

BUSINESS PLAN

FOR

MANUFACTURING AND SELLING

OF

CURTAINS

AND CURTAINS ACCESSORIES

Executive-summary

HOPA CURTAINS LIMITED a private business company incorporated in the United Republic of Tanzania with Certificate of incorporation No. 182489255 issued on 21st May 2024.

The proposed business plan is of Manufacturing of electrical appliances spare parts at **Region: Pwani, District Mkuranga , Dundani,Block F,plot no 38,Lo no 1298125**

The proposed new project shall cost US\$ 1m and creating new employment of 30local people-and 3 foreign-people.

LEGAL STATUS AND COMPANY BACKGROUND BRIEF

HOPA CURTAINS LIMITED bears the certificate No. 178278320 issued in 2002 by BRELA.

The shareholders of HOPA CURTAINS LIMITED are ZHOU JIANJUN and YU JIANAN

The company is owned by three shareholders,namely:-

Name	%of Shares	Nationality
ZHOU JIANJUN	90	China
YU JIANAN	10	China

LOCATION.

The new project is located at **Rigion: Pwani , District :Mkuranga, Dundani ,block F.Plot 38,LO No 1298125,AREA 9,813 SQM**

MISSION

Prompt and professionally high-quality service delivery to customers, aimed at ensuring that they realize the highest value for money, thereby increasing the market share and seizure of every available opportunity for the company's growth.

Core Values

Service provision with commitment, integrity and creativity while treating each customer as if they were the company's only customer

BANKERS

The company is currently maintaining bank account of the following bank.

NMB BANK

AUDITED REPORTS

HOPA CURTAINS LIMITED will maintain good financial reports which will be audited by reputable auditor firm

BASIS OF THE BUSINESS PLAN

A study based on rapid appraisal surveys was conducted prior to, and as the basis of preparation of this plan, the surveys were based on the following objectives and approach:

Study Objectives:

- a) To analyze the relevant market and other factors impacting up on the supply and demand of Curtains and curtains accessories
- b) To carry on the business of Curtains and curtains accessories
- c) To carry on the business of consumer electronics
- d) Design and installation services for comprehensive product technical solution, local production and assembly of Curtains and curtains accessories.

To provide supporting documentation required for manufacturing of domestic appliances at **Rigion: Pwani , District :Mkuranga, Dundani ,block F.Plot 38,LO No 1298125,AREA 9,813 SQM**

e)

Study Approach:

- a) Participatory: Semi- structured interview and discussion were held with the Company's Directors, stakeholders in packaging works and related businesses
- b) Physical visits to the company's main business premises
- c) A brief market survey on Curtains and curtains accessory industries in Tanzania Characteristics of demand and the general market structure of domestic products, competition among suppliers and producers in the market.
- d) Conduction of profitability/viability test of the investment, using the appropriate financial projections for the initial period of five years proposed for the business operations.

THE PROJECT

Project Concept

The project involves establishing a new MANUFACTURING OF CURTAINS AND CURTAINS ACCESSORY; this will include construction of and installations of modern machines, purchasing vehicles, new generator etc.

The planned production capacity is 900,000 number of units per year.

Project planned business project will entail the following main activities:

- Making shopping visit to Tanzania, China and other supplier countries to identify the suitable and appropriate machinery for the planned project.
- Ordering of the material for production, machinery, motor vehicles and their assorted and equipment from China and other overseas suppliers and entering into agreements for the purchase/ acquisition of those assets.
- Consigning the purchased machinery and motor vehicles including all the equipment and accessories from countries of their origin to Tanzania
- Clearing of all the purchased goods from the ports of entry and transporting them to the company's premises in MKURANGA
- Installation of the machinery, registration, insuring and licensing of the vehicles ready for deployment in the company's business

Project Objectives

Development Objectives:

HOPA CURTAINS LIMITED aims at playing a significant role in the participation of the company in the efforts to maximize exploitation of the largely existing business potential in manufacturing industry particularly in CURTAINS.

