

EMPORIO TILES TANZANIA LIMITED

BUSINESS PLAN

FOR

**ESTABLISHMENT PROJECT FOR THE CONSTRUCTION OF WAREHOUSE AND
GODOWNS, LEASING AND SALE TO BE ESTABLISHED ON PLOT NO P51752,
MBEZI, KINONDONI MUNICIPALITY, DAR ES SALAAM CITY.**

EMPORIO TILES TANZANIA LIMITED
P.O.BOX 77943,
DAR ES SALAAM.

SEPTEMBER, 2025

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1. GENERAL PROJECT INFORMATION

1.1 Preamble

This study covers the business plan for the construction of a warehouse and Godowns spaces on plot no P51752, Mbezi Beach, Kilongawima Street, Kinondoni Municipality, Dar es salaam City. (herein referred to as “property”) for the purpose of leasing and selling.

1.2 The Project Promoters

The project is being promoted by **EMPORIO TILES TANZANIA LIMITED**, (herein referred to as “EMPORIO TILES”) a limited liability company incorporated under the laws of Tanzania whose shareholders are as follows;

S/N	NAME OF SHAREHOLDERS	PERCENTAGE OF OWNERSHIP	NATIONALITY
1.	ABC MERCHANTILE FZCO SHOWROOM S3BSSROS DUBAI UNITED ARAB EMIRATES	325,000	INDIA
2.	MOHAMMAD RIJAZ KODIYIL SUHARAS, COURT ROAD P.O TALIP ARAMBA, KANNUR 670141, KERALA, INDIA	10,000	INDIA
3.	MOHAMMED SHAREEFPAZHAYILLATH MUBARAK MANZIL PANAMBRA THENHIPPALAM PO, MALAPPURAM 673636, KERALA, INDIA	150,000	INDIA
4.	DHARANIDHAR REDDY KONDAMADUGULA D NO 1-5/2 ANKIREDDY PA LEM, GUNTUR- 522005 ANDHRA PRADESH, INDIA	10,000	INDIA
5.	MOHAMMAD SHAHEEN BA VUV ALAPPIL BA VUVALAPPIL HOUSE, SHAMEELA VILLA,	5,000	INDIA

	NEAR CHURCH ROAD, MATTOOL CENTRAL, P.O. MATTOL, KANNUR- 670302		
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1.3 Proposed Development.

The proposed development shall consist of the construction of modern warehouses and godowns, covering an estimated total area of _____sqm. The facility is designed to cater to the growing demand for secure, efficient, and strategically located storage and distribution spaces. The development aims to provide durable infrastructure for businesses requiring bulk storage, logistics handling, and distribution operations.

1.4 The Project Justification

EMPORIO TILES TANZANIA LIMITED intends to set the pace for business operators in the construction of modern warehouses and godowns that meet the needs of Tanzanian businesses. Given the fast growth of population, urbanization, and the rapid increase in business operations in Dar es Salaam, there is also a rising demand for quality storage, logistics hubs, and distribution facilities that are secure, accessible, and reliable.

EMPORIO TILES TANZANIA LIMITED intends to meet this need by constructing warehouses and godowns of assured quality, designed to support businesses in retail, wholesale, manufacturing, agriculture, and logistics.

Having effectively studied this market, we are confident that our strategies will enable us to compete favourably with other developers, not only within Tanzania but across the region.

Our goal is to be among the top three preferred brands in Tanzania for storage and distribution solutions. This will be achieved by not only offering physical infrastructure but also enabling businesses to operate in the most efficient, safe, and supportive environments.

2 PRODUCT DESCRIPTION

The proposed development will consist of warehouse and godown units ranging in size. Each unit will be available for sale at a consideration of **USD 2,000 per square meter**, while rental options will be offered at a monthly charge of **USD 20 per square meter**. This flexible approach gives businesses the choice between acquiring long-term assets or leasing spaces that suit their immediate operational needs.

