

Business Plan

Ruvu Mara Labs: Distilling Tanzania's Spirit

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Section 1: Table of Contents and Executive Summary

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Executive Summary

Our venture represents a pioneering effort in Tanzania's rapidly evolving spirits market. As craft spirits producers deeply rooted in Tanzanian culture, we are transforming traditional spice blends into premium spirits that celebrate our heritage while meeting modern consumer preferences. Our current production capacity of 500 bottles per month has proven insufficient to meet growing market demand, leading to this expansion initiative.

The Tanzanian spirits market presents a compelling opportunity, projected to reach USD 1.2 billion by 2028. This growth is driven by an expanding middle class, evolving consumer preferences towards premium products and a flourishing hospitality sector. Our brand has already established strong recognition in the market, differentiated by our authentic Tanzanian identity, commitment to craft production methods, strong technical team, strong sales and distribution teams and sustainability-focused operations.

Company Overview

- Company Name: Ruvu Mara Labs Limited
- Legal Status: Registered Tanzanian Limited Liability Company
- Mission: To produce world-class beverages and industrial biochemical inputs in Tanzania
- Vision: To be the leading premium beverage and ethanol supplier in East Africa.
- Values: Quality, Sustainability, Innovation, Local Economic Value.
- Registered Address: 1 Sembeti, 14112 Mikocheni B, P. O. Box 34345, Dar es salaam, Tanzania
- Facility Location: Mapinga, Pwani, Tanzania
- Process Flow: Fermentation → Distillation → Blending → Bottling → QA → Storage → Distribution

Investment Overview

We are investing in scaling our operations to have total assets of USD 6.5 million dollars in 5 years.

- . Our growth trajectory is ambitious but achievable:
 - From current 500 bottles/month to 40,000 bottles in 2026
 - Progressive scaling to reach 500,000 bottles by 2029
 - Investment in state-of-the-art equipment, operations and innovative manufacturing processes
 - Development of robust distribution networks

Financial Highlights

- Project value: USD 6.5 million dollars (In 5 years)
- Projected revenue growth: 150% year-over-year from 2026-2029
- Investment: USD 2,809,768.40 for CAPEX and OPEX

- Break-even Point: 10 months at the initial investment
- Return on Investment (ROI): 1087% (In 5 years)

Section 2: Owners Background

Leadership team experience

Our founding team brings together diverse expertise and deep connections to Tanzanian culture and business landscape. The ownership team consists of experienced entrepreneurs and craft spirits specialists who share a vision for elevating Tanzanian spirits to international recognition.

Vincent Mutabiirwa Rwehumbiza has always been curious about brewing and creating new and unique products for the Tanzanian market. He used his experience as a biochemical engineer and in supply chain in both Tanzania, Germany, USA and Poland to venture into and start Ruvu Mara Labs. Vincent believes that by blending Tanzanian traditional spices with modern craftsmanship, we could create something truly remarkable that can be shared with friends over ice and that speaks towards the Tanzanian culinary heritage. Through months of experimentation based first in a cousin's garage, then later in a lab room lent to him by the University of Dar es Salaam, he meticulously crafted a liqueur recipe that harmonized indigenous Tanzanian spices and botanicals to create Victor Rose 8.

Francis Vicent Maro is the driving force behind FrancCorp East Africa Limited, headquartered in Dar es Salaam, Tanzania. As a prominent importer and distributor of premium alcoholic beverages, including whiskies and other spirits, FrancCorp has built a strong reputation under his leadership. The company also operates Mawella Liquor Store, known for its curated selection of iconic spirits and wines. With his extensive background in banking, international trade and the alcohol industry, Francis has positioned FrancCorp as a market leader. His vision and proven expertise in the beverage sector underscore will ensure strategic investment in innovation and growth of Ruvu Mara Labs Limited.

Aneth David Mwakilili, grew up immersed in an entrepreneurial culture on the slopes of Mt. Kilimanjaro, building a keen interest in the sights and scents of the diverse plant ecosystem of Tanzania. She is a biotechnologist with over 8 years of experience in biotechnological product formulation and development and is a trained research scientist with a passion for sustainable solutions that utilize biotechnological processes. She brings a wealth of experience in scientific research and project management into the team as our head of operations and her passion for sustainable manufacturing drives us to ensure that Ruvu Mara not only takes but also gives back into the agricultural ecosystem of the country.

