

SHEDA GENERAL SUPPLIES LTD



BUSINESS PLAN

1.0 EXECUTIVE SUMMARY:

SHEDA GENERAL SUPPLIES LTD aims to establish a successful wooden poles treatment plant to cater to the growing demand for treated wooden poles in various industries. Our plant will utilize advanced treatment technologies and sustainable sourcing practices to ensure the production of high-quality, environmentally friendly wooden poles. With a focus on efficiency, quality, and customer satisfaction, we intend to become a leading supplier in the market.

2.0 BUSINESS DESCRIPTION:

SHEDA GENERAL SUPPLIES LTD will operate a wooden poles treatment plant focused on the manufacturing and distribution of treated wooden poles. Our plant will be equipped with state-of-the-art treatment facilities to ensure the durability and longevity of our products. We will cater to industries such as construction, utilities, agriculture, and landscaping, providing custom solutions to meet our customers' needs.

3.0 MARKET ANALYSIS:

The demand for treated wooden poles is driven by various industries seeking durable and sustainable solutions for their projects. Key factors influencing market growth include:

- **Construction Industry Expansion:** The construction sector's growth fuels the demand for treated wooden poles for applications such as structural support, fencing, and formwork.
- **Utility Infrastructure Development:** Utilities require treated wooden poles for overhead power lines, telecommunication lines, and street lighting, driving the demand for utility poles.
- **Agricultural Sector Demand:** Treated wooden poles are essential in agricultural applications such as vineyard trellising, fruit orchard support, and crop protection, with the increasing adoption of sustainable agricultural practices.

4.0 PRODUCTS AND SERVICES:

SHEDA GENERAL SUPPLIES LTD will offer a diverse range of treated wooden poles to meet the specific requirements of our customers. Our product lineup will include:

- **Utility Poles:** Treated poles designed for overhead power lines, telecommunication lines, and street lighting.
- **Construction Poles:** Treated poles suitable for structural support, fencing, formwork, and other construction applications.
- **Agricultural Poles:** Treated poles customized for vineyard trellising, fruit orchard support, crop protection, and other agricultural uses.
- **Landscaping Poles:** Treated poles for landscaping projects such as retaining walls, garden borders, and decorative features.

5.0 MARKETING AND SALES STRATEGY:

SHEDA GENERAL SUPPLIES LTD will implement a comprehensive marketing and sales strategy to reach our target customers and establish a strong market presence. Key elements of our strategy include:

- **Online Presence:** Developing a professional website and leveraging social media platforms to showcase our products and engage with potential customers.
- **Trade Shows and Exhibitions:** Participating in industry trade shows, exhibitions, and events to network with potential customers and demonstrate our product range.
- **Direct Sales:** Employing a dedicated sales team to engage with customers actively, understand their needs, and provide tailored solutions.
- **Partnerships:** Establishing partnerships with contractors, distributors, and resellers to expand our distribution channels and reach a wider customer base.

6.0 OPERATIONS PLAN:

SHEDA GENERAL SUPPLIES LTD will operate a modern wooden poles treatment plant equipped with advanced technology to ensure efficient and high-quality production. Key aspects of our operations plan include:

- **Sourcing:** Partnering with sustainable forestry suppliers to ensure a steady supply of high-quality timber for pole production.
- **Treatment Process:** Utilizing environmentally friendly treatment methods that comply with industry standards and regulations to enhance the durability and longevity of our poles.
- **Quality Control:** Implementing strict quality control measures throughout the production process to ensure that our products meet the highest standards of quality and reliability.
- **Logistics and Distribution:** Establishing efficient logistics channels to deliver our products to customers in a timely manner and exploring opportunities for international distribution to expand our market reach.

7.0 FINANCIAL PLAN:

7.1 The financial success of SHEDA GENERAL SUPPLIES LTD's wooden poles treatment plant will be achieved through sound financial management, revenue growth, and cost control measures. Key components of our financial plan include:

- **Startup Costs:** Initial investment will cover equipment procurement, facility setup, staffing, and marketing expenses.
- **Revenue Projections:** Projected revenue will be based on market demand, pricing strategies, and sales forecasts.
- **Cost Structure:** Managing operational costs through efficient resource utilization, supplier negotiations, and inventory management.
- **Profitability:** Aim to achieve profitability within the first two years of operation through targeted sales efforts and cost optimization.

