

FANIKISHA COMPANY LIMITED

PRE-FEASIBILITY STUDY REPORT ON:

INVESTMENT IN MANUFACTURING OF FOOTWEAR

Presented To:

The Business Registrations and Licensing Agency (BRELA)

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FEBRUARY 2025

FANIKISHA COMPANY LIMITED

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

This Business Plan is designed for investment of a manufacturing of footwears products. Strategies are laid out on this business plan which will be used for investment purposes in the course of manufacturing of footwears and operations.

1.2 Company Description

Fanikisha company limited is a Limited company registered under the Companies Act. The Company was incorporated 20th October,2025 and bears Certificate of Incorporation No. 190351491. Fanikisha company limited has its registered office in Kijitonyama-Kinondoni District the company goals and objectives seek to ensure we generate an income that benefits both Nationals and non-Nationals so that we strengthen the economic status of the society. The company believes in customers, suppliers, and investors therefore it struggles to create good Rapport with both parties.

1.3 Business Description

FANIKISHA COMPANY LIMITED is a limited Company incorporated in Tanzania under the Company Act. The Company was incorporated 20th October 2025, and bears Certificate of Incorporation No190351491. The Company will be responsible among things for investing in Manufacturing of footwear and other related products.

1.3.1 Footwear Manufacture Industry in Tanzania

Industrial development has been an integral part of Tanzania's development strategies in the post-independence era. In fact it was expected by policy makers to lead the process of transforming the country's economy from low productivity and low growth to high productivity and dynamic economy, associated with structural change and sustained income growth. Since Tanzania inherited a very small and un- diversified industrial sector at independence in 1961, various efforts were made and strategies adopted to realize improved industrial development.

The evolution of development in the industrial sector stretches from the time of independence to date. Generally, these economic reforms have made noticeable differences in manufacturing sector performance especially since the 1990s.

Nevertheless, the share of the manufacturing sector to GDP and its growth rate has remained relatively stagnant over the past decade. While some manufacturing sub-sectors have grown constantly over time, others have remained inert.

Different types of footwear have been manufactured by for domestic and external market and for low income, middle income and high-income earners

The Foot wear making industry has been growing tremendously over the past decade, both in terms of volume and revenue, due to the increase in demand. This trend is likely to sustain in the future as well. The daily increasing market is expected to provide a boost to the footwear industry.

1.3.2 Importance of Manufacturing Sector in Tanzania

The primary objective why Tanzania needs a vibrant manufacturing sector today is to ensure economic independence in the long-run. This can be achieved through investing in manufacturing sector to reduce the import of goods and products. Once products are manufactured within the land, people will afford to purchase the products; hence the income will increase due to decrease in spending.

Moreover, it helps to diversify the economy away from primary sector towards manufacturing and hence reduce risks and vulnerability to the long-term deteriorating commodity terms of trade and the associated loss in the real income. Manufacturing sector has also substantial forward and backward linkages with other sectors of the economy, particularly agriculture. Also, with proper choice of technology, the sector is determined to create a large number of employments to both skilled and unskilled. Fourthly, large manufacturing sector can enable export diversification that is necessary to reduce Tanzania's vulnerability to external shocks. However the sector provides opportunity to transfer, adapt and create new technology.

1.3.3 Justification of the project

The proposed project is under management of FANIKISHA COMPANY LIMITED. It is in line with Tanzania Government efforts in attempt to revamp the Manufacturing sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize Tanzania annual earnings from investment and also compete effectively with regional competitors. This also has been complemented by following measures

- i. The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment, manufacturing sector is inclusive.
- ii. In 2007/2008 the Government reviewed the existing Industry and trade Policy, taking into consideration the social economic base and the dynamism of manufacturing industry in Tanzania.

1.4 Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, certificates justify that FANIKISHA COMPANY LIMITED is operating within the ambit of the laws of the United Republic of Tanzania.

1.5 Operations

The project will be managed and operated by **FANIKISHA COMPANY LIMITED**. The Company will run its activities in a more professional way and it seeks to satisfy its customers by meeting customer expectations. Although the company will use a new sophisticated Technology.

