS AND INTENDED INVESTMENT OF THE COMPANY IN TANZANIA

- The company will be established with the mission of providing accurate and reliable geological data to support sustainable resource management, infrastructure development, and environmental protection. Its vision is to become the leading provider of geological survey services, enabling the country to harness its natural resources responsibly while ensuring long-term economic growth.

- The business will focus on several core services, including mineral exploration, hydrogeological surveys, geotechnical investigations, environmental impact assessments, and advanced GIS mapping. These services are critical for government agencies, private investors, construction firms, and research institutions. By offering comprehensive geological insights, the company will help unlock mineral wealth, identify groundwater reserves, and ensure safe construction practices for major infrastructure projects.
- From an economic perspective, the company will play a vital role in attracting foreign direct investment by providing reliable data on mineral deposits and energy resources. This will not only stimulate industrial growth but also create new revenue streams for the government through mining royalties and taxes. Infrastructure projects such as roads, bridges, and dams will benefit from geotechnical surveys that minimize risks of structural failure, saving the country millions in potential losses. Furthermore, hydrogeological surveys will help address water scarcity by locating underground reserves, thereby supporting agriculture and rural communities.
- The environmental benefits are equally significant. By conducting thorough environmental impact assessments, the company will guide sustainable resource use and help mitigate ecological damage. This ensures that development projects comply with environmental regulations and preserve biodiversity. In addition, the company will contribute to disaster management by mapping areas prone to landslides, floods, or earthquakes, enabling authorities to plan more resilient communities.
- Operationally, the company will establish its headquarters in Dar es Salaam with field offices near mining regions and infrastructure hubs. It will employ a multidisciplinary team of geologists, hydrologists, GIS specialists, engineers, and technicians, supported by modern survey equipment such as drones, seismic tools, and GIS software. Partnerships with universities, government agencies, and international research bodies will strengthen its credibility and expand its reach.
- Financially, the company will generate revenue through government contracts, private sector projects, consultancy services, and training programs. Initial investment will be directed toward equipment procurement, office setup, and staff recruitment. Given the high demand for geological data, the company is expected to achieve steady revenue growth and secure long-term contracts.
- In conclusion, the establishment of a geological survey company is not merely a business venture but a strategic national investment. By providing essential data on minerals, water, soil, and environmental conditions, the company will empower the country to make informed decisions, attract investment, and ensure sustainable development. It will create jobs, build local expertise, and safeguard the environment, ultimately positioning the nation for stronger economic resilience and prosperity.

#### **4. EMPLOYMENT OPPORTUNITIES**

- This Company intends to bring a larger number of employment opportunities, which is over 100 employments, The company intends to provide over one hundred jobs, ensuring inclusivity by recruiting both men and women across a wide range of professional and technical roles.

- The workforce will be structured to cover the diverse needs of geological survey operations. At the professional level, the company will employ geologists, hydrologists, geophysicists, GIS specialists, and environmental scientists. These experts will be responsible for conducting mineral exploration, groundwater mapping, soil analysis, and environmental impact assessments. Engineers specializing in geotechnical and civil works will also be recruited to support infrastructure-related surveys.
- The company will also employ drivers, logistics coordinators, and safety officers to support fieldwork, while IT professionals will manage digital data systems and GIS mapping platforms. Training programs will be established to upskill employees, with a deliberate focus on empowering women to take on roles traditionally dominated by men, such as field technicians and geoscientists.
- By providing over one hundred jobs, the company will contribute significantly to reducing unemployment and enhancing gender equality in the workforce. These opportunities will not only improve livelihoods but also build national capacity in advanced geological sciences. The inclusion of both genders across all levels of employment will foster diversity, innovation, and balanced representation, ensuring that the company reflects the country's commitment to equitable development

## **5. FINANCIAL PLAN GOALS**

- a) Ensure profitability and sustainability.
- b) Maintain efficient cash flow management.
- c) Deliver acceptable ROI to shareholders.
- d) Create employment opportunities for Tanzanians.
- e) Contribute to national development through taxes and royalties.
- f) Support host communities with social responsibility programs.

## **6. CAPITAL INVESTMENT STRATEGY**

- i. Equipment Procurement: Geological survey instruments (seismic sensors, GPS, drilling rigs, drones).
- ii. Infrastructure: Office setup, data processing labs, storage facilities.
- iii. Human Resources: Recruitment of geologists, engineers, GIS specialists, and technicians.
- iv. Technology: Software licenses for GIS, AutoCAD, and geophysical modelling.

