

GECKO TANZANIA INVESTMENT LIMITED

P.o Box 44, Kigoma

BUSINESS PLAN

TABLE OF CONTENTS

1.0 Executive Summary	1
2.0 Company Description	1
Core Values:	2
3.0 Products and Services	2
4.0 Market Analysis	2
Target Market:	2
Competitive Analysis:.....	3
5.0 Marketing and Sales Strategy	3
Promotion Strategy:.....	3
6.0 Technical Plan & Operations.....	3
Infrastructure & Equipment:	4
Production Process:	4
Environmental and Social Governance (ESG):.....	4
7.0 Organizational Structure and Management.....	5
8.0 Financial Plan (Summary).....	5
Total Initial Investment Required: TZS 2,500,000,000	5
Revenue Projections (Year 1-3):.....	5
Profit & Loss Projection (Simplified):	5
Key Assumptions:.....	6
9.0 Risk Analysis and Mitigation	6

1.0 Executive Summary

GECKO Tanzania Investment Limited is a duly registered Tanzanian company that operates its core business of quarrying in Machazo in Kigoma District. GECKO operates its business under technical support in a Primary Mining Licenses (PML) owned by Elisha George Mbago.

Our mission is to become a leading, reliable, and environmentally responsible supplier of raw limestone and processed quicklime to the Tanzanian industrial sector.

The core business involves the mining, processing, and sale of limestone. We have identified a significant market opportunity driven by Tanzania's growing construction industry, cement manufacturing sector, and agricultural lime needs. Our competitive edge lies in our strategic deposit location, a commitment to international best practices, and a robust technical support partnership that ensures operational efficiency and product quality.

We project strong financial performance, with an initial investment of **TZS 2.5 Billion** for plant setup, machinery, and working capital. We anticipate reaching profitability within the second year of operations, with a projected net profit of **TZS 1.8 Billion** by Year 3. This plan outlines our strategy to build a sustainable and profitable mining enterprise that contributes to the local economy and adheres to the laws and vision of Tanzania.

2.0 Company Description

- **Company Name:** GECKO Tanzania Investment Limited
- **Legal Structure:** Limited Liability Company, registered under the Companies Act of Tanzania.
- **Registration:** BRELA Number: 178897411
- **Mining Rights:** Holder of a Technical support in respect of primary mining licences No. PML00612KGM, PML00613KGM and PML00614KGM issued to Elisha George Mbago

- **Vision:** To be the preferred partner for industrial minerals in Tanzania, recognized for quality, reliability, and sustainable practices.
- **Mission:** To exploit our limestone deposit efficiently and responsibly, providing value-added mineral products that fuel local industry, create employment, and contribute to national development.

Core Values:

- ❖ **Integrity:** Compliance with all Tanzanian laws, including the Mining Act, 2010, and tax regulations.
- ❖ **Sustainability:** Commitment to environmental stewardship and community development.
- ❖ **Quality:** Consistent delivery of products that meet industry specifications.
- ❖ **Innovation:** Leveraging technical expertise for optimal operations.
- ❖ **Safety:** Zero-harm policy for all employees and contractors.

3.0 Products and Services

GECKO Tanzania will produce and sell:

1. Raw Limestone (Crushed and Sized):

- **Applications:** Cement manufacturing, construction aggregate, road base, and filler material. **Sized:** 0-5mm (dust/fines), 5-20mm, 20-50mm, as per client requirements.
- **Bricks**

4.0 Market Analysis

- **Industry Overview:** Tanzania's construction and industrial sectors are experiencing robust growth, fueled by government infrastructure projects and private investment. This drives demand for cement and its primary raw material, limestone.

Target Market:

- ❖ **Primary Customers:** Cement plants located in Kigoma Tanzania.

- ❖ **Secondary Customers:** Construction companies, road contractors.
- **Market Size and Trends:** The Tanzanian cement industry has a production capacity exceeding 6 million tonnes annually, with consistent growth.

Competitive Analysis:

- ❖ **Strengths (Our Advantage):** Direct control of a PML in collaboration with Elisha George Mbago, flexible production, and a focus on customer-specific solutions. Our technical support ensures high operational standards.
- ❖ **Weaknesses (Competitors):** Larger, established mining companies may have higher overheads and less flexibility.