Expertise areas

The founding team combines extensive experience in:

- Beverage industry management and operations
- Modern distillation techniques and quality control
- Marketing and brand development in African markets
- Supply chain management and distribution

Our leadership brings together formal education in food science, business administration and traditional knowledge of Tanzanian spice cultivation and processing. This unique combination enables us to bridge traditional practices with modern production techniques.

Vision and Values

Our company is built on three core principles:

1. Cultural authenticity

- Preserving Tanzanian cultural heritage
- Showcasing local ingredients and traditions
- Supporting local communities and farmers
- Promoting Tanzanian craftsmanship

2. Quality excellence

- Commitment to craft production
- Rigorous quality control standards
- Continuous improvement in processes
- Investment in staff training and development

3. Sustainable growth

- Environmentally conscious practices
- Community development initiatives
- Long-term business sustainability

Section 3: Products and Services

Core product line

Our flagship products represent the culmination of research and development in crafting a unique spirit that captures the essence of Tanzania.

Premium spiced spirit details

1. Product composition
 - Carefully selected traditional Tanzanian spices
 - Premium base spirit
 - Proprietary blending process
 - Controlled aging process
2. Size variants
 - 750ml: Primary retail and hospitality offering
 - Premium glass bottle
 - Custom closure system
 - Gift-worthy packaging
 - 350ml & 375ml: Entry-level and gift option
 - Same premium quality
 - More accessible price point
 - Perfect for sampling and gifting
3. Production process
 - Traditional spice extraction methods
 - Modern distillation techniques
 - Careful aging and blending
 - Multi-stage quality control
 - Batch tracking and monitoring

Unique product features

1. Cultural authentication
 - Integration of traditional spices from local farmers
 - Storytelling that celebrates Tanzanian heritage
 - Support of local communities
2. Premium positioning
 - Custom-designed bottles reflecting sophistication
 - High-quality packaging materials

- Detailed product information and storytelling
- Modern tracking and verification systems

Section 4: Market Overview

Market size and growth

The Tanzanian alcohol market shows strong growth potential:

- Projected market size: USD 1.2 billion by 2028
- Consistent year-over-year growth
- Expanding middle-class consumer base
- Rising premium segment demand

Market drivers

1. Economic factors

- Expanding middle class
- Increased disposable income
- Urbanization trends
- Rising consumer confidence

2. Social factors

- Changing consumer preferences
- Growing appreciation for premium products
- Rising social status of craft spirits
- Growing cocktail culture

3. Industry factors

- Modernizing retail sector
- Expanding hospitality industry
- Improved distribution networks
- Growing tourism sector
- Digital commerce adoption

Section 5: Market Research

Consumer trends

1. Premium product demand

- Growing preference for quality over quantity
- Willingness to pay for authentic experiences
- Interest in product origin and story
- Desire for unique flavors

2. Purchasing behaviors

- Gift-giving culture
- Special occasion purchases
- Brand loyalty development
- Social media influence
- Increasing online shopping

Market segmentation

1. Primary target market
 - Urban professionals (25-55 years)
 - Middle to high income
 - Experience seekers
 - Quality-conscious buyers
2. Secondary markets
 - Tourism sector
 - Corporate gifting
 - Diaspora communities
 - Specialty retailers
 - Export markets

Section 6: Marketing Strategy

Brand strategy

1. Brand positioning
 - Premium craft spirit
 - Cultural authenticity
 - Modern sophistication
 - Quality and tradition
 - Innovation in spirits
2. Brand communication
 - Cultural storytelling
 - Educational content
 - Digital engagement
 - Influencer partnerships
 - Community building

Marketing channels

1. Distribution strategy
 - Direct to retail relationships
 - Wholesale distribution network
 - E-commerce fulfillment
 - Hospitality sector partnerships
2. Traditional marketing
 - Hotel and restaurant partnerships
 - Event sponsorships
 - Trade show participation
 - Print media presence
 - Outdoor advertising
3. Digital marketing
 - E-commerce and e-marketplace platforms
 - Social media presence
 - Digital storytelling
 - Online customer engagement
 - Email marketing campaigns