The warehouses and godowns will be constructed to meet modern standards of **functionality, durability, and safety**. Each unit will provide spacious floor areas designed for bulk storage, high ceilings to allow efficient stacking and racking systems, and wide access points that facilitate easy loading and unloading. Additional features will include proper ventilation, natural lighting, and reliable utility connections. Parking and maneuvering spaces for trucks and delivery vehicles will be incorporated to ensure smooth logistics operations, while strong structural finishes will guarantee resilience for industrial and commercial use.

In addition to individual unit features, the development will offer **shared amenities** that enhance efficiency and security. These include centralized surveillance and security systems, shared access roads and turning bays, waste management facilities, and perimeter fencing with controlled access points. Such provisions will ensure that all tenants and owners operate within a safe, organized, and business-friendly environment.

For **buyers**, ownership of a warehouse or godown unit presents a strong investment opportunity. Not only do they acquire a long-term physical asset, but they also build equity as the property appreciates in value. This secures businesses against rising rental costs while ensuring they maintain strategic storage and logistics facilities to support growth.

For **tenants**, leasing provides flexibility and affordability. Businesses can access high-quality, well-located, and secure storage facilities without committing to heavy capital investment. This allows them to focus resources on their core operations while benefiting from reliable infrastructure that enhances supply chain management.

Overall, the benefits of engaging with **EMPORIO TILES TANZANIA LIMITED's warehouse and godown development** can be summarized in two main strengths: **QUALITY** and **EFFICIENCY**. The project guarantees modern, secure, and strategically designed facilities that respond to today's storage demands while preparing businesses for the growing logistics needs of the future.

2.1 Quality

Quality in this development is delivered through superior craftsmanship and a direct relationship with clients, ensuring that every warehouse or godown meets the specific needs of its users. Owners and tenants will have the opportunity to select from high-quality standard features or upgrade with customized options that suit their business operations, such as reinforced flooring, specialized shelving systems, or enhanced loading facilities.

The quality of the finished product will be evident from the moment the units are handed over. Each warehouse or godown will undergo a professional final inspection and cleaning prior to occupancy. All access points, storage areas, and utility connections will be thoroughly checked for functionality. Floors will be cleaned and polished, ventilation systems tested, and all structural finishes reviewed to ensure that the facilities are ready for immediate use. Clients can move in and commence operations without delay.

Quality does not end at handover. Each unit will be backed by a one-year comprehensive warranty covering construction and structural elements, ensuring peace of mind for owners and tenants alike. Should any issue arise within the first year, **EMPORIO TILES TANZANIA LIMITED** will coordinate directly with contractors and suppliers to resolve the matter promptly and at no cost to the client. Our team will take full responsibility for the follow-up process, allowing businesses to remain focused on their operations without disruption.

Through this commitment to quality and reliability, the project guarantees that businesses gain access to secure, durable, and efficient storage facilities that support long-term growth and competitiveness.

2.2 Efficiency

The efficiency of the warehouses and godowns will be evident from the first day of use. Each unit will be constructed with optimized layouts and durable materials that minimize maintenance costs and maximize storage capacity. Features such as reinforced flooring, wide access points, and high ceilings will enable businesses to store more goods while improving handling and operational flow.

In addition, the buildings will incorporate energy-efficient design elements, including proper ventilation, natural lighting, and weather-proofing. These features will help reduce electricity consumption, lower cooling costs in Tanzania’s warm climate, and create a more sustainable operational environment.

By combining modern construction methods with cost-saving features, the warehouses and godowns will allow businesses to run their logistics and storage operations more efficiently, ultimately translating into lower operating expenses and improved profitability.

3 SWOT ANALYSIS

Having a SWOT analysis is very important as it helps us understand our chances of succeeding in the warehousing and logistics market, while also guiding us on how to improve on our weaknesses and reduce or eliminate threats to the barest minimum. To ensure a thorough and objective evaluation, we engaged the services of a reputable business consultant with several years of experience in assisting startups and real estate developers in conducting such analyses.

The aim of the SWOT analysis was to determine whether investing in modern warehouses and godowns is a viable and sustainable business opportunity in Tanzania’s growing economy. We are pleased to report that the results revealed strong strengths and opportunities for this venture, while the potential threats identified were few and manageable, and the weaknesses are areas we have already developed strategies to improve on.