5.0 Marketing and Sales Strategy

- **Value Proposition:** "Local, reliable, and high-quality limestone supply with consistent delivery and technical customer support."
- **Pricing Strategy:** Competitive pricing based on market rates, with premium pricing for value-added products like quicklime. Long-term supply contracts will offer stable pricing.

Promotion Strategy:

- ❖ Direct B2B sales to major cement and construction companies.
- ❖ Participation in industry trade fairs and seminars.
- ❖ Building relationships with key government ministries (Ministry of Minerals, Ministry of Works).
- **Distribution:** Logistics will be managed through a combination of our own fleet and reputable third-party transporters.

6.0 Technical Plan & Operations

This section is supported by our technical partners.

- **Mining Method:** Open-pit mining using conventional drill-blast-load-haul methods.

- **Reserve and Geology:** The PML area contains an estimated [e.g., 10 Million Tonnes of proven limestone reserves with a high Calcium Carbonate (CaCO₃) content of over 85%, based on initial geological surveys.

Infrastructure & Equipment:

- ❖ **Phase 1:** Establishment of a crushing and screening plant, excavators, dump trucks, drilling rig, and a site office. (Investment: TZS 1.8 Billion).
- ❖ **Phase 2:** Installation of a vertical shaft kiln for quicklime production. (Investment: TZS 700 Million).

Production Process:

1. Drilling and Blasting (controlled by certified blasters)
 2. Loading and Hauling to crusher
 3. Primary and Secondary Crushing
 4. Screening and Sizing
 5. (Phase 2) Calcining in Kiln to produce Quicklime
- **Technical Support:** Our partnership with Elisha George Mbago provides:
 - ❖ Mine planning and design.
 - ❖ Equipment selection and maintenance protocols.
 - ❖ Process optimization and quality control.
 - ❖ Staff training and operational supervision.

Environmental and Social Governance (ESG):

- ❖ Full Environmental Impact Assessment (EIA) conducted and approved by NEMC.
- ❖ Progressive land rehabilitation plan.

- ❖ Community Development Agreement (CDA) to fund local projects (schools, water, health).

7.0 Organizational Structure and Management

- **Board of Directors:** Provides strategic oversight and governance.
- **Chief Executive Officer (CEO):** Overall leadership and stakeholder management.
- **Mine Manager:** Responsible for all on-site operations, reporting to the CEO.
- **Finance & Administration Manager:** Manages accounts, payroll, and compliance.
- **Health, Safety & Environment (HSE) Officer:** Ensures compliance with safety and environmental regulations.
- **Technical Partner Lead:** Embedded expert from our technical support firm.
- **Initial Workforce:** Approximately 50-70 direct employees (miners, plant operators, drivers, security, admin).

8.0 Financial Plan (Summary)

Total Initial Investment Required: TZS 2,500,000,000

- Plant and Machinery: TZS 1,800,000,000
- Working Capital (6 months): TZS 450,000,000
- Pre-operational and Licenses: TZS 250,000,000

Revenue Projections (Year 1-3):

- **Year 1:** TZS 1,200,000,000 (Ramp-up phase, focus on raw limestone)
- **Year 2:** TZS 2,500,000,000 (Full capacity, introduction of quicklime)
- **Year 3:** TZS 3,500,000,000 (Full production of both product lines)

Profit & Loss Projection (Simplified):

- **Year 1:** Net Loss (TZS 150,000,000) - Due to high depreciation and initial costs.

- **Year 2:** Net Profit: TZS 850,000,000
- **Year 3:** Net Profit: TZS 1,800,000,000

Key Assumptions:

- Average selling price of raw limestone: TZS 25,000/tonne.
- Average selling price of quicklime: TZS 150,000/tonne.
- Production capacity: 120,000 tonnes/year in Phase 1, scaling to 150,000 tonnes/year in Phase 2.

9.0 Risk Analysis and Mitigation

Risk	Impact	Mitigation
Fluctuating Market Prices	High	Secure long-term (1-3 year) off-take agreements with key customers.
Regulatory Changes	Medium	Engage a legal consultant specializing in Tanzanian mining law. Maintain proactive communication with the Ministry of Minerals.
Environmental Compliance	High	Strict adherence to EIA and CDA. Regular audits. The HSE Officer has veto power on unsafe operations.
Technical Failures	Medium	Preventive maintenance schedule managed by technical partners. Keep critical spares in inventory.
Community Relations	Medium	Transparent and ongoing community engagement. Fulfill all CDA obligations promptly and publicly.