



BUSINESS PLAN AND FEASIBILITY ANALYSIS
ON
PRODUCTION OF CONSTRUCTION AGGREGATES AT
CHAMWINO - DODOMA

TABLE OF CONTENTS

INDUSTRY OVERVIEW	3
BRIEF COMPANY PROFILE AND BUSINESS PROPOSITION	4
COMPANY VISION	6
COMPANY MISSION	6
COMPANY OBJECTIVES	6
PROJECT DESCRIPTION WITH PROCESS DETAILS	9
Method of stone quarrying	9
Equipment's configuration	9
STONE QUARRYING PROCESS	9
a) Surveying process	9
b) Drilling process	10
c) Crushing process	11
d) Loading and Transportation	13
Investment in Plant and Machinery	13
Sales Forecast	14
Projected Sales on Aggregate Production for five year in US\$	15
Market Overview	15
MARKET ANALYSIS	15
MARKET SEGMENTATION	16
❖ Building Construction Companies	16
❖ Civil Engineers	16
❖ Standard Customers	16
PRICING	17
DISTRIBUTION	17
Promotion & Channels to Market for our products.	17
SWOT ANALYSIS	18
❖ Strengths	18
❖ Weaknesses	19
❖ Opportunities	19
❖ Threats	19
OUR COMPETITIVE ADVANTAGE	19
OUR BUSINESS STRUCTURE	20

JOB ROLES AND RESPONSIBILITIES.....21
 Client Service Executive.....24
SUSTAINABILITY AND EXPANSION STRATEGY24

INDUSTRY OVERVIEW

Production of construction aggregates involves excavation of different dimension of stones, rocks, ripraps, slates and gravels for the constructions industry. Players in this industry basically extract rocks from an open-pit mine and the rocks are crushed to produce construction aggregates which are then screened into different size categories either for immediate use in construction sites, or taken for further processing.

There is no doubt that this line of business is a key sector in the building cum construction industry by supplying vital building cum construction raw materials. There are locations where this type of business can hardly thrive due to either lack of natural resources (rocks and quarry mines) or environmental hazards in such locations.

Borrowing experience from the past five years whereby there has been gigantic construction projects ranging from Hydroelectric power projects, Standard Gauge Railway, bridges, roads, buildings, etc, projects for production of construction aggregates have indeed proved to be a thriving and generating billions of Tanzanian shillings annually from several registered and unregistered small scale, medium scale and big construction companies. This line of business has a tendency of giving employment to a big number of people directly and indirectly all around the world.

This type of business does pretty well when it is strategically positioned close to rich deposits of stone mines cum rocks. Production of construction aggregates is a profitable business venture and it is open for any aspiring entrepreneur; One can choose to start on a small scale or on a large scale with robust distribution network all across major construction sites in Tanzania.

To change the facet of aggregates production industry in Tanzania, it requires commitment of stakeholders and understanding of the market dynamics, supported by sufficient capital, knowledge and technology.

Brandmark Infrastructure Limited is set to make a revolution in production of construction aggregates in Tanzania by targeting on using best technology that supports and protects our environment. This investment approach does not only benefit relevant stakeholders but also

promises to add value on construction sector specifically in Dodoma region where the project will be implemented and the nearby regions that can easily be reached.

BRIEF COMPANY PROFILE AND BUSINESS PROPOSITION

Brandmark Infrastructure Limited is a private company registered in the United Republic of Tanzania as per section 15 of the Companies Act of 2002 administered under Business Registration and Licensing Agency (BRELA). The company has been issued with BRELA's Certificate of Incorporation No. **139167066**, effective from **15th day of May 2019**.

Brandmark Infrastructure Limited is entering in production of construction aggregates as a long-term investment project with more than **US\$ 1.9 million** as a total investment, this business will be implemented in two phases in an area of **about 50 Acres of land at Chinangali II, Chamwino District in Dodoma region**.