1.5.1 Project Location

The project shall be located at PWANI REGION-MKURANGA DISTRICT

1.5.2 Services

FANIKISHA COMPANY LIMITED The Company will focus on the footwear making industry that operate by manufacturing, producing and supplying a wide range of footwear merchandise.

1.6 Financial Overview

The need for USD 1,000,000 of funds essential for FANIKISHA COMPANY LIMITED to start operating. There are also certain expenses which may not be included at the startup funds being accumulated but incurred in the course of the ongoing Company's business operations. To be able to see a glimpse of how the company financial assumptions are presented to create the financial statement projections this will provide a glimpse of the financial performance of the company for the set period.

1.6 MISSION AND VISION STATEMENT

1.6.1 Mission Statement

"To be your trusted supplier of choice and lead the way on all footwear products and related products.

1.6.2 Mission: Quality First

Customer satisfaction is our number one priority and mission. Our mission statement is further expanded by our objectives to serve you as our valued customer.

We are continuously improving the manufacturing process, products, and service, without compromising quality, to meet or exceed the expectations of our customers.

Our Company exists to help customers from every angle with the supply of high-quality footwear products and this will help in stabilize the economy since that less foreign currency will be used in importation of footwear and also, we will boost the nation's foreign currency reserve since that our footwear products will be exported in sub-Saharan countries

We are strong believers in customer service and work hard to build long standing relationships with our clients, distributors and suppliers.

In a world of constant change and technical advancement, we strive to maintain our status as the experts in manufacturing of footwear and this can be done by importing our sophisticated technology from the people' republic of China.

We do this by continuing to develop as a company in all our product sectors, investing in R&D, staff training and keeping up with fashion demands. Diversity will be a major key to our Company's success.

"Enthusied by product innovation and passionate about people".

We care about our planet. Environmentally motivated, we work with our partners to ensure sustainable P.E.P rubber, leather sourcing and eco-friendly products.

1.6.3 Vision Statement

To be an organization that formulates and establishes values, goals, strategies and product lines in an effort to become a company with a focus on manufacturing footwear products.

1.7 Goals and Objectives

1. To employ capitals, experience, knowledge, technology, standards, and most recent practices in developing better returns for the company and its projects' stake holders

2. To provide a variety of footwear products that will satisfy most consumers' needs, abilities, and expectations. Same time.
3. To keep providing the better possible quality of products that suits the local and international standards in the field.
4. Become a profitable organization allowing us the freedom of taking advantage of other industry investment opportunities as they become available.
5. Develop a solid, corporate identity in our specified targeted market area.