Below is the summary of the SWOT analysis carried out by the consultant on behalf of EMPORIO TILES TANZANIA LIMITED:

Showing the SWOT ANALYSIS

STRENGTH	WEAKNESS
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<ul style="list-style-type: none"> • Experienced Shareholders of EMPORIO TILES TANZANIA LIMITED: • Experienced Consultant team • Shareholder Commitment • Prime location of the project 	<ul style="list-style-type: none"> • Invest in unfamiliar countries • Need time to get used to the different legal and business environment • New supply chain sales channels need to be built
<p>OPPORTUNITY</p>	<p>THREATS</p>
<ul style="list-style-type: none"> • Increase in sale values • Growth in economy with time • High Demand for the apartments 	<ul style="list-style-type: none"> • Increase in cost of raw materials • Competition from other Developers.

4 MARKETING AND SALES

Every business operator knows how important marketing is to the success of a company, and how deploying the right strategies will help generate income as well as build a strong brand profile. After conducting thorough research into the warehousing and logistics market in Tanzania, we identified the most effective strategies that will allow us to not only penetrate the market but also compete favorably with established players as an upcoming company.

Recognizing the central role of marketing in this project, our sales and marketing executives have been empowered to drive our corporate sales goals, helping us secure long-term tenants and buyers while also protecting the company's image positively. In addition, we understand the importance of technology in today's marketplace, and we have developed plans to create a digital app and customer portal that will make it easier for businesses to access information about available warehouse and godown units, track inquiries, and manage leasing or purchase transactions. Our official website and social media platforms will also be actively managed to keep our clients informed and engaged.

In summary, we intend to leverage the following approaches to market our warehouse and godown products and services under EMPORIO TILES TANZANIA LIMITED:

- a. Advertise our warehouse units via local newspapers, national newspapers, radio, and television. We will also encourage loyal clients to refer other businesses by offering incentives.
- b. Rely on business-to-business (B2B) networking and word-of-mouth marketing, as most of our clients will be wholesalers, distributors, manufacturers, and logistics companies.
- c. Conduct direct marketing through our sales executives who will visit companies, trade associations, and industrial hubs.
- d. Ensure our business is listed in trade directories, online platforms, and logistics industry listings.

- e. Use our website and customer portal to promote and sell our units, while offering easy access to project details, pricing, and virtual tours.
- f. Actively use social media platforms (LinkedIn, Facebook, Twitter, Instagram) to promote our brand and engage with potential corporate clients.

We also recognize that awareness creation is vital, regardless of how strong a brand is. For this reason, EMPORIO TILES TANZANIA LIMITED intends to explore every viable publicity channel in Tanzania to ensure maximum visibility for our warehouse and godown facilities. Our strategies will not only promote our products and services but also strengthen our reputation as a trusted provider of quality logistics infrastructure.

The platforms we intend to leverage include:

- a. Placement of adverts in print media (local newspapers, trade magazines) and electronic media (radio and television).
- b. Promotion through our social media platforms to engage directly with existing and potential clients in the business community.
- c. Sponsorship of trade fairs, logistics exhibitions, and community business events.
- d. Distribution of handbills and brochures at industrial zones, ports, trade hubs, and commercial centers.
- e. Installation of billboards in strategic locations around Tanzania, particularly near ports, highways, and industrial clusters.

Through these strategies, EMPORIO TILES TANZANIA LIMITED will ensure that our warehouses and godowns are well-positioned in the market, attracting both local and international businesses seeking secure, efficient, and reliable storage facilities.

4.1 Our Pricing Strategy

Our pricing model will not differ significantly from that of our competitors in the warehousing and logistics sector. However, during the first six months of operations, we intend to offer our warehouse and godown units at slightly lower prices than the market average in order to attract clients, build market trust, and establish our presence. Once our brand has gained visibility and

recognition, we may adjust the pricing upward to align with the true value of our facilities and the quality of service we provide.