Total earmarked area for the project is 50 acres whereby a total of 5 mining licenses are expected to be used. As of now, Brandmark Infrastructure Limited has already obtained 3 licenses for the stone quarry. The whole earmarked 50 acres of land is surrounded by stone material ready for extraction once everything else is in place in terms of government licenses and permits, machinery and deployment of human capital. As per detailed estimation the geological reserve is about 300 million MT and the annual production is estimated to be 1.2 million MT. Measures for reclamation will be applied whereby at the end of life of the mine about 3,600 trees will be grown in the whole area.

Our business goal is to become the number one choice to civil construction companies in Tanzania specifically in Dodoma and the surrounding regions where we intend to supply construction materials (gravels, aggregates and stones) to different government projects around Dodoma region. These are such as the SGR, roads, buildings, etc. On the other hand, the project will also supply gavels, aggregates and stones of different sizes as to private building contractors as per their specifications.

Brandmark Infrastructure Limited has been able to secure 3 mining licenses whose numbers are: Primary Mining License 1444DOM, Primary Mining License 1445DOM and Primary Mining License 1446DOM. The company is in a process of applying another 2 mining licenses.

Brandmark Infrastructure Limited is set to redefine how quality production of construction aggregates business should be run, not just in Dodoma but also in the whole of the Tanzania. This is why we have put plans in place for continuous training of all our staff on regular intervals. Through this we will at all-time demonstrate commitment to sustainability, both individually and as a company, by actively participating in our communities and integrating sustainable business practices whenever possible.

COMPANY SHAREHOLDING PROFILE

Brandmark Infrastructure Limited is a private company comprising of two (2) members/shareholders as shown in the Company Memorandum and Articles of Association. Mr. Thomas Philemon Ndesamburo is the main shareholder of the business with 20,000 shares and Miss. Rachel Thomas Kiwelu with 5,000 shares.

Distribution of Directors in accordance to their shares and Nationality are shown in table 1 below:

Table 1; Company Shareholder Profile

No	Name of Shareholder	Postal Address	Citizenship	No. of shares
1	Thomas Philemon Ndesamburo	P.O Box 7610	Tanzanian	20,000
2	Rachel Thomas Kiwelu	P.O Box 7610	Tanzanian	5,000
	Total			25,000

COMPANY VISION

Brandmark Infrastructure Limited's vision is to safely and profitably provide competitively priced and high-quality construction aggregates and associated products for construction projects in the Central Zone regions.

COMPANY MISSION

Our mission is to establish a standard and world class – environmental friendly aggregates production company that in our own capacity will favorably compete with leaders in this industry. We want to build a profile that will be listed amongst the top 5 construction company brands in East Africa.

COMPANY OBJECTIVES

- a) To ensure a constant supply of high quality construction aggregates to the region. This is backed up by the fact that there are a good number of construction projects in the region ranging from the SGR, ring road construction, government offices building project, etc.
- b) To ensure the market for construction aggregates remains competitive and stable in all circumstances. It happens that other regions have experienced excessive pricing during periods of high demand, especially when there is an abrupt growing demand accelerated by government projects or a spike in the local economy. We will not take advantage of such circumstances to make supernormal profit.
- c) To ensure competitiveness whereby Brandmark Infrastructure Limited will compete in the open market in a profitable manner.
- d) To provide fit for purpose, safe and compliant aggregates production facility.

Employment Generation (Direct and Indirect) from this project

Aggregates production facility owned by Brandmark Infrastructure Limited will create direct & indirect employment opportunities for residents of Dodoma, the surrounding regions and elsewhere in Tanzania. Management team will use good faith efforts to employ

local people from the nearby villages depending on the availability of skilled & un-skilled man-power around the project site.

When operational, the proposed project would require significant workforce of non-technical and technical persons as broken down in table 2 below. About 50 people will get direct employment and many more people will also be indirectly employed with allied and related industries, such as transportation and maintenance companies.

Table2: Employment Breakdown.

