

S TEN MINING SOLUTIONS LIMITED



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1. Industry Overview

The manufacture and supply of mining equipment industry comprises of companies that provide consolidation of mining consignments, trade document preparation, mining services and mining logistics services.

Tanzania is the county which contain several Mines all over the country so we mainly supply the manufactured mining equipment all over Tanzania but mainly in geita GGM and shanta mine Mbeya singida and all mining places in Tanzania main land.

The mining system in Tanzania consists of equipment also wall drilling our main customer Mining Sites, Construction Companies, Engineering Companies, Cement Industries, Higher Learning Institutions & Schools, Government & Private Offices, non government Institutions and Government Agencies. Products that our Company supply

There has been a tremendous effort by the Government of Tanzania to create essential mining infrastructure and services which eventually improve access to jobs, education as well as to facilitate domestic and international trade.

A proper mining equipment network normally promotes trade, promotes tourism, strengthens the fast-growing mine sector and attracts foreign investments while contributing to the government revenue. It is important to emphasize that to be economically and financially sustainable, mining industry must be cost effective and continuously responsive to changing demands through the creation of a more competitive mining sector.

Tanzania's mining system performs fairly well compared to its African peers, but quality is still poor and has a negative impact on the economy's productive capacity.

The mining industry in Tanzania plays an essential role in growing and improving the other industries as well. The mining Performance Index shows that Tanzania's overall mining ranking has shown significant improvement over the past few years.

Of note, international equipment shipments, infrastructure, track & trace and mining competence have improved significantly. Some of the key factors that will contribute to growth in this industry include growth in the manufacturing sector, consumption, international trade and also increase in technology reliance will provide new opportunities for mining consulting and advisory services, particularly for distribution chain networks and mining and drilling.

Mining and drilling helps in cost reduction and thus maximizes the profit. This becomes possible due to improved material handling, safe and speedy transportation, convenient location of warehouses, etc.

Today, all types of industries in the world are dependent on the mining sector. Mining and drilling have become an essential requirement of any enterprise which has a supply chain.

It is no doubt that starting manufacture mine and drilling equipment Services Company need capital intensive and challenging, but at the same time quite rewarding.

2. Executive Summary

Who We Are

Established in 2015, STEN MINING SOLUTION LIMITED is a registered and licensed AS NMANUFACTURE AND SUPPLY OF MINING EQUIPMENT services provider with the Head Office in MWANZA AND Dar-es-salaam, Tanzania.

STEN MINING SOLUTION LIMITED is a dynamic and innovative mining and drilling supply Company, with a strategic specialized mining providing solutions throughout East Africa &the SADC countries for a diverse range of customers.

Our brand of quality mining and drilling equipment innovative solutions, strategic partnerships and service offerings coupled with excellent service, quick decision making and first-hand knowledge enables us to supply our customers with a tailor made, reliable and cost-effective solution.

STEN MINING SOLUTION LIMITED operations grew to its current size due to our integrity, drive to supply innovative solutions to our customers and integration ability of elements within the supply chain and the various cultures involved across the East Africa & SADC region.

The Company seeks to raise interest in its freight trucking business and to seek out financial support for expansion.

STEN MINING SOLUTION LIMITED has a well thought-out plan that the business people and financial institutions will recognize the potential it possesses and will wholly support it.

Our Mission

Our mission and core values are integrated in what we strive to achieve as the Infinite way.

Our Vision

To be acknowledged by our customers as an integral part of their supply chain requirements within East Africa and the rest of the SADC countries.

Our Core Values

Integrity

Innovation

Integration

What We Do

STEN MINING SOLUTION LIMITED is determined to deliver quality products and services to all our customers in different fields where we operate, our clients include Mining Sites, Construction Companies, Engineering Companies, Cement Industries, Higher Learning Institutions & Schools, Government & Private Offices, non government Institutions and Government Agencies. Products that our Company offers include:

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Transport

Our transport services deals with the following:

deal with supplying all of all drilling and mining equipment to different mines include GGM,SHANTA MINE,NORTH MARA,NYAMONGO and also outside the county Congo and Zambia

Clearing, forwarding & goods

We generate all relevant clearing documentation, thus will handle your load from loading point to offloading point through all borders Provisions of bond facilities

Material handling & warehouse

Warehousing

Bagging or re-bagging

Containerization

Forklifts, front end loader, tractors, etc.

Loss control, Inventory and stock levels

Weighbridge solutions

Our customers and potential customers alike can be rest assured that they will get quality services at competitive price thereby receiving value for their money.

As a norm, we go the extra mile to ensure the safety of goods under our care.

We are quite optimistic that our values and quality of service we bring to the market will help us drive our business to enviable heights and also help us attract the numbers of clients that will make the business highly profitable.