Immediate Objectives:

- a) To manufacture curtain and curtain accessories things production capacity of 900,000 number of units per year.
- b) Creating employment opportunities to skilled and semi-skilled Tanzanians in industrial operations, including their supplies and distribution in the company's business.
- c) Selling the product produce and sell them to customer and get profit.

Overview of the Manufacturing Sector and curtain appliance industry in Tanzania

- **The economy**

Tanzania is one of the fastest growing economies in Africa, thanks to the sustained economic reforms which are being undertaken since the late 1980's.

The country's economy has been constantly growing since mid-1990 by average of 5.9%, and now growing at average of 7% which make Tanzania economy to be among the fastest growing economy in Africa and world at large. The overall vision is to transform the sector of the economy from the present level of per capital GDP of about US\$867 to medium developed country with an average per capital GDP of around US\$2,500 (National Development Vision 2025), the GDP from manufacturing 926,333 TZ\$ million.

- **Manufacturing Industry**

Tanzania manufacturing sector contributes 5.6% to the country GDP in 2014 with \$2.69bn compared to \$1.47bn in 2009, representing an increase of 82%.

Tanzania's manufactured goods imports tripled over the past 5 years increasing from US\$497.7m in 2010 to US\$1.4 billion in 2015 accounting for 25% of Tanzania's total exports value

MANUFACTURING OF CURTAIN AND CURTAIN ACCESSORIS PARTS.

The manufacturing of curtain and curtain accessories involves creating replacement components for various cotton, ensuring availability and facilitating repairs, with some manufacturers having specific obligations to provide parts for a certain period after purchase.

HOPA COMPANY LIMITED is poised to exploit to the maximum, the anticipated development in this Sector for its own enhanced growth.

BUSINESS ENVIRONMENT ANALYSIS;

Internal Approach;

Management:

HOPA CURTAINS LIMITED as a corporate entity is managed under the Board of Directors. Day to day management of its conducted under the company's Managing Director who will be assisted by directors, Managers, senior officers etc.

The Managing Director will be closely assisted by well qualified professionals in the manufacturing of Curtains and their accessories . The company managers, heads of departments and operational staff for the production machines will be recruited for their competence, experience and good track record in their respective fields and in previous employments.

External Environment:

The market:

HOPA CURTAINS LIMITED marketing policy aim at two objectives:

- Further penetration/entrenchment into the market's main Segments to increase and retain larger market share
- Early investment cost recovery to enhance economic viability Of the company's business and expedite its growth.

The policy will be hinged on continual conduction of market surveys as a way of establishing current market situations and also as the means of enabling the company to develop marketing strategies which will facilitate achievement of set out sales goals, on monthly and annual basis. Surveys will enable the company to identify the potential market for its products and plan strategies for its penetration.

The market surveys conducted during feasibility study for this project established that, demand for curtains product in the country is growing with each passing year.

Market Potential:

Revenue in the Curtains & Blinds Market is projected to reach US\$1.28m in 2025. Revenue is expected to show an annual growth rate (CAGR 2025-2029) of 9.79%, resulting in a projected market volume of US\$1.86m by 2029.

With a projected market volume of US\$6.57bn in 2025, most revenue is generated United States.

In the Curtains & Blinds Market, the number of users is expected to amount to 209.6k users by 2029.

User penetration will be 0.3% in 2025 and is expected to hit 0.3% by 2029.

The average revenue per user (ARPU) is expected to amount to US\$9.00

Competition:

HOPA CURTAINS LIMITED is expecting to face competition from existing curtains industry which controls a sizeable market share of the company plan to increase market share by investing in a new and bigger manufacturing industry with production capacity of 900,000 number of units.

PROJECT OPERATING COSTS

In order to realize its intended objective, the project operating costs will vary based on total revenue.