No.	Name of the Post	Total No. required
1	Operator 1 st shift	6
2	Operator 2 nd shift	6
3	Drilling	5
4	Cleaning	10
5	Blasting Helpers	3
6	Shift in-charge	2
7	Field Supervisor	2
8	Mess (Cook + Helper)	3
9	Tipper Drivers	5
10	Heavy Equipment Mechanic	5
11	Tipper Mechanic	3
	Total	50

Our Products and Services

Brandmark Infrastructure Limited is formed with the aim of maximizing profits in the construction cum building industry both for private and government entities. We want to compete favorably with the leaders in this industry which is why we will put in place a competent team that will ensure that our products are of the highest standard.

We will work hard to ensure that our brand is not just accepted in Dodoma region but also in the surrounding regions where we will supply our products. Our products are as listed below;

- a) Crushed granite gravel and
- b) Aggregates – stones

Sizes of Crushed Stone & Their Uses

- a. Grit: As one of the finest types of crushed stone, grit is usually used to improve walking conditions and traction upon different surfaces. It can be laid down on surfaces and also added to coatings for decks and patios, which often become slick with rainwater.
- b. Rip-Rap: One of the largest sized crushed stone materials that will be available from Brandmark Infrastructure Limited, rip-rap is usually used to prevent erosion along hills or shorelines; the large stones hold the soil in place.
- c. Gravel: One of the most popular types of crushed stone, gravel has many applications. It's smaller in size, making it perfect for walkways, driveways and yard paths. Our Gravel product can also come in more than one color, making it more desirable from a design standpoint.
- d. Crushed & Screened: This type of stone is crushed but not cleaned, meaning the dust and dirt from the stones remain. Because of this, crushed and screened stone is an excellent choice for garden beds or anywhere else outdoors that won't be harmed by a little rock dust.

As mentioned above aggregate size will be from

- a. 28 – 32 mm ½ inch
- b. 20 – 25 mm ¾ inch
- c. 3 – 20 mm ¾ inch
- d. 5 – 12 mm ½ inch
- e. 0.5 mm



PROJECT DESCRIPTION WITH PROCESS DETAILS

Method of Production

The proposed method of aggregates production by Brandmark Infrastructure Limited will be Semi mechanized. The basic aggregates production techniques adopted will use machines. Starting from the systematic working of open cast mines, the main development work will be the forming of systematic benching. The height of bench will not be kept more than 5.0m at a time and the width of the benches will be always kept safe according to provisions.

Aggregates production will be preceded by stone quarrying that will be done with the help of tools such as drills, jack hammers, compressors, hand shovel, picks, excavators etc. The targeted annual production of Stone is about 1,200,000 MT in the first two to three years as the facility is in its full operation.

Equipment's configuration

No	Product	Model	Capacity
1	Vibrating feeder	ZSW960*3800	80-120tph
2	Jaw Crusher	PE600*900	80-120tph
3	Impact Crusher	PF1214/PF1315	80-120tph
4	Cone Crusher	PYB1200	80-120tph
5	Vibrating screen	3YK2160	80-120tph

CONSTRUCTION AGGREGATES' PRODUCTION PROCESS

Initially, rocks are extracted from the ground and crushed to produce aggregate, which is then screened into the sizes required for immediate use, or for further processing. For this project, the following processes will be followed as per expert's advices and instructions.

a) Surveying process

The process begins with a detailed three-dimensional survey of the quarry face. This allows the explosives engineer to design the blast and to plot where the shot holes should be drilled so that the blast can be carried out safely and efficiently. The survey will show if there are any bulges or hollows in the face. A bulge will need more explosive than normal to ensure

that it is completely fragmented and not left in place in the face. Hollow areas will require less explosive than normal.

The placement of explosives will be professionally planned to ensure that the required fragmentation of the rock is achieved with the minimum environmental impact.



Rock Blasting process

b) Drilling process

After the face profiling survey, the drilling process starts. Under this project we will use an air operated drilling rig, drills the number of shot holes required, at the marked spots corresponding to the hole positions on the blast design, at the angles to the depths required.