2.0 COMPANY OVERVIEW

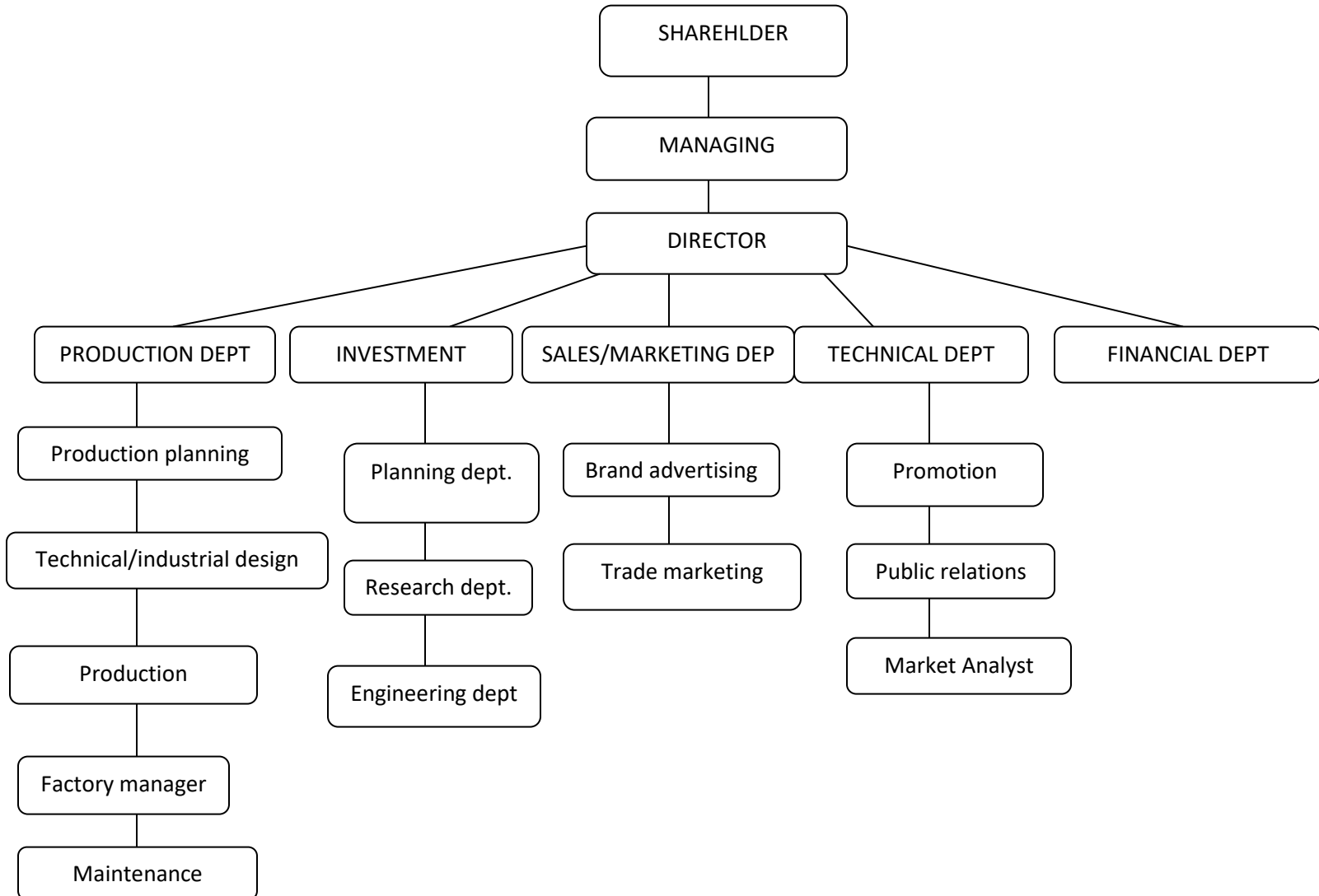
2.1 Ownership

FANIKISHA COMPANY LIMITED located at Dar es Salaam, tending to invest in Manufacturing of footwear products.

2.1.1 Shareholders

SN	NAME	NUMBER OF SHARES
1	NENYU LIN	70
2	JIALONG YAN	30

2.1.2 Organizational Structure



2.2 Start-up Summary

The purposes of investing in Manufacture of footwear are numerous. With well-chosen assets, investors can enjoy predictable cash flow, excellent returns, tax advantages, and diversification and it's possible to leverage real estate to build wealth. The investment enhances income, appreciation, and profits generated by business activities that depend on the products manufactured. The benefits of investing in the said products include passive income, stable cash flow, tax advantages, diversification, and leverage of the footwear product investment trusts offer a way to invest in without having to own, operate, or finance properties

3.0 MARKET STRATEGY

Fanikisha company Limited will use several strategies to promote its name and develop its brand. By using an integrated marketing strategy the Company will coordinate with suppliers and develop consistent revenue streams.

3.1 Branding of Products

FANIKISHA COMPANY LIMITED Products brand will focus on the Company's unique value proposition:

- Client-focused in manufacturer of footwear, where the Company's interests are aligned with the Suppliers and Customers.
- Virtual tours and video to market the Products.
- Delight our existing customers.
- Advertising by using famous socialites

3.2 Promotions Strategy

3.2.1 Targeted Cold Calls

The company will invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase of the marketing strategy, a highly-focused call list will be used, targeting suppliers and sellers who have listed by themselves and are having difficulty finding a buyer. As this is a very time-consuming process, it will primarily be used during the startup phase to build an initial client base.

3.2.2 Referrals

The Company understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer other businesses by providing economic or financial incentives for every new client produced. This strategy will increase in effectiveness after the business has already been established.

