

**VIVA COMPOSITE PANEL CO. LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

**PRE-FEASIBILITY STUDY REPORT ON:
INVESTMENT IN A PROJECT FOR ALUMINIUM PLASTIC PANELS**

**Presented To:
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January 2025

**VIVA COMPOSITE PANEL CO. LIMITED
Strategic Pre-Feasibility Report**

**VIVA COMPOSITE PANEL CO. LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

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VIVA COMPOSITE PANEL CO. LIMITED

Business Profile: Pre-feasibility Study Report

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1. Executive Summary

Company & Project concept

VIVA COMPOSITE PANEL CO. LIMITED is limited Company incorporated in Tanzania under the Company Act of 2002. The Company was incorporated **10th January 2025**, and bears Certificate of Incorporation # **181106883**. Company implements project which is under production of **Aluminum Plastic Panels**.

VIVA COMPOSITE PANEL CO. LIMITED will be located at **Pwani Region, Mkuranga District, Plot No. 2, Block “Q”, At Vikindu Area**.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors.

Company Goals and Objectives:

In Summary **VIVA COMPOSITE PANEL CO. LIMITED** aims to;

- A Project for Manufacturing **Aluminum Plastic Panels** in **Pwani Region, Mkuranga District, Plot No. 2, Block “Q”, At Vikindu Area**.
- Manage **VIVA COMPOSITE PANEL CO. LIMITED** by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involve.
- Build relationships with investors in Manufacturing Industry Sector,
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clientele, suppliers of goods and services and other contacts

Purpose of Business Plan

This document is prepared to the serve the purpose as a Pre-feasibility study report for **VIVA COMPOSITE PANEL CO. LIMITED** for investment in Manufacturing **Aluminum Plastic Panels** from Used for packaging. But also, the Pre-feasibility study

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report shall be submitted to TIC for an award of Certificate of Incentives. The implementation of this project will comprise the following activities: -

- Construction of a warehouse building which will accommodate Installation of Machines and Equipment for this project.
- Procurements Machineries and Equipment's for this project.
- Equipping the project will all necessary modern furniture and facilities

The project promoter, the project will be managed and operated by **VIVA COMPOSITE PANEL CO. LIMITED** is owned by a Chinese company from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
LIANGGANG PENG	Chinese	30%
YING WANG	Chinese	70%

Company Legality, the legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number. Justify that **VIVA COMPOSITE PANEL CO. LIMITED** is operating within the ambit of the law of the Land

Project Organization Structure, the management of **VIVA COMPOSITE PANEL CO. LIMITED** constituted by the following organization set up: - Board of Directors, General Manger who is responsible on the supervision on the entire operations of the Company, a company accountant, a Production Manager who will be directly responsible for all matters pertaining manufacturing.

Investment Structure, the project is estimated to cost **\$500,000**, the money covers building structures but also allocated fund include investment in, building structure, Machineries and Equipment, furniture and fittings, pre expenses and working Capital. The equity contributed by the shareholders is **\$500,000** equivalent to 100%. However, a financial policy of the Company state that the profits generated will be re-invested

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Forecasted financial Information, Financial information of **VIVA COMPOSITE PANEL CO. LIMITED** is projected within five years. The company projected profit and Loss, account show a respectable turnover (for reference you shall see table on page 18 and 19)

2. Statement of Purpose

This Profile is drawn for the purpose of seeking **CERTIFICATE OF INCENTIVES** from the **TANZANIA INVESTMENT CENTRE** and pre –feasibility study report for manufacturing Carton Papers and Cardboard.

2.1 Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for **VIVA COMPOSITE PANEL CO. LIMITED** for manufacturing of **Aluminum Plastic Panels** in Dar es Salaam. The implementation of the project will compromise of the following: -

- Construction of a warehouse building which will accommodate Installation of Machines and Equipment for this project.
- Installation of machines in the Manufacturing Plant whereby the **Aluminum Plastic Panels** will be manufactured
- Procurements Machineries and Equipment for this project.
- Equipping the project will all necessary modern furniture and facilities
- Procurement semi –processed raw materials
- Employing more than 50 people.