After the shot holes have been drilled, they are surveyed to check that they correspond to the blast design and the two surveys are combined to allow the blast engineer to work out how each shot hole is filled with explosives.



An excavator and hand drilling machine to be used by Brandmark Infrastructure Limited for drilling and breaking hard rocks.

c) **Crushing process**

After the blast, the face and shot-pile (sometimes called the muck-heap) are inspected to check that all the shot holes have fired correctly. The face shovel or loader then tidies up the shot-pile and starts to load the dumper trucks that take the rock to the crusher. Boulders which are too big to go through the crusher are set to one side for secondary breaking at a later date. Secondary breaking is typically done using a hydraulic digger fitted with a rock hammer, though crawler cranes with steel drop-balls may also be used under this process.

In this project Crushing can be done in three stages,

- a. Primary (first stage),
- b. Secondary (second stage), and
- c. Tertiary (third stage).

The primary crusher is fed via a chute and vibrating feeder. The base of the feeder is made of steel "grizzly" bars and it is where the first screening operation is actually done. Fine material and dust produced by the blast, along with any remaining subsoil or weathered rock from the top of the quarry face, drops through the bars onto a separate conveyor belt and onto a stockpile. This screened material is called scalping's and is used as rock fill.



Vibrating feeder

Primary crushing is usually by a jaw crusher consisting of a heavy metal plate which moves backwards and forward against a fixed plate (these are the "jaws"). The moving plate is kept in motion and given its crushing energy by a large flywheel. The crusher is wider at the top than at the bottom. Rock from the quarry face is fed into the top of the crusher and crushed rock falls out of the bottom of the jaws. The size of the crushed stone which passes through the jaws is partly governed by the gap set at the bottom of the jaws, though larger size rocks can pass through if the rock being crushed is slabby in shape. Large scale gyratory crushers can also be used.



Conveyor belt



Jaw Crusher

d) Loading and Transportation

Loading of the crushed stone under this project will be done by excavator and will be sent to the crushing unit existing within the facility. Trucks/Tippers of 15T will be used for transportation of crushed stones from the factory. It is expected that there will be a minimum of 50 trips on daily basis. Thus, the impact due to movement of trucks from the factory will be marginal and well within the capacity of the roads.



Loading and offloading of the crushed stones

Investment in Plant and Machinery

In its quest for retaining clients and to remain competitive in the tight local market, Brandmark Infrastructure Limited is obliged to use state-of-the-art technological machines as mentioned below put together with other associated costs during preparation and operation stages.

S. No	PARTICULAR	AMOUNT in US\$
1	1x Stone Crusher Plant with Accessories-	200,000
2	2x Excavator	300,000
4	1x Jaw Crusher	50,000
5	2x Compressor	15,000
6	2x Drilling Machine	95,000
7	2x Flatbed 10 ton Trucks	80,000
8	2x Conveyor belt	14,000
9	Transportation cost	
	a. 4x New Tipper Trucks	150,000
	b. 4x Administrative car	26,000
10	Fencing Material	20,000
11	Captive Power Generation	25,000
12	Construction of the plant	90,000
13	Other expenses	35,000

12	Working Capital	800,000
	Total Capital Investment	1,900,000

Sales Forecast

One thing is certain if your aggregates factory is strategically positioned and you have good relationship with players in the construction industry, you will always attract customers cum sales and that will surely translate into increase in revenue generation for the business.

We are well positioned to take on the available market in the central zone and we are quite optimistic that we will meet our set target of generating enough income/profits from the first six month of operations and grow the business and our clientele base.

We have been able to critically examine this kind of business, analyzed our chances in the industry and we have come up with some sales projections. The sales projections are based on information gathered on the field and some assumptions that are peculiar to startups in Dodoma - Tanzania.