Section 7: Competitor Analysis

Market position analysis

1. Direct competitors

- Local spirit producers
- Imported premium spirits
- Craft beverage producers
- Regional spirit brands

2. Indirect competitors

- Traditional spirit makers
- Imported wine and beer
- Non-alcoholic premium drinks

Competitive advantage

1. Product differentiation

- Unique Tanzanian identity
- Premium quality positioning
- Craft production methods
- Local ingredient sourcing

2. Market advantages

- First mover in premium spirit craft segment
- Strong local relationships
- Cultural understanding
- Innovation capability
- Scalable production model

Section 8: Operations and Logistics

Current operations

1. Production capacity

- Current: 500 bottles/month
- Equipment: 250L fermenters
- Staff: 5 employees
- Basic quality control
- Manual processes

2. Planned upgrades

- 1000-2000L mash lauter tun
- 1000-2000L kettle whirlpool
- 2000-5000L fermentation uni-tanks
- 200-2500L distillation equipment
- Packaging systems
- Water filtration systems
- Improved GMP-compliant brewery building
- Automated systems

Infrastructure development

1. Production equipment
 - Modern distillation system
 - Automated bottling line
 - Quality control lab
 - Storage facilities
 - Packaging automation
 - Glycol cooling unit
 - Portable CIP system
 - Water filtration
 - Quality control equipment
 - Inventory management system

Supply chain management

1. Raw material sourcing
 - Local spice farmer partnerships
 - Quality control protocols
 - Storage solutions
 - Supplier diversification
 - Contract farming initiatives
2. Distribution network
 - Wholesale partnerships
 - Logistics optimization
 - Inventory management
 - Quality preservation
 - Last-mile delivery solutions

Human resources

To efficiently operate while maintaining high standards of production, quality and distribution, the following roles and responsibilities are designated. By adopting this structure, Ruvu Mara Labs can operate efficiently with a skilled team and maintain focus on growth, quality and market expansion.

1. General Manager/Operations Lead (1 Employee)

- Oversee all operations, including finances, production, logistics, sales and compliance
- Act as the primary point of contact for external stakeholders (regulators, distributors, etc.)
- Coordinate with outsourced services such as marketing agencies or distribution partners
- Monitor performance metrics and implement improvements to optimize efficiency

2. Production Technician (1 Employee)

- Operate machinery for blending, fermentation, bottling, capping and labeling processes
- Perform minor maintenance and troubleshooting of equipment to ensure smooth operations
- Manage raw material inventory and maintain accurate production records
- Adhere to safety and operational protocols during production cycles

3. Quality Assurance and Packaging Staff (1 Employee)

- Conduct inspections and basic lab tests to ensure product quality meets standards
- Handle labeling, packaging, and sealing of finished products
- Maintain hygiene and cleanliness throughout the production area
- Provide feedback to the production team for continuous quality improvement

4. Sales and Marketing Lead (1 Employee)

- Develop and implement sales and marketing strategies to increase brand visibility

- Manage relationships with distributors, retailers and other sales partners
- Oversee social media accounts, promotional campaigns and direct sales initiatives
- Analyze market trends and provide insights to support product positioning

5. Accountant/Administrative Assistant (1 Employee)

- Manage bookkeeping, payroll, procurement and financial compliance
- Handle administrative tasks, such as record-keeping, scheduling and coordinating with HR services
- Prepare financial reports and forecasts to support decision making
- Support procurement and inventory management efforts as needed

Additional strategies to support a small team

1. **Automation**
 - Invest in semi-automated machinery for blending, bottling, and labeling to minimize manual labor
2. **Outsourcing**
 - **Distribution:** Partner with third-party logistics providers for warehousing and delivery
 - **Marketing:** Engage freelance marketers or agencies for branding and campaign execution
3. **Multi-tasking:** We have staff with diverse skill sets capable of managing multiple responsibilities
4. **Seasonal workers:** Employ temporary staff during peak production periods to handle increased demand