2.2. Investment financing plan

The company expect to invest **\$500,000** from shareholders’ funds. Profits generated from business operation will be re-invested. Table below show the assumptions how the investment financing plan will look like.

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**TABLE 1
FINANCING**

Financing	\$
Long-term liabilities	
Long-term Equity	200,000
Owner's equity	
Cash	200,000
Contributed asset value	100,000
Total	500,000

**TABLE 2
INVESTMENT COST PLAN**

COST INVESTMENT STRUCTURE	\$
Current assets	
Working capital	100,000
Opening inventory	50,000
Other	10,000
Property and equipment	
Land	50,000
Building	25,000
Equipment	20,000
Furniture and fixtures	3,000
Leasehold improvements	2,000
Plant	150,000
Motor Vehicles	40,000
Other _____	50,000
Total assets	500,000.00

2.3 Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- **Job Creation:** Providing direct employment for skilled and semi-skilled workers in manufacturing, marketing, and logistics.
- **Skill Development:** Introducing training programs for employees to work with modern machinery.
- **Economic Development:** Supporting local economic growth by sourcing raw materials and distributing products locally and regionally.
- **Revenue Growth:** High potential for steady revenue, especially if your panels meet quality standards and cater to diverse construction and design industries.
- **Profit Margins:** Aluminum composite panels can have good profit margins due to their demand in modern construction.
- **Capital Recovery:** Depending on market penetration, you may recover your initial investment in 3–5 years.
- **Exports Potential:** If the business scales, you can tap into export markets for additional income streams.
- **Increased Demand:** If marketed well, the company could capture significant demand in construction, interior decoration, and advertising sectors.
- **Brand Recognition:** Building a reputation for quality can lead to long-term contracts with builders, architects, and project managers.
- **Industry Growth:** Contributing to local industry growth by offering high-quality, locally-manufactured materials.
- **Efficiency in Production:** Advanced machinery can allow for cost-effective and scalable production.
- **High Output:** The ability to meet both local and regional demands in large volumes.
- **Technological Advancement:** Opportunity to adopt and innovate in production technologies for better quality and unique designs.
- **Recyclability:** Aluminum plastic panels are recyclable, so a sustainable approach can reduce environmental impact.
- **Carbon Footprint Reduction:** By manufacturing locally, you reduce the need for imports, cutting transportation emissions.
- **Green Building Contribution:** Aligning with the growing trend of sustainable building materials.

3. BUSINESS DESCRIPTION

VIVA COMPOSITE PANEL CO. LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated **10th January 2025**, and bears Certificate of Incorporation # **181-106-883**. Company implements project which is under industry sector.

The Company will be responsible among others activities, operating and managing manufacturing activities.

3.1.1. Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that **VIVA COMPOSITE PANEL CO. LIMITED** is operating within the ambit of the law of the Land.

3.1.2. Mission and Vision

The company vision is ***"To be a leading manufacturer of innovative, sustainable, and high-quality aluminum plastic panels, recognized for transforming the construction and design industries across Africa and beyond, while setting new benchmarks in environmental responsibility and customer satisfaction."***

The current mission of the company is ***"Our mission is to revolutionize the construction and design industry by manufacturing high-quality, durable, and innovative aluminum plastic panels. We are committed to providing sustainable, affordable, and aesthetically appealing solutions that meet the evolving needs of our customers, while fostering local economic growth, promoting environmental responsibility, and creating opportunities for our community."***

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3.1.3. Project Promoters

The project promoter, the project will be managed and operated by **VIVA COMPOSITE PANEL CO. LIMITED** The Company is owned by Chinese nationals. Current shareholding status is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
LIANGGANG PENG	Chinese	30%
YING WANG	Chinese	70%

3.1.4. Operations

The project will be managed and operated by **VIVA COMPOSITE PANEL CO. LIMITED**. The Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

3.1.5. Project Location

The project shall be implemented at constructed warehouses, administration block which will be very spacious to accommodate project of this nature. The project shall be located at **Pwani Region, Mkuranga District, Plot No. 2, Block “Q”, At VIKINDU Area.**

3.1.6. Postal Address

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4. Core Activities of the company

VIVA COMPOSITE PANEL CO. LIMITED will be dealing with establishing and operating the following facilities;

4.1.1. Construction of warehouse facilities

In the first phase of the implementation of this project, the Company shall construct warehouse which shall be used to accommodate installation of Machineries and Equipment's.