Below are the sales projections for Brandmark Infrastructure Limited. They are based on the location of our business and other factors relating to small scale and medium scale aggregates production start-ups in Tanzania;

- **First Fiscal Year-:** US\$ 0.849 million
- **Second Fiscal Year-:** US\$ 0.883 Million
- **Third Fiscal Year-:** US\$ 0.927 Million
- **Fourth Fiscal year** US\$ 0.992 Million

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown or any major competitor offering same customer care services as we do within same location.

Projected Sales on Aggregate Production for five year in US\$

S/N	PARTICULAR	SALES YEAR 1	SALES YEAR 2	SALES YEAR 3	SALES YEAR 4	SALES YEAR 5
1	0.5 mm ½ inch aggregates (15m ³)	147,750	153,660	161,343	172,637	207,164
2	5-20 mm ½ inch aggregates (15m ³)	193,930	201,687	211,772	226,595	271,914
3	20-25 mm ½ inch aggregates (15m ³)	249,000	258,960	271,908	290,941	349,129
4	28-32 mm ½ inch aggregates (15m ³)	258,573	268,916	282,362	302,127	362,552
5	Total sales	849,253	883,223	927,384	992,301	1,190,761

Market Overview

Competition in the construction industry, specifically in Dodoma region is fast-growing because of the fast-growing business opportunities (**real estate projects, public servant housing projects and government projects**). Most of the people are starting up construction companies even though they do not have the required expertise, facilities and plans for this business' field. These sort of companies are set up only with a view of bidding for building tenders provided by the government which limits their scope of operation. These companies find it difficult to secure tenders because they lack sufficient equipment and skills required. The acquisition of new equipment will add more strength to Brandmark Infrastructure Limited and thus increase its chances of securing bigger tenders.

MARKET ANALYSIS

Crushed Stone products are required for roads and driveway construction. There are a significant number of roads and driveways which need to be paved as stated in the CCM election manifesto 2020-2025 and pioneered by the speeches of the President of United Republic of Tanzania, Hon. Samia Suluhu Hassan.

Stone and rock-related products are a necessary ingredient to road building and in construction sites. There are a significantly large percentage of roads, railway, house states and other projects which need to be constructed each year. In addition, there is a significant

percentage of the population which increases each year because of the capitalization of Dodoma region as capital city of the country.

Also, the previously-described "window of opportunity" and the vulnerability of competitors to a customer-oriented operation are significant. The average end-user is more concerned with customer service than with price.

MARKET SEGMENTATION

Brandmark Infrastructure Limited classifies its target market as follows:

❖ Building Construction Companies

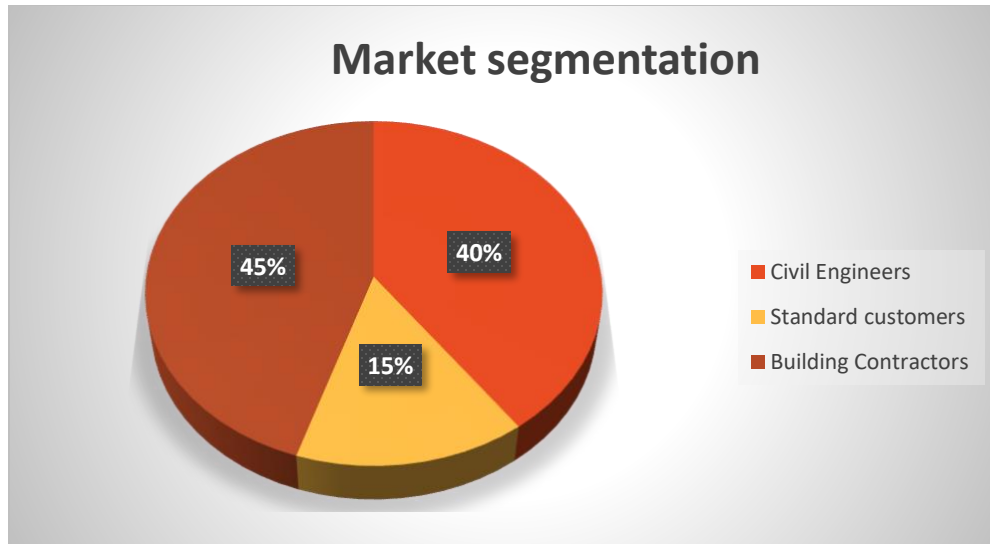
These are formal building contractors specializing in structural developments like constructing shopping centers, halls and recreation facilities. Because of their reputation, they secure lucrative structural development tenders from government. They sub-contract quarries and building aggregates' production companies in completing their projects.