At no point will we set prices below our cost of construction, maintenance, and overheads, as our goal is to build a sustainable and long-term business. This approach ensures that while we remain competitive in the short term, we also protect the profitability and viability of our operations in the long term.

4.2 Competition

EMPORIO TILES TANZANIA LIMITED intends to be one of the leading providers of warehouses and godowns in East Africa. The company is well-positioned to capitalize on the region's growing economic activities, increasing industrialization, and expanding logistics and storage needs. At the same time, the business must remain aware that it competes with other warehouse and logistics infrastructure providers who are also expanding their operations.

To maintain a competitive advantage, the company has implemented tools and systems to enhance the efficiency of land acquisition, construction processes, facility inspections, and communication with clients. These measures ensure that warehouse units are delivered on time, meet high-quality standards, and provide a seamless experience for both buyers and tenants.

4.3 MANPOWER REQUIREMENTS AND ORGANISATION

4.3.1 MANAGEMENT

The success of a venture of this kind depends heavily on the competence and experience of the personnel recruited to manage it. It is assumed that qualified personnel with the requisite skills are available within Tanzania.

To streamline operations and ensure smooth project execution, it is proposed to engage two key figures: an Operations Officer and an Accountant. These two, together with the Site Manager, will form the central operational core responsible for overseeing the construction, leasing, and management of the warehouse and godown units. Their coordinated efforts will ensure that the project is delivered on time, within budget, and to the highest standards, ultimately guaranteeing the success and sustainability of the development.

4.3.2 MANPOWER REQUIREMENTS

Based on the proposed organizational structure, the project will initially employ a total of **27 personnel** to manage operations, administration, and logistics for the warehouse and godown facilities.

Chief Executive Officer (CEO)

- Provides strategic direction for the organization and ensures these strategies are effectively communicated throughout the company.
- Oversees budgets and allocates resources appropriately to support construction, leasing, and operations of the warehouses.
- Ensures that the right professionals are recruited into the management team.
- Builds a corporate culture that influences employee performance, attitude, and decision-making in line with organizational goals.

Human Resources and Administration Manager

- Develops, implements, and manages personnel policies specific to the warehouse and logistics sector.
- Recruits, retains, and terminates staff in accordance with company needs and labor laws.
- Ensures administrative practices are compliant and efficient, supporting the smooth running of operations.
- Monitors staff welfare, incentive packages, and ensures employee engagement to maintain high productivity.

Marketing Executives

- Carry out promotional activities to position the company as a leading provider of warehouse and godown facilities.
- Devise marketing and sales strategies to attract tenants and buyers.
- Manage campaigns on all company social media platforms to increase visibility and generate leads.
- Plan and organize trade exhibitions, industry shows, and business forums to showcase the facilities.

- Monitor marketing performance and adjust strategies to improve results.

Accountants

- Ensure compliance with tax requirements and timely preparation of tax returns.
- Collaborate with management to report on financial performance, maintain budgets, and track actual costs versus projections.
- Prepare and analyze accounting records, financial statements, and reports to ensure accuracy and compliance with accounting standards.
- Conduct business operations analysis, including costs and revenues, to forecast future income, expenses, and advise on financial strategies.

Mechanics and Assistants

- Maintain and repair equipment used in warehouse operations, including forklifts, conveyor systems, and other machinery.
- Ensure smooth operation of all mechanical systems.
- Assist in solving operational problems and communicate safety concerns to management.

Drivers

- Load and unload cargo efficiently and safely at designated times.
- Ensure compliance with traffic and safety regulations during transport.
- Inspect trucks before and after each trip, reporting defects to the maintenance department.

Security Guards

- Protect the warehouses and godowns, preventing theft, vandalism, and other security issues.
- Respond promptly to any security incidents.
- Educate staff on security best practices and maintain a safe operational environment.

Risk Management

EMPORIO TILES TANZANIA LIMITED has implemented several **risk management strategies** to minimize potential risks and protect company investments in the warehouse and godown development. The company maintains **liability insurance coverage of USD 500,000** to protect against unforeseen damages, accidents, or legal liabilities.