4.1.2. Industry Plant

This consist installation of machineries and equipment and Fixtures and fittings which shall be used for manufacturing **Aluminum Plastic Panel**

4.2. Technical requirements of the project

The project implementation shall require some of technical facilities among others include: -

Factory Layout:

- Areas for raw material storage, production, quality control, finished goods storage, and administrative offices.
- Adequate space for machinery, movement of goods, and worker facilities.

Utilities:

- Electricity: Reliable 3-phase industrial power supply to run heavy machinery.
- Water Supply: Adequate for cleaning, cooling systems, and other processes.
- Compressed Air: For operating pneumatic tools and certain machinery.
- Waste Management Systems: Compliant with environmental regulations for disposing of plastic and aluminum waste.

Aluminum Coil Coating Line:

- Prepares and coats aluminum sheets with various finishes.

Extrusion Line:

- Combines polyethylene or fire-retardant core materials with aluminum sheets.

Laminating Machine:

- Bonds aluminum sheets and core material into a composite panel.

Cutting Machine:

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- Cuts panels to the desired dimensions.

CNC Router:

- Used for shaping and finishing panels.

Edge Trimming Machine:

- Ensures smooth edges and precise dimensions.

Quality Testing Equipment:

- Tools to test tensile strength, fire resistance, UV resistance, and panel thickness.

Packaging Machine:

- Packs panels securely for transportation.

Aluminum Sheets:

- High-grade aluminum coils, typically 0.3–0.5 mm in thickness.

Core Materials:

- Polyethylene (PE) or fire-retardant materials like mineral-filled cores (for fire-rated panels).

Adhesives:

- High-quality bonding agents to ensure durability.

Coating Materials:

- PVDF (Polyvinylidene fluoride) or polyester coatings for weather resistance.

Protective Film:

- Transparent film to protect the panels during handling and transport.

Skilled Labor:

- Engineers and technicians for machinery operation and maintenance.

Unskilled and Semi-Skilled Labor:

- Workers for material handling, packaging, and logistics.

Management Team:

- Personnel for overseeing production, quality control, and administrative tasks.

Training Programs:

- Regular training on machine operation, safety protocols, and quality standards.

Automation Systems:

- For efficient production and reduced manual errors.

Enterprise Resource Planning (ERP):

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- Software to manage production schedules, inventory, and finances.

Quality Control Systems:

- Digital tools to track product defects and maintain standards.

Machinery Investment: 100 million TZS (depending on production capacity and brand of equipment).

Land and Building Costs: Based on location and size.

Raw Materials and Inventory: Initial stock purchase for 3–6 months of operation.

Operational Costs: Salaries, utilities, and maintenance.

5. MANUFACTURING ALUMINUM PLASTIC PANEL

5.1 MANUFACTURING ALUMINUM PLASTIC PANELS IN TANZANIA

The **Aluminum Plastic Panels (ACP)** manufacturing sector in Tanzania represents a growing industry with vast potential, primarily driven by the country's expanding **construction, real estate, and advertising sectors**. Below is an analysis of the sector's current state and opportunities.

At present, most ACPs in Tanzania are imported from countries like **China, India, and the UAE**. This means there is a huge opportunity for local manufacturers to enter the market and reduce reliance on imported products. By producing panels locally, companies can save on shipping and import costs, making their products more affordable and attractive to customers. Additionally, a local factory could serve not just Tanzania but also nearby countries like **Kenya, Uganda, and Rwanda**, creating opportunities for regional exports.

However, setting up a manufacturing factory comes with challenges. The initial investment is high because of the cost of machinery and infrastructure. Raw materials like aluminum and polyethylene often need to be imported, which can be expensive and subject to global price changes. There is also a lack of skilled workers with experience in ACP manufacturing, meaning companies might need to invest in training or hire experts from abroad. Moreover, imported panels are often cheaper because of economies of scale, so local manufacturers will need to compete by offering better quality, lower prices, or unique designs.