Workflow overview

	Role	Key functions	Additional notes
1	General Manager/Operations Lead	Leadership, compliance, stakeholder management	Oversees all activities
2	Production Technician	Handles production equipment and inventory	Cross-trained in maintenance tasks
3	QA and Packaging Staff	Quality checks, packaging and labeling	Supports production if needed
4	Sales and Marketing Lead	Sales, customer engagement, social media	Focused on growing brand awareness
5	Accountant/Admin Assistant	Finance, payroll, HR and procurement	Supports operational coordination

Section 9: Costing and Pricing Strategy

Pricing structure

1. Wholesale pricing
 - 750ml bottle: USD 11.2
 - 375ml bottle: USD 8.2
 - 375ml bottle: USD 7.7
 - Volume discounts available
 - Seasonal pricing strategies
 - Market-specific pricing

2. Retail pricing guidelines

- Recommended retail pricing
- Margin structures
- Promotional pricing
- Special edition pricing
- Export pricing

Cost components

1. Direct costs

- Raw materials
- Packaging materials
- Labor costs
- Production utilities
- Quality control

2. Indirect costs

- Marketing expenses
- Distribution costs
- Administrative overhead
- Maintenance
- Insurance

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Section 10: Financial Forecast

PROFIT AND LOSS PROJECTION

PROFIT AND LOSS ASSUMPTION

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual growth (revenue) increase, Product 1	0%	200%	150%	133%	150%
Annual growth (revenue) increase, Product 2	0%	200%	100%	100%	100%
Annual inflation (expense) increase	0%	7%	7%	7%	7%

INCOME

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Product 1	295,680.00	591,360.00	887,040.00	1,182,720.00	1,774,080.00
Product 2	105,600.00	211,200.00	211,200.00	211,200.00	211,200.00
Total revenue	401,280.00	802,560.00	1,098,240.00	1,393,920.00	1,985,280.00
Cost of Goods Sold (COGS)					
Product 1	100,915.58	107,979.67	115,538.25	123,625.93	132,279.74
Product 2	73,920.00	79,094.40	84,631.01	90,555.18	96,894.04
Cost of goods sold	174,835.58	187,074.07	200,169.26	214,181.11	229,173.79
Gross Profit	226,444.42	615,485.93	898,070.74	1,179,738.89	1,756,106.21
TOTAL INCOME	226,444.42	615,485.93	898,070.74	1,179,738.89	1,756,106.21

EXPENSES
Operating expenses

Sales and marketing	20,000.00	21,400.00	22,898.00	24,500.86	26,215.92
Depreciation	32,868.33	32,868.33	32,868.33	-	-
Insurance	7,500.00	8,025.00	8,586.75	9,187.82	9,830.97
Payroll and Payroll Tax	48,000.00	51,360.00	54,955.20	58,802.06	62,918.21
Property taxes	1,980.00	2,118.60	2,266.90	2,425.59	2,595.38
Maintenance, repair, and overhaul	4,930.25	5,275.37	5,275.37	5,275.37	5,275.37
Annual Rent, 500 sq. m.	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00
Utilities	5,268.38	5,637.17	6,031.77	6,454.00	6,905.78
Administrative fees	1,000.00	1,070.00	1,144.90	1,225.04	1,310.80
Other	4,186.41	4,479.46	4,793.02	5,128.53	5,487.53

Non-Recurring Expenses

Unexpected Expenses	14,373.34	15,023.39	15,682.02	13,099.93	13,853.99
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Total Non-Recurring Expenses

	14,373.34	15,023.39	15,682.02	13,099.93	13,853.99
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TOTAL EXPENSES	158,106.71	165,257.32	172,502.27	144,099.20	152,393.94
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TAXES

Income Tax	20,501.31	135,068.58	217,670.54	310,691.91	481,113.68
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TOTAL TAXES	20,501.31	135,068.58	217,670.54	310,691.91	481,113.68
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NET PROFIT	47,836.39	315,160.02	507,897.93	724,947.79	1,122,598.59
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CASH FLOW PROJECTION

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Operating activities						
Net income	47,836.39	315,160.02	507,897.93	724,947.79	1,122,598.59	2,718,440.72
Depreciation	32,868.33	32,868.33	32,868.33	-	-	98,605.00
Total operating activities	80,704.72	348,028.36	540,766.26	724,947.79	1,122,598.59	2,817,045.72
Cumulative cash flow	80,704.72	348,028.36	540,766.26	724,947.79	1,122,598.59	2,817,045.72
Beginning cash balance	-	80,704.72	428,733.08	969,499.34	1,694,447.13	
Ending cash balance	80,704.72	428,733.08	969,499.34	1,694,447.13	2,817,045.72	