3.2.3 Publications

The Company will list its products for supply and sale in, website, magazines and its own newsletter. Additionally, the Company will print brochures and place them in specific locations, Exhibition centers frequented by target individual

3.3 Pricing Strategy

The pricing strategy will rely on the standard industry rates in order to neither be perceived as a luxury nor a discount broker. 3% is the commission on sales and 3% on purchases. All product services will have fees paid only by the client at the standard rate of the product fee. By seeking quality clients and maintaining long-term relationships with them, the Company will fend off pressure to discount their rates, even in down markets.

3.4 Customer Analysis

3.4.1 Demographic Profile of Target Market

The Company will serve the residents and businesses operating all over the country, starting with a focus to serve the residents of Pwani Region, Dar es salaam

3.4.2 Customer Segmentation

The Company will primarily target the following customer segments. Suppliers in the community are either in an essential situation where it makes more financial sense to supply the product to the client. A small portion of this group is made up of life-long retailers who intend to reach the client direct.

We have segmented our customers into the following segments

- Plastic shoes Suppliers and Retailers.
- Healthy sectors especially in hospitals where personnel are required to put on rubber foot wears

3.5 Competitive Analysis

3.5.1 Direct and Indirect Competitors

Those suppliers and retailers of manufacturing of footwear products firms which are located within the country, to mention few are Bora Industries, polypet industries limited, saint rich limited, Xutan limited thus providing either direct or indirect competition

3.5.2 Competitive Advantage

The company will enjoy several advantages over its competitors. These advantages include:

- **Location:** The Company's location is in Pwani Region-Mkuranga District which is near by the center of trade within the country.

4.0 OPERATIONAL PLAN

Fanikisha company limited will carry out its day-to-day operations primarily on an appointment basis. Manufacturing and supplying of footwear products to clients will make appointments to view available products and to discuss their needs. Clients and service provider will make appointments to discuss the needs of their sales of product when needed. These will primarily occur on-site at the manufacturing industry, although some discussions may be held in the office's meeting room. When necessary, discussions can be conducted over the telephone.

4.1 Milestones

FANIKISHA COMPANY LIMITED long-term goal is to become the number one name in manufacturing of footwears in terms of the right balance of price and customer service quality. We seek to do this by ensuring customer satisfaction and developing a loyal and trusting clientele.

4.2 Drivers to Investment in manufacturing of footwear products

1. Growing Miniaturization in the Products
2. Immensely Growing Domestic needs
3. Customer urge in keeping up with new fashion trends
4. Large Untapped Market in Developing and Underdeveloped Countries
5. Technological Developments in Tire Manufacturing

4.3 TARGETS IN RELATION TO MANUFACTURE OF FOOTWERA

- Continue for many generations as a boundless company in manufacturing of footwear
- Deliver high performance solutions at cost effective prices.
- Maintaining outstanding service and complete customer satisfaction.
- Continue to innovate and grow in each of our footwear products
- Consider the environment in all business activities and help create a more sustainable planet by using raw materials that are eco friendly

4.4 Social Impact of the Project

The proposed project will result into the following social and economic impacts in Tanzania:

- The society around the premises will benefit from infrastructures made
- Improve and increase production of footwear related products in Tanzania
- The project will provide employment for more than 300 people
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.
- Quench the thirst of our customers to keep up with the global fashion

4.5 Forecasted financial Information,

Financial information of FANIKISHA COMPANY LIMITED is projected within five years. The company projected profit and Loss, account show a respectable turnover of more than 18,570\$ in the second year. The profits gained on fifth year are projected to be 25,450 \$. The projected balance sheet, shows the net worth increase of more than 33,439\$ in the fifth year of operation and more than 83,106 \$ in the 3rd year of the usefully lifetime of the

implementation during which the business will be evaluated again. The financial documents show that the business has a positive net cash flow.

5.0 FINANCIAL PLAN

The company expect to invest 1,000,000 USD from shareholders' funds and Loan from the Banks. Profits generated from business operation will be re-invested. There shall be a loan from commercial banks as the investor has set aside 50% of USD 500,000 USD for the investment in phase one up to phase 3 and the rest 50% shall be financed by Project promoters' equity. Table below show the assumptions how the investment financing plan will look like.