The Tanzanian government supports local industries through initiatives like the **Industrialization Agenda 2025**. This provides incentives such as reduced taxes on industrial machinery and helps improve infrastructure like roads, ports, and electricity. Companies that set up factories in **Export Processing Zones (EPZs)** can also benefit from tax exemptions, especially if they focus on exporting their products.

To succeed in this business, manufacturers must produce high-quality panels that meet international standards. It is also important to ensure the products are affordable and delivered quickly. Factories should be located in areas close to transportation networks and markets, such as Dar es Salaam. Marketing efforts should target construction companies, architects, and advertising agencies to build strong business relationships.

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Manufacturing ACPs locally can also bring many benefits to the community. It will create jobs for skilled and unskilled workers, provide training opportunities, and support the local economy by working with suppliers and service providers. Additionally, local manufacturing can reduce the country's reliance on imports, saving foreign exchange. A factory can also contribute to sustainability by recycling aluminum and plastic waste and using energy-efficient processes.

5:2 IMPORTANCE OF MANUFACTURING ALUMINUM PLASTIC PANELS IN TANZANIA

The establishment of **Aluminum Plastic Panels** manufacturing industry in Tanzania brings numerous economic, social, and developmental benefits. Below are key areas highlighting its importance.

- Supports the growth of Tanzania's construction industry by providing affordable and modern building materials.
- Reduces reliance on imported panels, saving money and time for businesses and customers.
- Creates jobs for local workers, boosting employment and improving livelihoods.
- Provides opportunities for workers to learn new skills in manufacturing and technology.
- Saves foreign currency by reducing the need to import aluminum plastic panels.
- Promotes regional trade by supplying panels to neighboring countries like Kenya and Uganda.
- Encourages industrial growth, aligning with Tanzania's development goals.
- Supports sustainability by recycling aluminum and plastic waste locally.
- Reduces transportation-related emissions by avoiding long-distance imports.
- Strengthens Tanzania's economy and helps build a self-reliant industrial sector.

5.3 ALUMINUM PLASTIC PANELS MANUFACTURING INDUSTRIES IN TANZANIA

Expected Competition

- **Imported Aluminum Plastic Panels:**

Most ACPs in Tanzania are imported, primarily from China, India, and the UAE. These panels often have lower production costs due to economies of scale, making them affordable and attractive to local buyers.

- **Local Manufacturing Startups:**

As industrialization grows in Tanzania, other companies may also venture into ACP manufacturing, increasing competition within the domestic market.

- **Substitute Materials:**

Competing materials like glass, steel, or traditional wood cladding may be preferred for certain projects, especially if ACPs are perceived as expensive or not suitable for all climates.

- **Regional Competitors:**

Neighboring countries like Kenya or Uganda may also start manufacturing ACPs, targeting the East African market and competing with Tanzanian manufacturers.

Expected Outcomes

- **Price Sensitivity:**

Buyers will compare the cost of local panels with imported ones. A competitive pricing strategy will be key to attracting customers.

- **Market Acceptance:**

High-quality local products can gain acceptance quickly if they meet international standards and provide consistent supply.

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- **Export Opportunities:**

If local production meets demand, surplus panels can be exported to East African countries, boosting regional trade and Tanzania’s economy.
- **Industrial Growth:**

Successful ACP factories will contribute to the growth of Tanzania’s manufacturing sector, creating jobs and stimulating related industries like construction and logistics.
- **Environmental Impact:**

Local factories will need to focus on eco-friendly practices to align with global trends and ensure sustainability.

Way Through

- **Focus on Quality:**

Manufacture high-quality ACPs that meet international standards to build trust with local and international customers.
- **Competitive Pricing:**

Reduce production costs by sourcing raw materials efficiently, using energy-saving technologies, and leveraging government incentives to lower the price of locally made ACPs.
- **Strategic Marketing:**

Partner with construction companies, architects, and real estate developers to promote the benefits of using locally made panels. Offer incentives for bulk purchases.
- **Government Support:**

Work with the government to access tax breaks, reduced import duties on raw materials, and infrastructure support. Advocate for policies that promote local manufacturing over imports.