❖ Civil Engineers

These are the companies that specialize in road construction projects, railways development and other complex structural developments. They work hand in hand with governments. They sub-contract quarries and cartage companies in completing their projects.

❖ Standard Customers

These include informal building contractors who take up small building projects. They mostly deal with individual customers who want services like driveways, small to medium houses etc. Hardware retailers and brickyards also fall within this group.



PRICING

Flexible pricing policy will be applied by the Brandmark Infrastructure Limited to enable it to negotiate contracts and prices with its customers and partners. Factors such as quality supplies, proper labour principles, and punctual completion will be kept into consideration together with construction standards when negotiating a price with a customer.

DISTRIBUTION

All business administration will be conducted at our main offices, in Brandmark Infrastructures Limited Headquarters. This office will be processing contracts, tenders, plant maintenance plans and financial management. All production processes will be done at the site office (located at the project site). This is where specific customer requirements will be prepared and implemented. Machinery and plant will be kept and maintained in the site office in conjunction with the administration office.

Promotion & Channels to Market for our products.

The market for construction aggregates by Brandmark Infrastructure Limited lies largely within the government, mining and construction sectors. The nature of the construction industry means that business promotion is largely built upon relationships to ensure on-going and effective communications with existing and potential customers. At the same time, promotional materials are necessary to ensure on-going recognition by current clients, as well as raising awareness with potential new clients.

The following initiatives will be formalized as part of our marketing activities under this project:

- i. The development of a client database (comprising past, existing and prospective clients) in Central Tanzania.
- ii. Development of a marketing brochure (that requires updating as it features the previous mine manager)
- iii. Establishment of a dedicated web page; and
- iv. Various marketing collateral and promotional products.

SWOT ANALYSIS

Because of our drive for excellence when it comes to running a standard construction company, we were able to engage some of the finest business consultants in Tanzania to look through our business concept and together we were able to critically examine the prospect of the business and assess ourselves to be sure we have what it takes to run this business and compete favorably in Tanzania.

In view of that, we were able to take stock of our strengths, weakness, our opportunities and also the threats that we are likely to get exposed to. Here is what we got from the critically conducted SWOT Analysis.

❖ Strengths

Our strength lies in the fact that we have state of the art processing facility and equipment that has positioned us to meet the demand of crushed stones and aggregates around Dodoma and Tanzania at large even if the demand tripled over night or even when we have a massive order to meet an emergency need.

Another factor that counts to our advantage is the background of our Chief Executive Officer; she has a robust experience in the industry and also a pretty good academic qualification to match the experience required. This has placed her amongst the top-flight business leaders in Tanzania. We are not ignoring the fact that our team of highly qualified and dedicated workers will also serve as strength for our organization.

❖ **Weaknesses**

We do not take for granted the facts that we have weaknesses. In fact, the reality that we are setting up construction aggregates production company in a town with other smaller and larger resembling businesses might likely pose a challenge for us in breaking into the already saturated market.

In essence our chosen location might be our weakness. But never the less, we have plans to launch out with a big bang. We know for sure that we will be able to create a positive impression.

❖ **Opportunities**

- Expanding customer base.
- Piloting of mobile crusher for potential investment
- Collaborations with other businesses to provide products that meet market demands

❖ **Threats**

The threat that is likely going to confront us is the fact that we are competing with already established construction companies in Dodoma. There are also other entrepreneurs who are likely going to launch similar businesses around the location of our business.

They will compete with us in winning over the available market. Another threat that we might face is economic downturn. Usually economic downturn affects purchasing /spending powers.