Accounts Payable – For every delivery of materials, equipment, or supplies to the warehouse construction site, the **Project Manager** will review invoices and physically verify the consignment. Any discrepancies are noted on the delivery documentation and immediately communicated to the supplier for resolution. If deliveries occur when the owner is not present, the invoices and shipment are verified the following day, with follow-up communication as needed. Daily financial activities are meticulously recorded using an **account ledger**, which tracks project expenses, billed accounts, and material costs. The ledger also includes **daily cash flow sheets, payroll information, receipts, and a calendar for miscellaneous expenditures or events**. This system ensures that all financial information from the construction site and administrative offices is centralized, organized, and easily accessible. Bank statements are reconciled monthly by the **Administrative Assistant** and reviewed by the owners to ensure accuracy and transparency.

Payroll – The Project Manager records and calculates payroll for all personnel using pre-designed spreadsheets that include deductions, overtime, and other allowances. All payroll taxes and statutory reports are completed and submitted by the Administrative Assistant. Quarterly reviews are conducted by the owners, and all key due dates are pre-recorded in the owner's ledger to ensure timely compliance.

Through these procedures, **EMPORIO TILES TANZANIA LIMITED** ensures that financial, operational, and legal risks associated with the **warehouse and godown project** are carefully monitored and mitigated, providing a secure and efficient framework for the development.

5 ECONOMIC AND SOCIAL BENEFITS

The successful construction of warehouses and godowns on the proposed site by EMPORIO TILES TANZANIA LIMITED will generate significant economic and social benefits for Tanzania. Key benefits include:

- i. Creation of Permanent Employment Opportunities – The project will provide jobs for over 100 Tanzanian employees across construction, operations, administration, security, and logistics, contributing to local employment and skill development.
- ii. Meeting Market Demand for Storage and Logistics Facilities – By providing modern, secure, and efficient warehouse and godown units, the project will address the growing storage and distribution needs of businesses in Dar es Salaam and surrounding areas.
- iii. Infrastructure Improvement – Electrification of the project site and related utilities will benefit the surrounding neighborhood, improving domestic and commercial access to power.
- iv. Enhanced Transportation and Accessibility – Feeder roads leading to the warehouse complex will be maintained as part of the project, ensuring smooth transport of goods, cargo vehicles, and personnel in and around the facility.
- v. Income Generation for Local Service Providers – Employees, subcontractors, and other service providers (including small-scale entrepreneurs supplying goods and services to the project) will benefit, contributing to improved living standards and economic activity in the area.
- vi. Creation of Local Market Opportunities – The warehouses will generate demand for food products, industrial supplies, transportation services, and other goods, producing a multiplier effect on the local economy.
- vii. Revenue Contribution to the Government – Through corporate taxes and other statutory obligations, the project is projected to contribute a total of USD 1,006,753 to the Treasury over a ten-year period, representing an average annual contribution of USD 83,896.08.

In summary, the warehouse and godown development will not only serve the business community but will also stimulate economic growth, improve infrastructure, create employment, and generate government revenue, ensuring a sustainable and positive impact on the surrounding area.

FINANCIAL PROPOSAL

Revenue projections are based on the following assumptions:

The project will begin after being granted the derivative rights to own plot no P51752, Mbezi, Kinondoni Municipality, Dar es salaam City. Construction process will be for a period of two (2) years.

Salaries and Wages

Salaries, wages and 30% social security benefits for 27 workers are also indicated in Appendix

Corporate income

Tax rate of 30% is assumed is to remain unchanged over the projected period of ten (10) years.

5.1 Estimated Cost of the Project

The total project investment is estimated at **USD 3,065,000** including the land, construction costs, building materials, machines, vehicles and initial operation capital.

5.2 Mode of Project Financing

The development shall be entirely carried out by the Company shareholders who shall finance the project from their own equity.