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- **Product Innovation:**
Offer panels with unique features such as fire resistance, weather resistance, or custom designs to differentiate from imported products.
- **Export Strategy:**
Build strong distribution networks to supply ACPs to neighboring countries. Highlight the reduced delivery time and cost advantages over global suppliers.
- **Sustainability Practices:**
Establish recycling systems for aluminum and plastic waste. Promote environmentally friendly panels to appeal to green-building initiatives.
- **Capacity Building:**
Train local workers to develop the skills needed for ACP manufacturing, ensuring a steady supply of skilled labor.
- **Customer Education:**
Educate customers about the benefits of using aluminum plastic panels, such as durability, lightweight design, and aesthetic appeal. Address any misconceptions about local products.

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5.4 PROJECT JUSTIFICATION

The proposed project is under management of **VIVA COMPOSITE PANEL CO. LIMITED** is in line with Tanzania Government efforts in attempt to revamp the Manufacturing Industry and Processing sector. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize her 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, tourism 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.
- iii. In depth studies have been carried out in the following area
 - SMEs development study
 - Trade Integration Strategy, 2009-2013

Regarding the initiative undertaken by **VIVA COMPOSITE PANEL CO. LIMITED** sponsors, is justified by the following facts.

- The sponsors have a special invested interest in production of **Aluminum Plastic Panel** and they have several years of experience.

Therefore, the establishment and operation of production of **Aluminium Plastic Panel** and processing facility will boost and at the same time strength manufacturing industry sector in Tanzania. The Company's marketing strategy and intention is to have a wide products base which focuses both to ordinary consumers and Industrial use.

5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

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

Social Impact

1. Job Creation:

- The factory will provide employment opportunities for skilled and unskilled workers, improving livelihoods in the community.

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- Indirect jobs will be created in related sectors like transportation, distribution, and construction.
- 2. Skill Development:**
 - Workers will receive training in modern manufacturing technologies, enhancing their skills and making them more competitive in the job market.
- 3. Improved Living Standards:**
 - With more jobs and better wages, employees and their families will enjoy improved access to healthcare, education, and housing.
- 4. Community Development:**
 - The factory's operations may lead to the development of infrastructure such as roads, electricity, and water systems in the surrounding areas.
- 5. Social Empowerment:**
 - By prioritizing local employment and offering equal opportunities, the project can empower marginalized groups, including women and youth.
- 6. Sustainability Awareness:**
 - Promoting recycling and environmentally friendly practices will encourage sustainable behavior in the community.

Economic Impact

- 1. Contribution to GDP:**
 - The project will contribute to Tanzania's GDP by adding value to raw materials and producing finished products locally.
- 2. Reduced Imports:**
 - Local production of aluminum plastic panels will decrease the country's reliance on imports, saving foreign currency and reducing trade deficits.
- 3. Boost to Local Industries:**
 - The factory will create demand for local suppliers of raw materials, packaging, and logistics services, stimulating growth in other industries.
- 4. Regional Trade Growth:**
 - Exporting panels to neighboring countries will strengthen Tanzania's trade relations and increase foreign exchange earnings.
- 5. Cost Efficiency for Local Construction:**
 - Affordable locally made panels will reduce construction costs, benefiting real estate developers and homeowners.
- 6. Industrial Development:**
 - The project aligns with Tanzania's industrialization agenda, contributing to the growth of the manufacturing sector.
- 7. Economic Multiplier Effect:**
 - Increased incomes and business activities around the factory will boost spending and stimulate economic growth in the region.
- 8. Tax Revenue:**
 - The factory will generate tax revenue for the government, which can be reinvested in public services like education and healthcare.

6. OPPORTUNITY DRIVERS

6.1 Increased demand

The demand for aluminum plastic panels (ACPs) is increasing due to the growth in Tanzania's construction and real estate sectors. As urbanization rises and more buildings are constructed, there is a higher need for modern, durable, and aesthetically pleasing materials like ACPs for cladding, interior design, and signage. ACPs are also favored for their lightweight nature, cost-effectiveness, and versatility. Additionally, the growing trend towards eco-friendly and sustainable building materials is further driving demand. This creates a significant opportunity for local manufacturing to meet the rising need for ACPs while reducing reliance on imports.

