

MEGA ADVERTISING LIMITED

Business Plan

Sector: Branding

Subsector: Printing

1. Executive Summary

Mega Advertising Limited is a company focused on printing and branding solutions in Tanzania. The business aims to contribute to urban beautification and enhance corporate identity through innovative printing and branding services. The initial target market is Dar es Salaam, with plans to expand to other major cities.

Total Investment: USD 715,000

Job Creation: 30 permanent and contract positions

2. Business Objective

Provide high-quality printing and branding services

Promote urban beautification through visually appealing signage and corporate branding

Offer innovative branding solutions to businesses, institutions, and public agencies

Support marketing and promotional campaigns with modern printing technologies

3. Products and Services

Product / Service Description

- Large-format printing Banners, posters, signage for urban and commercial branding
- Corporate branding and identity design Logo design, brand identity, stationery
- Urban beautification branding structures , 3D signage, decorative installations
- Promotional campaigns & digital materials , Flyers, brochures, social media visuals
- Fabrication and signage production, CNC and laser cutting for precision signage

4. Job Creation

| Category | Number of Jobs |
|--|-----------------------|
| Management & Administration | 05 |
| Technical & Creative Staff | 10 |
| Sales & Marketing Team | 08 |
| Drivers & Operators | 04 |
| Support Staff (cleaners, guards, etc.) | 03 |
| Total | 30 |
| | |

5. Investment Funds Breakdown

| Item | Amount (USD) | Percentage |
|--|---------------------|-------------------|
| | | |
| Land and Buildings | 150,000 | 21% |
| Plant | 60,000 | 8% |
| vehicle | 60,000 | 8% |
| Furniture and fittings | 30,000 | 4% |
| Pre-expenses | 40,000 | 6% |
| Others (Equipment & Machinery (CNC, Large Format Printer, Laser Machines, etc.)training, marketing, contingency) | 175,000 | 24% |
| Working Capital | 200,000 | 29% |
| Total | 715,000 | 100% |

6. Source of Supply Inputs

Supplier Type Items Supplied

- Local Suppliers Printing materials (vinyl, inks, adhesives), construction materials for signage, maintenance, installation, logistics services
- International Suppliers (China) CNC Machines for 3D signage, Large Format Printers, Laser Machines, Laminators, cutting plotters, supporting equipment

7. Market Plan

1. Initial Target Market: Dar es Salaam

Target Districts: District Focus Area

- Ubungo Commercial zones & industrial corridors
 - Ilala Central business district
 - Kinondoni Retail centers & residential developments
 - Temeke Industrial areas & markets
 - Kigamboni Developing urban zone
2. Expansion Plan:
- ❖ Other major cities including Arusha, Dodoma, Mwanza, Mbeya

Marketing Strategy:

- Partnerships with local businesses and authorities
- Social media and online promotion campaigns
- Competitive pricing and high-quality service
- Special promotions for early clients

8. Implementation Schedule

| Activity | Duration |
|--|------------------|
| Business registration, permits & licensing | 1-month |
| Land acquisition & construction | -Months 2–3 |
| Procurement of machinery from China | -1-month Month 3 |
| Shipping, installation & testing | -1-month Month 4 |
| Recruitment & staff training | 1-month Month 4 |
| Marketing & client acquisition | from Month 4 |
| Official launch | Month 5 |
| Expansion to other cities | 3–5 year |

9. Financial Projection (5 Years)

Year Revenue (USD) Gross Profit (USD) Net Profit (USD)

| Year | Revenue (USD) | Gross Profit (USD) | Net Profit (USD) |
|-------------|----------------------|---------------------------|-------------------------|
| 1 | 400,000 | 180,000 | 60,000 |
| 2 | 460,000 | 207,000 | 75,000 |
| 3 | 530,000 | 238,500 | 90,000 |
| 4 | 610,000 | 274,500 | 110,000 |
| 5 | 700,000 | 315,000 | 130,000 |

Break-even point: Year 3

10. Capacity of the Project

Capacity Area Details

- Branding Units / Signage Production 50 units per month
- Digital / Large-format Display Units 10 units in Dar es Salaam
- Printing Volume 500 m²/day of large-format materials
- Major Projects Handling 20+ per year

11. Conclusion

Mega Advertising Limited is positioned to drive urban beautification and branding innovation in Tanzania. With an investment of USD 715,000 and machinery imported from China, the company will establish a strong presence in Dar es Salaam and expand to other major cities in the coming years.