REVENUE ASSUMPTIONS

- For the purpose of this project all revenue will come from Curtains and accessory.
- The annual revenue to grow by different percentages depending on market demand annually
- Revenue projections are based on experiences gained by the firm for being in the market for five years now.

CONCLUSION AND RECOMMENDATION

Conclusion

The project is viable and profit able throughout the project period, after the foregoing economic and financial evaluation of the project; we strongly recommend that **HOPA CURTAINS LIMITED** Board of Directors approval and accept the business proposal. The new project deserves this support because of its viability, since it is technical feasible, economically viable and socially acceptable.

HOPA CURTAINS LIMITED

PARTICULAR	US\$
Building	100,000.00
Machinery&Equipment	200,000.00
MotorVehicles	50,000.00
Furniture&Fixtures	10,000.00
Preexp	20,000.00
Others	20,000.00
Working Capital	100,000.00
TOTAL	500,000.00

HOPA CURTAINS LIMITED
FINANCIAL PROJECTIONS SUMMARY FROM 2024 TO 2028
PROJECTED STATEMENT OF PROFIT/(LOSS) AND OTHER COMPREHENSIVE INCOME FOR 5 YEARS

	2024	2025	2026	2027	2028
DETAILS					
CURRENCY	USD	USD	USD	USD	USD
SALES	800,000	808,000	830,000	980,000	990,000
TOTAL INFLOW	800,000	808,000	830,000	980,000	990,000
COST OF SALES					
Opening Inventory	0	204,407	384,084	495,000	498,000
Add: Production Cost	597,549	590,538	540,700	580,980	582,000
Less: Closing Inventory	-204,407	-384,084	-495,000	-498,000	-500,000
	393,142	410,861	429,784	577,980	580,000
GROSS PROFIT	406,858	397,139	400,216	402,020	410,000
OPERATING EXPENSES					
Adminstration Expenses	120,000	100,267	100,313	100,000	107,900
Sales and Distribution Expenses	90,000	90,100	90,200	90,800	107,000
Finance Cost	50,210	50,130	50,227	50,112	50,014
Depreciation Expense	20,000	20,160	20,127	19,102	19,484
-	0	0	0	0	0
TOTAL OPERATING EXPENSES	280,210	260,657	260,867	260,014	284,398
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PROFIT FOR THE YEAR	126,648	136,482	139,349	142,006	214,560

HOPA CURTAINS LIMITED
FINANCIAL PROJECTIONS SUMMARY FROM 2024 TO 2028
PROJECTED STATEMENT OF FINANCIAL POSITION FOR 5 YEARS FROM 2024 -2028

DETAILS	2024	2025	2026	2027	2028
CURRENCY	USD	USD	USD	USD	USD
ASSETS					
NON-CURRENT ASSETS					
PPE	73,000	74,100	76,000	77,000	80,000
TOTAL NON-CURRENT ASSET	73,000	74,100	76,000	77,000	80,000
CURRENT ASSET					
Inventory	204,407	384,084	495,000	498,000	500,000
Trade Receivables	120,000	90,500	50,000	50,800	50,900
Working Capital	100,000	100,000	100,000	100,000	100,000
Cash and Cash Equivalent	30,000	30,600	30,800	36,900	37,000
TOTAL CURRENT ASSET	454,407	605,184	675,800	685,700	687,900
TOTAL ASSETS	527,407	679,284	751,800	762,700	767,900
EQUITY AND LIABILITIES					
EQUITY					
Share Capital	300,000	300,000	300,000	300,000	300,000
Retained Earnings	60,000	82,455	99,260	99,900	99,990
TOTAL EQUITY	360,000	382,455	399,260	399,900	399,990
LIABILITIES					
Trade Payables	66,382	97,800	152,540	162,000	167,910
Other Payables	101,025	199,029	200,000	200,800	200,000
TOTAL LIABILITIES	167,407	296,829	352,540	362,800	367,910
TOTAL EQUITY AND LIABILITIES	527,407	679,284	751,800	762,700	767,900