6.2 Uniqueness location of the project

VIVA COMPOSITE PANEL CO. LIMITED.'s project will be one of the major Manufacturing Industry and Processors in Tanzania. And location of the Project shall be in **Pwani Region, Mkuranga District Council, Plot No. 2, Block "Q", At Vikindu Area.** The location of this project provides an opportunity to **VIVA COMPOSITE PANEL CO. LIMITED** to capture easily the market around Morogoro, Dar es Salaam, Dodoma, Mwanza, Arusha and Singida and other nearby regions

6.3 Government Policy

The Government of Tanzania has made the policy that intends to improve and promote Manufacturing Industry. This sector employs many people and it is a key driver towards transforming and developing the national economy.

6.4 Government Incentives package

In 1997 Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

7. Analysis of Strengths, Weaknesses, Opportunity and Threats

Table below present the analysis of the company’s Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p>Strengths</p> <ul style="list-style-type: none"> ▪ It has a strong equity financing ▪ Strong management and well paid personnel ▪ Has a will to expand ▪ Access to reliable high technology 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Not yet emphasize on the marketing
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Good government suitable facilitative policy ▪ Raising investments real estate sector ▪ Government development power supply project in Tanzania 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Unawareness of the new entrants in the Industry in the same location ▪ Increment of inflation ▪ Presence of fake suppliers of the same products.

The company has prepared for the action plans by doing the following:

1. Reinvestment of Profits

Reinvesting a portion of annual profits back into the business to finance expansion, improve machinery, and increase production capacity.

Establishing a reserve fund for unexpected financial challenges.

2. Collaboration with Financial Institutions

Securing Loans: Partnering with local and international banks to secure low-interest business loans for expansion, machinery acquisition, and operational needs. Institutions like: Tanzania Investment Bank (TIB), CRDB Bank, NMB Bank

Flexible Repayment Options: Negotiating favorable loan terms to align repayment schedules with cash flow projections.

8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

The success of **VIVA COMPOSITE PANEL CO. LIMITED** will be achieved by providing high tech products, providing friendly service and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make a **VIVA COMPOSITE PANEL CO. LIMITED** successful. **VIVA COMPOSITE PANEL CO. LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

Management will endeavour to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales.

8.1.2. Customer Database

VIVA COMPOSITE PANEL CO. LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software. **VIVA COMPOSITE PANEL CO. LIMITED** will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' sign up book with promotional signage; menu insert promotion; etc.

8.1.3. Advertising

VIVA COMPOSITE PANEL CO. LIMITED will adopt an aggressive advertising strategy. Outdoor signage for **VIVA COMPOSITE PANEL CO. LIMITED** will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure.

VIVA COMPOSITE PANEL CO. LIMITED will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy **VIVA COMPOSITE PANEL CO. LIMITED** will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

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8.1.4. Costing and Pricing

The costing and pricing is done by the management of **VIVA COMPOSITE PANEL CO. LIMITED**. The costing takes into consideration various aspects depending on the cost which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e. they are business oriented personnel.

8.1.5. Customers

VIVA COMPOSITE PANEL CO. LIMITED is targeting to all regions in Tanzania and outside of Tanzania specifically targeting the following customers: **Wholesale and retail hardware suppliers.**

8.1.6. Products

As it has been explained in preamble chapters, **VIVA COMPOSITE PANEL CO. LIMITED** will set project which will be indulging in Producing **ALUMINIUM PLASTIC PANEL** in Tanzania

8.2 Marketing Plan

The company has both short term and long-term marketing plan:

The short-term marketing plan includes:

- Participating in business show case exhibitions
- Building sustainable long-term relationship with manufacturers who use other raw materials for production of different products.
- Training of sales staff sales and Marketing.