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BALANCE SHEET PROJECTION
ASSETS

Current Assets	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Cash and short-term investments	-	80,704.72	428,733.08	969,499.34	1,694,447.13	2,817,045.72
Prepaid expenses	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Total current assets	50,000.00	130,704.72	478,733.08	1,019,499.34	1,744,447.13	2,867,045.72
Property and Equipment	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Machinery and equipment	98,605.00	98,605.00	98,605.00	98,605.00	98,605.00	98,605.00
Less accumulated depreciation expense		32,868.33	65,736.67	98,605.00	98,605.00	98,605.00
Total Property and Equipment	98,605.00	65,736.67	32,868.33	-	-	-
TOTAL ASSETS	148,605.00	196,441.39	511,601.41	1,019,499.34	1,744,447.13	2,867,045.72

LIABILITIES AND EQUITY

EQUITY	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Owner's equity (common)	800,000	800,000.00	800,000.00	800,000.00	800,000.00	800,000.00
Retained earnings	-	47,836.39	362,996.41	870,894.34	1,595,842.13	2,718,440.72
TOTAL EQUITY	800,000.00	847,836.39	1,162,996.41	1,670,894.34	2,395,842.13	3,518,440.72
TOTAL LIABILITIES AND EQUITY	800,000.00	847,836.39	1,162,996.41	1,670,894.34	2,395,842.13	3,518,440.72

RETURN ON INVESTMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
Return On Investment (ROI)	19%	145%	348%	638%	1087%
Break Even Point, Months	9.52				

Market data and analysis

Market size breakdown

Tanzanian spirits market segments (2024)

- Premium Spirits: 15%
- Mid-range Spirits: 45%
- Economy Spirits: 40%

Projected growth rates

- Premium Segment: 12% CAGR
- Mid-range Segment: 8% CAGR
- Economy Segment: 5% CAGR

Target market demographics

Age distribution of target market

- 25-30 years: 25%
- 31-35 years: 35%
- 36-40 years: 25%
- 41-45 years: 15%

Income levels

- High Income: 20%
- Upper Middle: 45%
- Middle: 35%

Section 11: Timeline

Phase 1: Foundation (2025)

1. Q3-Q4 2025

- Equipment procurement
- Facility preparation
- Staff recruitment
- Training programs
- System setup

2. Q1-Q2 2026

- Production scaling
- Market expansion
- Distribution development
- Brand building
- Quality system implementation
- Additional equipment procurement

Phase 2: Growth (2026-2027)

1. Q3-Q4 2026

- Capacity optimization
- Market penetration
- Distribution expansion

- E-commerce launch
- Export preparation

2. 2027

- Regional expansion
- Product line extension
- Automation implementation
- Market diversification
- Operational optimization

Phase 3: Expansion (2028-2029)

1. 2028

- Full automation
- Export market entry
- New product innovation
- Brand expansion
- Capacity maximization

2. 2029

- International presence
- Product portfolio expansion
- Market leadership
- Operational excellence
- Brand dominance

Section 12: Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis)

Strengths

- Expertise in craftsmanship and unique brews
- Strong brand recognition and compelling storytelling
- Commitment to sustainable practices and environmental consciousness

Weaknesses

- Limited distribution channels
- High operating costs, particularly for imported bottles

Opportunities

- Strategic collaborations and limited-edition product releases
- Growth in online sales and e-commerce opportunities
- Expansion through diversified offerings (e.g., flavored variants, seasonal specials)

Threats

- Potential shifts in customer preferences
- Economic factors impacting consumer spending power
- Risks of reputational damage

Section 13: Conclusion

This business plan outlines our strategy for transforming our craft spirits operation into a leading producer in Tanzania's premium spirits' market. With the investment and execution of our planned initiatives, we are well positioned to achieve our growth targets and establish ourselves as a significant player in the regional spirits industry. The success of this venture will be driven by strong market opportunity, unique product positioning, operational excellence, strategic marketing and efficient execution