5.3 Investment Cost Financing Pattern

The total investment cost is estimated at **USD 3,065,000** a summary of the breakdown is as indicated in the table below

ITEM	USD \$
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Fixed Asset	2,000,00
Civil Works & Building	300,000
Machinery and Equipment	150,000
Vehicles	75,000
Furniture and Fittings	200,000
Raw materials	140,000
Pre-Operational Expenses	150,000
Sub total	3,015,000
Initial working capital	50,000
GRAND TOTAL	3,065,000

Mode of Project Financing

The development shall be entirely carried out by the Company shareholders who shall finance the project from their own equity.

5.4 Investment Cost Financing Pattern

The total investment cost is estimated at **USD 3,065,000** a summary of the breakdown is as indicated in the table below

ITEM	USD \$
Fixed Asset	2,000,00
Civil Works & Building	300,000
Machinery and Equipment	150,000
Vehicles	75,000
Furniture and Fittings	200,000
Raw materials	140,000
Pre-Operational Expenses	150,000
Sub total	3,015,000
Initial working capital	50,000

GRAND TOTAL	3,065,000
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5.5 Financial Viability

Return on Investment

The project indicates a very healthy return on investment with a payback period of within 5 years of the completion of construction.

5.6 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 the oil refinery plant 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. The company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of.

Check List/Milestone

- Application for business license and permit: **Completed**
- Purchase of Land: **Completed**
- Conducting Feasibility Studies: **Completed**
- Recruitment of employees: **In progress**
- Purchase of Machinery and building materials process: **In progress**
- Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
- Health and Safety and Fire Safety Arrangement (License): **In progress**
- Opening party / launching party planning: **In Progress**
- Establishing business relationship with vendors – wholesale suppliers / merchants of cooking gas: **In Progress.**

6 SUMMARY AND CONCLUSION

This document presents a detailed investment proposal by **EMPORIO TILES TANZANIA LIMITED** for the construction of modern warehouses and godowns on plot no P51752, Mbezi, Kinondoni Municipality, Dar es salaam City.

The shareholders of the company are highly experienced in the construction and logistics sectors, enabling them to leverage their expertise in building high-quality warehouse and godown facilities that will be in strong demand. This demand, in turn, is projected to generate substantial profits and growth for the company.

The total investment cost for the project is estimated at United States Dollars Three Million Sixty-Five Thousand (USD 3,065,000). The project is financially attractive, generating positive net cash flows from the first year of operations, with projected net cash flow of USD 1,979,550 from rental income and USD 248,071 from sales of warehouse units.

The project is also expected to create permanent employment opportunities for over 45 Tanzanian employees, including skilled technicians, logistics staff, and support personnel. Additionally, it will contribute to the improvement of infrastructure and quality of life in the surrounding areas, while supporting local businesses that provide goods and services to the project.

CONCLUSION

EMPORIO TILES TANZANIA LIMITED is therefore seeking a Certificate of Incentives from the Tanzania Investment and Special Economic Zones Authority (TISEZA) for the investment in the construction of warehouses and godowns on the aforementioned plot of land.

Based on the technical, financial, economic, and social analysis conducted, the proposed project is technically feasible, financially viable, and socially beneficial. We request that the Tanzania Investment and Special Economic Zones Authority (TISEZA) provide the necessary support by approving this application for a Certificate of Incentives, thereby enabling the company to contribute effectively to Tanzania's growing logistics and storage infrastructure.

Appendix1**EMPORIO TILES TANZANIA LIMITED****CASHFLOWS PROJECTION (USD)**

YEAR	0	1	2	3	4	5	6
Sources							
Profit before interest/depreciation		1,050,000	1,200,000	1,350,000	1,500,000	1,650,000	1,800,000
Other Sources	3,065,000	1,050,000	1,200,000	1,350,000	1,500,000	1,650,000	1,800,000
Total sources	3,065,000	1,050,000	1,200,000	1,350,000	1,500,000	1,650,000	1,800,000
Applications							
Capital expenditure	2,500,000		150,000	150,000	1,500,000	100,000	-
Other Applications (excl. working capital)		300,000	400,000	420,000	450,000	480,000	500,000
Total Applications	2,500,000	300,000	400,000	570,000	600,000	580,000	500,000
Working capital	565,000	200,000	300,000	350,000	400,000	450,000	500,000