5.1 TABLE 1: FINANCING

<i>Financing</i>	\$
Long-term liabilities	
Long-term loan	500,000
Owner's equity	
Cash	375,000
Contributed asset value	125,000
Total	1,000,000

5.2 TABLE 2: INVESTMENT COST PLAN

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	140,000
Opening inventory	100,000
Other	
	250,000
Property and equipment	
Form 18% LVS430 Materials	140,000
Building/Premise	150,000
Equipment	30,000
Furniture and fixtures	70,000
Synthetic rubbers	10,000
Plant	200,000
Motor Vehicles	80,000
Other_____	70,000
<i>Total assets</i>	1,000,000

6.0 ENVIRONMENTAL POLICY

6.1 COMPANY STATEMENT

The Company recognizes a responsibility and the importance of its endeavor to protect the environment.

The Company recognizes environmental protection as one of our guiding principles and a key component of sound business performance. We are committed to providing quality and durable footwear(s) in a manner that ensures a safe and healthy workplace for our employees and minimizes our potential impact on the environment. We will operate in compliance with all relevant federal, state and local environmental legislation and we will strive to use pollution prevention and environmental best practices in all we do.

Sustainability features at the core of our business activities and the 3Rs principle of Reduce, Reuse, and Recycle is practiced in our aim to continually improve our processes.

All company personnel are involved in implementing and improving our environmental practices and sustainability. Staff commitment to continual review and improvement is encouraged and expected.

6.2 REDUCE

The Company will constantly strive to reduce energy consumption and waste in all areas of operation.

Energy efficient LED lighting systems are utilized and all staff is encouraged to adopt eco-friendly, energy saving practices.

Wastage of all materials is minimized wherever possible in all production processes.

6.3 REUSE

The Company reuses packaging whenever possible, received from all sources, including wooden pallets, cardboard, plastic and paper.

6.4 RECYCLE

Materials are recycled with a local waste management company. This includes paper, cardboard, glass, and raw materials.

6.5 MEANS/GOAL TO ACHIEVE ENVIRONMENTAL POLICY

- Integrate the consideration of environmental concerns and impacts into all of our decision making and activities.
- Promote environmental awareness among our employees and encourage them to work in an environmentally responsible manner.
- Train, educate and inform our employees about environmental issues that may affect their work.
- Reduce waste through re-use and recycling and by purchasing recycled, recyclable or re-furnished products and materials where these alternatives are available, economical and suitable.
- Promote efficient use of materials and resources throughout our facility including water, electricity, raw materials and other resources, particularly those that are non-renewable.
- Regularly communicate our environmental program to our customers and the public and encourage them to support it.
- Strive to continually improve our environmental performance by periodically reviewing our environmental policy in light of our current and planned future activities.

To achieve the above, the company intends establish and maintain an environmental management system and review requirements, establish targets for continuous improvement and measure our progress.

7.0 SITUATIONAL ANALYSIS

7.1 SWOT ANALYSIS

7.1.1 STRENGTHS

Flexibility/ Adaptability	Ability to adjust to customer requirements.
Skilled Workers	Highly experienced directly labor
Strong technical capability	Technically capable in satisfying customer needs.
Quality	Expertise to manufacture a wide array of footwear products

7.1.2 OPPORTUNITIES

Reverse Engineering	Ability to learn and absorb emerging technologies to create products and sell to the domestic markets.
Growing market demands	Global demands forecast for new fashionable footwears
High domestic sales	Opportunity to sell more (wider market penetration) in domestic market.
Localization	Increase local content of automotive components.

7.1.2 THREATS

International trade agreements	Inability of the government to enforce provisions of trade agreements resulting in technical smuggling and dumping
Growing trends in regulations and restrictions	More and more regulations are imposed by local and international bodies due to the implementation of trade agreements
Imported footwear	Incursion of cheap products from other countries • When foreign brands are introduced in the local market, we find it hard to compete
Non availability of critical manufacturing inputs	There are materials that enhance product quality but are not readily available because traders offer only saleable items

7.2 Summary of Expected Results

- Provide an opportunity to people around the community.
- Increase the number of direct and indirect employment opportunities.
- Increase tax contributed to the government
- Generate foreign currency.