3. Our Products and Services

STEN MINING SOLUTION LIMITED will be especially attractive to companies in need of delivery of mining se STEN MINING SOLUTION LIMITED rvice services in the EAC and SADC member countries.

The Company is established with the aim of maximizing profits in the drilling and mining equipment Services industry.

We want to compete favourably with the leading drilling and supplying of mining equipment companies in the EAC and SADC member countries which is why we will ensure that every service carried out or related services rendered meet and even surpass our customers' expectations.

4. Our Business Structure

Our business structure is designed in such a way that it can accommodate both full-time and part time employees.

We will ensure that we hire people on merit with who are qualified, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders.

5. SWOT Analysis

As a company, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats.

Strength

Our strength are strong management, customer loyalty and strong reputation amongst domestic and industry players. Our head office is located near the st merry steet of Dar es Salaam which gives us an edge over our competitors.

We also have an experienced, dedicated and hardworking team that make the company the way it is.

Weakness

Our weakness could be lack of finance, cost structure, lack of scale compared to our peers who have already gained ground in the industry.

As a new business which is owned by an individual (family), and we may not have the financial muscle to sustain the kind of publicity we want to give our business. Additionally, we are aware that it will take time for us to build trust with our clients and establish ourselves.

Opportunities

The truth is that there is no transport and logistics company that ferries cargo to the destinations we intend to reach using a modern infrastructure like the one we intend to use.

We intend to pursue innovation to fundamentally change our approach to the way we will work realize its long-term vision. We will utilize the online market and new technology to open new markets. Our office location and size give us the strength to operate fast and conveniently.

Threat

Some of the threats that we are likely to face are mature markets and poor infrastructure which may reduce the speed we would like to operate with.

6. Market Analysis

Market Trends

Most players in the drilling and mine equipment industry are positioning their businesses to maximize profits. Large established companies tend to have their own manufacture industry , own truck fleets, but many smaller companies outsource the freight transportation function. These smaller companies have a steady demand for reliable mining equipment solution solutions. We will actively solicit such customers to meet this need.

Some of the key factors that will contribute to growth of our company are growth in the manufacturing sector, political stability and international trade. As the economy grows, the demand for drilling and mining equipment will continue to increase, and more truck drivers will be needed to keep supply chains moving.

As fuel prices rise, some companies may switch their shipping to rail to lower costs. However, rail is unlikely to take much market share away from trucks because even with high diesel prices for trucks, they are more efficient for short distances. Additionally, many products need to be delivered within the short time frame that only trucks can operate in. Target Market

Our target markets are basically every one, mostly We intend to target the following:

- Individual miners or small-scale miners
- Manufacturers (Chemical manufacturers, and Textiles manufactures et al)
- Corporate organizations
- Government agencies
- Churches and religious organizations
- Non-Governmental and Charity organizations

Our Competitive Edge

STEN MINING SOLUTION LIMITED offers the following advantages to customers:

- Experienced Personnel □
- Quality Service - Customers will be provided with prompt and dependable service. □
Timely Delivery of equipment - We will develop a reputation for timely deliveries
Excellent customer care
- Use of systems – easy to use payment systems, tracking and communication systems □
Competitive rates – We will provide competitive rates to customers □ Team work
- Package handling – We will ensure there is no damage to customer's cargo.

7. SALES AND MARKETING STRATEGY

The sales and marketing strategy that we will adopt is driven by professionalism, excellent customer service and quality service delivery.

Our strategy will ensure that we build a loyal customer base.

Marketing Plan

STEN MINING SOLUTION LIMITED intends to maintain a marketing campaign that will ensure maximum visibility for the business in its targeted market.

- We will establish relationships with DRILLING AND MINING companies in need of freight delivery services within the EAC and SADC member states.
- We will use modern technology in service delivery through tracking capabilities and insurance services.
- We will develop an online presence by having an active website and use of online directories.
- Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained regularly so as to meet their targets.
- We will print out fliers and business cards and strategically drop them in offices, libraries and public offices.
- Use friends and family to spread word about our business
- We will place a small or classified advertisement in the newspaper, or local publication about our company and the services we offer
- Leverage on referral networks such as agencies that will attract clients who would need our customized services
- We will advertise our business in relevant magazines, newspapers, TV stations, and radio stations.
- We will attend relevant expos, seminars, and business fairs et al to market our services
- We will join local chambers of commerce and industry to market our services.
- We will use the media and billboards to advertise the company and offered services.