## 5.0 RISK MANAGEMENT

- Operational Risks: Equipment failure, data inaccuracies → mitigated by regular calibration and staff training.
- Market Risks: Fluctuations in demand for survey services → mitigated by diversifying clients (mining, construction, government).
- Financial Risks: Currency exchange volatility → contracts priced in Tanzanian shillings with hedging options.
- Environmental & Social Risks: Strict compliance with Tanzanian environmental laws and community engagement.

## 7. WORKING CAPITAL

- i. Receivables: Survey contracts with payment terms not exceeding 30 days.
- ii. Payables: Salaries, equipment suppliers, utilities, taxes.
- iii. Contingent Financing: Avoid speculative instruments; rely on direct financing and reinvested profits.

## CAPITAL BREAK DOWN

### Capital Investment Breakdown

- Land and Building, this includes the cost of acquiring land and constructing or renovating office and operational facilities. **Amount: TZS 100,000,000**
- Plant (Machinery and Equipment) Refers to specialized geological survey equipment such as drilling rigs, seismic tools, GPS units, and laboratory instruments. **Amount: TZS 100,000,000**
- Vehicles, Covers the purchase of field vehicles for transportation of staff and equipment to survey sites. **Amount: TZS 200,000,000**
- Furniture and Fittings, Includes office furniture, workstations, storage units, and fittings for operational comfort and efficiency. **Amount: TZS 50,000,000**
- Pre-expenses, these are costs incurred before the company begins operations, such as legal fees, registration, feasibility studies, and initial marketing. **Amount: TZS 30,000,000**
- Others, Miscellaneous expenses not covered in the above categories, such as insurance, permits, and contingency funds. **Amount: TZS 20,000,000**

## **TOTAL CAPITAL CALCULATION**

- Land/Building: TZS 100,000,000
- Plant: TZS 100,000,000
- Vehicles: TZS 200,000,000
- Furniture & Fittings: TZS 50,000,000
- Pre-expenses: TZS 30,000,000
- Others: TZS 20,000,000
- Working Capital: TZS 1,000,000,000

Total Capital = 100,000,000 + 100,000,000 + 200,000,000 + 50,000,000 + 30,000,000 + 20,000,000 + 1,000,000,000

**TOTAL = TZS 1,500,000,000**

## **FINANCIAL PROJECTION**

- The financial projection demonstrates that with an initial capital of TZS 1.5 billion, the geological survey company is positioned to achieve sustainable growth, profitability, and national impact. By Year 5, the company is expected to generate annual revenues of TZS 1.6 billion with net profits of TZS 600 million, ensuring both investor returns and significant contributions to the country's economic development

## **CASH FLOW PROJECTION**

- Year 1: Heavy use of working capital to cover salaries, logistics, and marketing. Positive cash flow expected by end of year due to government contracts.
- Year 2–3: Increased private sector engagement boosts cash reserves.
- Year 4–5: Strong profitability allows reinvestment in advanced equipment and expansion into regional markets.

## **REVENUE ASSUMPTIONS**

- Government Contracts: Geological mapping, mineral exploration, and hydrogeological surveys commissioned by ministries.
- Private Sector Projects: Mining companies, construction firms, and energy developers requiring geotechnical and environmental assessments.
- Consultancy & Training: Specialized training programs for universities and technical institutions.
- International Donor Projects: Funded initiatives in water resource management and environmental sustainability.

Average annual revenue growth is projected at 15–20%, driven by increasing demand for geological data and infrastructure development.

## **KEY PERFORMANCE INDICATORS**

- Growth ratios: annual increase in contracts and revenue.
- Profitability ratios: net margin, return on equity.
- Capital ratios: debt-to-equity balance.
- Operational productivity: number of surveys completed per quarter.

## **8.0 REVIEW AND GOVERNANCE**

- Financial audits conducted annually by certified auditors.
- Compliance with Tanzanian Mining Act, Geological Survey regulations, and ISO standards.
- Board oversight with quarterly performance reviews.

## **9.0 CONCLUSION**

**PLX GEO COMPANY LIMITED** is positioned to become a regional leader in geological survey services, leveraging its strong capital base of TZS 1.5 billion, advanced technology, and skilled workforce. By combining profitability with environmental and social responsibility, the company will contribute significantly to Tanzania's mining, construction, and infrastructure development sectors.