OUR COMPETITIVE ADVANTAGE

The fact that anybody with interest in the construction business can decide to obtain the required licenses and permits to start the business, means that the business is open to all and sundry hence it is expected that there will be high – level competition in the industry. This is so because one may choose to use simple or sophisticated technology.

As a standard and licensed construction company, we know that gaining a competitive edge requires a detailed analysis of the demographics of the surrounding area and the nature of existing competitors. And even if the company may be successful at first, new competitors

could enter the market at any time to win the regular customers. Hence we will not hesitate to adopt successful and workable strategies from our competitors.

We are going to be one of the construction companies in Tanzania that will engage in distribution of crushed stones and aggregates in the whole of the central zone and in our future establishments all across Tanzania.

Another competitive advantage is that we have the vast experience in our management team. We have people on board who are highly experienced and understand how to grow business from the scratch to becoming a national phenomenon. Our large and robust distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

OUR BUSINESS STRUCTURE

Brandmark Infrastructure Limited has perfect plans to get it right from the onset which is why we are going extra mile to ensure that we have competent employees to occupy all available positions in our company.

The picture of the kind of business we are intending to build and the goal we want to achieve is what informed the amount we are ready to spend to ensure that we build a business with dedicated workforce and robust distribution network.

In view of that, we will decide to hire qualified and competent hands to occupy the following positions at Brandmark Infrastructure Company;

- Chief Executive Officer
- Site Manager/Quality Assurance Manager
- Human Resources and Admin Manager

- Sales and Marketing Officer
- Accountants/Cashiers
- Machine Operators/Technicians
- Truck/Tipper Drivers
- Customer Service Executives

JOB ROLES AND RESPONSIBILITIES

Chief Executive Officer – CEO:

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results and developing incentives.
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization.

Site Manager

- Responsible for overseeing the smooth running of the factory
- Makes sure that quality is maintained at all times
- Maps out strategy that will lead to efficiency amongst workers at the factory
- Responsible for training, evaluation and assessment of the workforce
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Ensures that production site meets the expected safety and health standard at all times.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for this project.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process.
- Carries out staff induction for new team members.
- Responsible for training, evaluation and assessment of employees.
- Oversees the smooth running of the daily business activities.

Sales and Marketing Manager

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones.
- Models demographic information and analyze the volumes of transactional data generated by customer purchases.
- Identifies, prioritize, and reach out to new partners, and business opportunities et al.
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with customers.
- Develops, executes and evaluates new plans for expanding increase sales.
- Documents all customer contact and information.
- Represents the company in strategic meetings.
- Helps to increase sales and growth for the company.

Machine Operators/Technicians

- Responsible for operating stone crusher, cement mixers, excavators and other machines and equipment.

- Responsible for the production of building and decorative stones, crushed granite, dimension granite, paving slabs, slates, gravels, aggregates – stones, rocks, ripraps, limestone, lime burning (calcimine) – used as cement with sand, to make mortar.
- Assist in loading and offloading of our products into and out of the tippers /trucks

Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

Distribution Truck/Tipper Drivers

- Assist in loading and unloading crushed granite, dimension granite,
- Maintain a logbook of their driving activities to ensure compliance with government regulations and work periods for operators.
- Keep a record of vehicle inspections and make sure the truck is equipped with safety equipment
- Assist the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect cash.
- Transport finished materials over land to and from the factory site to construction sites all across Dodoma region.

- Inspect vehicles for mechanical items and safety issues and perform preventative maintenance
- Comply with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures
- Collect and verify delivery instructions
- Report defects, accidents or violations

Client Service Executive

- Ensures that all contacts with customer (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the store manager in an effective and timely manner.

SUSTAINABILITY AND EXPANSION STRATEGY

The future of a business lies in the numbers of loyal customers that they have, the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Brandmark Infrastructure Limited is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our products a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Brandmark Infrastructure Limited will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken care of. Our company's

corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the construction industry in Tanzania.