Long Term Plans includes:

- Join to the network of **Hardware Manufacturing Companies** to market and exploit more business opportunities
- Investing Market Research and Development

9. Management & Administration

9.1. Management

The management team of **VIVA COMPOSITE PANEL CO. LIMITED** planned to be constituted by the following management team:-

9.1.1. Board of Directors

VIVA COMPOSITE PANEL CO. LIMITED be managed by the board of Directors which is the apex body for strategic decision making of the project. Directors of the Company are the ones who have shares in **VIVA COMPOSITE PANEL CO. LIMITED**, The Company which shall manage this project.

9.1.2. Country Director

Immediately after the Board of Directors there shall be a **Country Director** who will be responsible to take care of matters pertaining to operation and managing daily activities of the project as well as other staff's welfare and report them to the board of directors.

9.1.3. Production Manager

Production Manager will be employed who is expected to have an extensive background in the industry. As the production Manager will be directly responsible for all processing functions.

Under production manager there shall be a reasonable number of technical staffs who will be involved in daily processing within this project.

9.1.4. Accountant/cash

An accountant will be employed who is expected to have good experience in accounting system as well as he will be responsible in managing cash of **VIVA COMPOSITE PANEL CO. LIMITED** but also keeping books of accounts properly.

9.1.5. Management Agreements

Management Agreements will be executed between **VIVA COMPOSITE PANEL CO. LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

9.1.6. Confidentiality Agreements

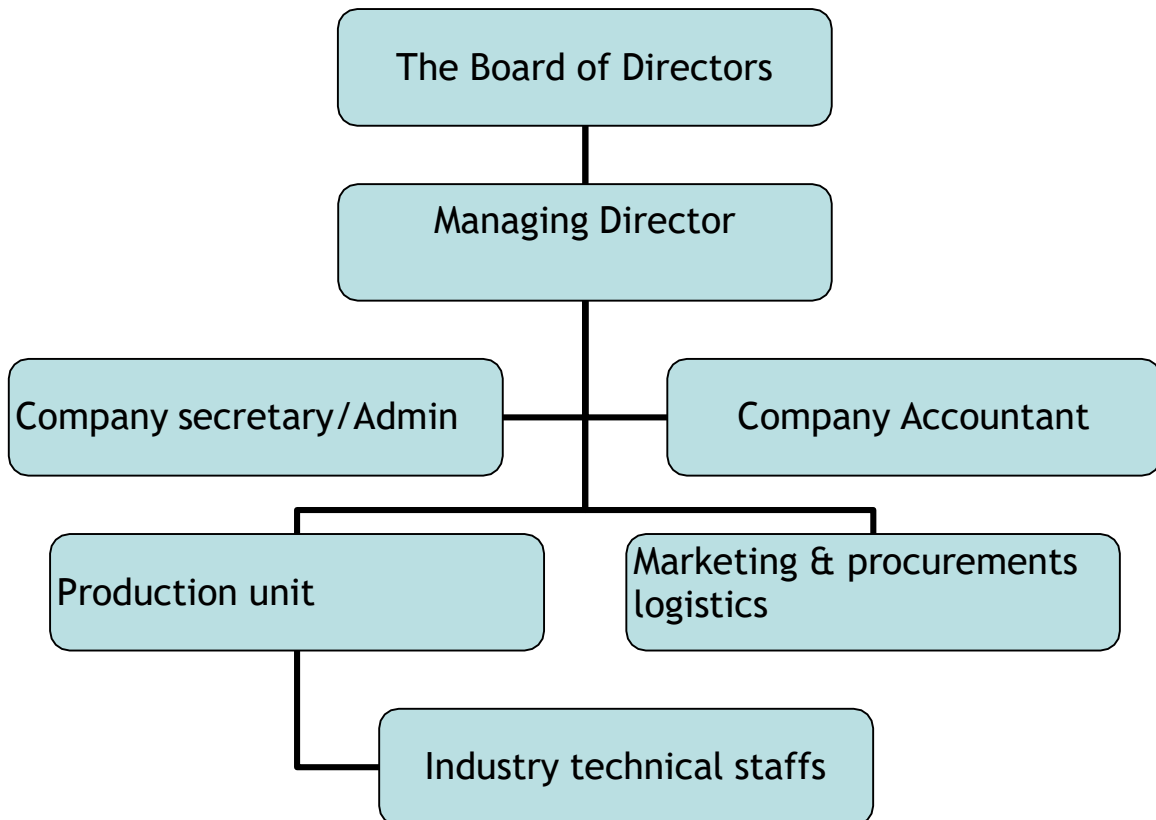
VIVA COMPOSITE PANEL CO. LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our

**VIVA COMPOSITE PANEL CO. LIMITED,
P. O. BOX 34359,
DAR ES SALAAM, TANZANIA**

products, operating systems, policies and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets, and show our employees that we take our business seriously.