Promotion Strategy

We will focus on the following areas: □

Web Presence

- On-Time Reputation
- Targeting other transportation companies in need of assistance with freight delivery
- Providing premium services to our customers.
- Leverage on the internet and social media platforms like; Instagram, Facebook ,et al
- Participation in Corporate Social Responsibility
- Build a customer oriented business

Sources of Income

We will ensure that we leverage on our strength and the opportunities available to us to generate enough income that will help us drive the business to stability.

Revenue Forecast

We have been able to critically examine the DRILLING AND MINES EQUIPMENT service industry and we have analyzed our chances in the industry.

Below are the sales projections based on the wide range of services that we will be offering;

DETAILS	YEAR 1	YEAR2	YEAR 3	YEAR 4	YEAR 5
CONTAINERS	800	700	1,000	900	1,200
PPRICE PER MTN USD B	113,000,000	120,000,000	120,000,000	120,000,000	120,000,000
SALES PER ANNUM C	90,400,000,000	84,000,000,000	120,000,000,000	108,000,000,000	144,000,000,000
COST OF CARGO SERVICE D	56,520,260,000	49,681,600,000	77,522,400,000	61,189,720,000	79,968,736,000
GROSS PROFIT E=C-D	33,879,740,000	34,318,400,000	42,477,600,000	46,810,280,000	64,031,264,000
OPERATING COST F	22,675,880,000	21,870,000,000	23,678,650,000	24,005,680,000	37,657,090,000
EARNING BEFORE ITEREST AND TAX G	11,203,860,000	12,448,400,000	18,798,950,000	22,804,600,000	26,374,174,000
TAX H 30%*G	3,361,158,000	3,734,520,000	5,639,685,000	6,841,380,000	7,912,252,200
EARNING BEFORE DIVIDENDN I=G-H	7,842,702,000	8,713,880,000	13,159,265,000	15,963,220,000	18,461,921,800

N.B: This projection is done with the assumption that there won't be any major economic meltdown and natural disasters within the stated period stated. Note that the projection might be lower or higher.

Pricing Strategy

Our prices will be affordable and negotiable. The fact that our business door is open to both individuals and corporate organizations means that we will have different price range for different category of clients.

Payment Options

Some of the payment options that we will employ are;

- Payment via bank transfer
- Payment with cash
- Payment via online bank transfer
- Payment via check
- Payment via mobile money

8. BUDGET

In setting up this business and seeing its success in the near future, this is what it would cost;

- Cost of Registration and statutory compliances: Tsh 600,000,000
 - Cost for office equipment (computers, printers, furniture, phones, et al): Tsh 3,000,000,000
 - Cost of raw material: Tsh 12,000,000,000
 - Cost of support vehicles: Tsh 3,000,000,000
 - Cost of accounting, CRM, Mobile Money and Payroll Software: Tsh 400,000,000
 - Cost of tracking and communication system: Tsh 500,000,000
 - Cost of stationery – Tsh 300,000,000
 - Phone and Utilities (gas, sewer, water and electric) deposits – Tsh 400,000,000.
 - Operational cost for the first 6 months (salaries, bills et al) – Tsh 1,000,000,000
 - Cost of Website Maintenance: Tsh 100,000,000
 - Promotions (Business cards, Adverts and Promotions et al): Tsh 400,000,000
- The total budget is Tsh 21,700,000,000
 - The total amount we are seeking is Tsh 13,000,000,000.
 - Raised amount from savings and loans from family and friends is Tsh 3,000,000,000

Funding

STEN MINING SOLUTION LIMITED is business that is solely owned and financed by family members who do not intend to welcome any external business partnerships. Capital for the business is fully restricted to the following sources;

- Personal savings
- Soft loans from bank and friends
- Loans from banks

9. Sustainability and Expansion Strategy

The future of our business lies in the numbers of loyal customers that we have and the competence of the employees.

We intend to build a business that will survive using its own cash flows without the need for injecting finance from external sources once the business is officially running.

10. Check List

- Business Name Availability Check: Completed
- Purchase of vehicles: In Progress
- Business Incorporation: Completed
- Opening of Corporate Bank Accounts various banks: In progress
- Opening Online Payment Platforms: In progress
- Application and Obtaining Tax Payer's ID: Completed
- Application for business license and permit: Completed
- Purchase of All form of Insurance for the Business: Completed
- Renting of office facility and renovation of the facility: In Progress
- Conducting Feasibility Studies and market survey: Completed
- Purchase of Machinery: In Progress
- Start-up Capital Generation: Completed
- Graphic Designs and Printing of Promotional Materials: In progress
- Recruitment of employees and drivers: In Progress
- Purchase of furniture, office equipment, electronic appliances and facility facelift: In progress
- Creating Official Website for the Company: Completed
- Creating Awareness for the business (Business PR): In Progress
- Health and Safety and Fire Safety Arrangement: In Progress
- Establishing business relationship with key players in the industry: In Progress