9.1.7 Organization Structure

The management of **VIVA COMPOSITE PANEL CO. LIMITED** is planning to have the following organization structure.



10. Conclusion

- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct employment to almost 50 people and create other indirect employment to other people.
- The company looks technically feasible and financially viable. It is therefore recommended that the project be supported.

ELEPHANT L. FOOD ENTERPRISE CO. LIMITED

CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2024 TO 2029

	Pre-Startup EST	,2023	2024	2025	2026	2027	Total
Cash on Hand (beginning of month)	\$ -	\$ 500,000	\$ 500,000	\$ 1,900,000	\$ 3,340,000	\$ 4,924,000	\$ 11,164,000
CASH RECEIPTS							
Cash Sales			\$ 1,000,000	\$ 1,000,000	\$ 1,100,000	\$ 1,210,000	\$ 4,310,000
Collections fm CR accounts		\$ -	\$ 400,000	\$ 440,000	\$ 484,000	\$ 532,400	\$ 1,856,400
Estimated Capital for startup Loan	\$ 500,000		\$ -	\$ -	\$ -	\$ -	\$ 500,000
							\$ -
TOTAL CASH RECEIPTS	\$ 500,000	\$ -	\$ 1,400,000	\$ 1,440,000	\$ 1,584,000	\$ 1,742,400	\$ 6,666,400
Total Cash Available (before cash out)	\$ 500,000	\$ 500,000	\$ 1,900,000	\$ 3,340,000	\$ 4,924,000	\$ 6,666,400	\$ 17,830,400
CASH PAID OUT							
Purchases other fixed		\$ -	\$ 7,200	\$ 7,920	\$ 8,712	\$ 9,583	\$ 33,415
Purchases vehicles		\$ 80,000	\$ -	\$ 41,000	\$ -	\$ -	\$ 121,000
Gross wages (exact withdrawal)		\$ 15,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 255,000
Payroll expenses (taxes,		\$ 4,500	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 86,100
Supplies (office & oper.)		\$ 1,000	\$ 1,100	\$ 1,210	\$ 1,331	\$ 1,464	\$ 6,105
Repairs & maintenance		\$ 1,250	\$ 1,375	\$ 1,513	\$ 1,664	\$ 1,830	\$ 7,631
Advertising		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Car, delivery & travel		\$ 1,800	\$ 1,980	\$ 2,178	\$ 2,396	\$ 2,635	\$ 10,989
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 180,000
Telephone & internet		\$ 120	\$ 132	\$ 145	\$ 160	\$ 176	\$ 733
Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141
Taxes (real estate, etc.)		\$ 240	\$ 240	\$ 240	\$ 240	\$ 240	\$ 1,200
Interest		\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
SUBTOTAL	\$ -	\$ 241,110	\$ 230,339	\$ 273,282	\$ 234,400	\$ 236,710	\$ 1,215,840
Loan principal payment		\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 2,431,681
Capital purchase (land)		\$ 100,000					\$ 4,829,946
Capital purchase (excavators)		\$ -	\$ 1,000,000	\$ 100,000	\$ -	\$ -	\$ 9,538,892
Owners' Withdrawal			\$ -	\$ -	\$ 10,000,000	\$ 12,500,000	\$ 18,736,684
TOTAL CASH PAID OUT	\$ -	\$ 1,091,110	\$ 1,980,339	\$ 1,123,282	\$ 10,984,400	\$ 13,486,710	\$ 36,753,042
Cash Position (end of month)	\$ 500,000	\$ (591,110)	\$ (80,339)	\$ 2,216,718	\$ (6,060,400)	\$ (6,820,310)	\$ (18,922,642)