7.2 PROJECTED CASH FLOW

SHEDA GENERAL SUPPLIES LIMITED													
P. O. BOX 28 - MAFINGA													
PROJECTED CASH FLOW STATEMENT FOR THE PERIOD OF 12 MONTHS MAY 2025 TO APRIL 2026. TZS'000'													
PARTICULARS	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	TOTAL
A:CASH INFLOWS													
Sales Revenue	209,890	211,989	216,229	218,391	222,759	227,214	236,303	238,666	243,439	250,742	260,772	268,595	2,804,987
Debtor collection	14,654	15,387	14,925	15,671	15,201	15,961	15,482	16,257	15,769	16,557	16,061	16,864	188,789
Loan Facility (Asset Financing)	1,000,000	-	-	-	-	-	-	-	-	-	-	-	1,000,000
Loan Facility (Working Capital)	500,000	-	-	-	-	-	-	-	-	-	-	-	500,000
TOTAL INFLOWS	1,724,544	227,376	231,154	234,062	237,960	243,175	251,785	254,922	259,208	267,299	276,832	285,458	4,493,776
B:CASH OUT FLOWS													
Purchases	425,655	100,568	155,276	155,022	105,652	156,562	157,496	123,562	157,562	157,330	135,542	135,288	1,965,515
Purchase of Motor Vehicles	1,000,000	-	-	-	-	-	-	-	-	-	-	-	1,000,000
Salary and direct labour	1,765	1,800	1,836	1,873	1,910	1,949	1,988	2,027	2,068	2,109	2,152	2,195	23,672
Staff welfare	391	411	398	418	406	426	413	434	421	442	429	450	5,037
Workers Compensation Fund	19	18	18	19	19	19	20	20	21	21	22	22	238
Security fund contribution	177	180	184	187	191	195	199	203	207	211	215	219	2,367
Skills and Development levy	71	72	73	75	76	78	80	81	83	84	86	88	947
Diesel and Lubricants	3,540	3,552	3,559	3,572	3,598	3,610	3,617	3,630	3,656	3,668	3,675	3,688	43,365
Repair and Service-Machines	690	694	697	705	710	714	717	725	730	734	737	745	8,598
Repair and Service-Vehicles	696	700	703	711	716	720	723	731	736	740	743	751	8,670
Insuarance and Licenses	-	2,750	-	-	2,867	-	-	2,760	-	-	2,980	-	11,357
Water and Electricity	471	473	474	475	478	479	481	482	483	486	487	489	5,758
Communication	106	107	108	109	112	113	115	116	117	120	121	123	1,367
Security	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Printing and Stationery	77	78	80	81	82	84	85	86	88	89	90	92	1,012
Miscellaneous Expenses	839	881	855	897	870	914	886	931	903	948	920	966	10,809
Loan repayment instalment	54,984	54,984	54,984	54,984	54,984	54,984	54,984	54,984	54,984	54,984	54,984	54,984	659,808
Taxation	-	58,789	-	-	58,789	-	-	58,789	-	-	58,789	-	235,156
Total Outflows	1,489,580	226,157	219,346	219,228	231,561	220,947	221,903	249,661	222,158	222,066	262,070	200,199	3,984,877
Net Flows	234,964	1,219	11,808	14,834	6,399	22,228	29,882	5,261	37,050	45,233	14,762	85,259	508,899
Opening Balance	18,124	253,088	254,307	266,115	280,949	287,348	309,576	339,458	344,719	381,769	427,002	441,764	18,124
Closing Balance	253,088	254,307	266,115	280,949	287,348	309,576	339,458	344,719	381,769	427,002	441,764	527,023	527,023

SHEDA GENERAL SUPPLIES LIMITED

P. O. BOX 28 - MAFINGA

PROJECTED CASH FLOW STATEMENTS FOR PERIOD OF THREE YEARS FROM MAY 2025 TO APRIL 2028

PARTICULARS	MAY 2025 -APR 2026	MAY 2026 -APR 2027	MAY 2027 -APR 2028	TOTAL
A:CASH INFLOWS	TZS 000	TZS 000	TZS 000	TZS 000
Sales Revenue	2,804,987	3,197,685	3,677,338	9,680,009
Debtor collection	188,789	207,668	228,435	624,892
Loan Facility (Asset Financing)	1,000,000	-	-	1,000,000
Loan Facility (Working Capital)	500,000	-	-	500,000
TOTAL INFLOWS	4,493,776	3,405,353	3,905,772	11,804,901
B:CASH OUT FLOWS				
Purchases	1,965,515	1,793,883	2,098,843	5,858,241
Purchase of Motor Vehicles	1,000,000	-	-	1,000,000
Salary and direct labour	23,672	24,856	26,099	74,627
Staff welfare	5,037	5,289	5,554	15,880
Workers Compensation Fund	238	288	349	875
Security fund contribution	2,367	2,604	2,864	7,836
Skills and Development levy	947	994	1,044	2,985
Diesel and Lubricants	43,365	45,533	47,810	136,708
Repair and Service-Machines	8,598	9,028	9,479	27,105
Repair and Service-Vehicles	8,670	9,104	9,559	27,332
Insuarance and Licenses	11,357	11,925	12,521	35,803
Water and Electricity	5,758	6,046	6,348	18,152
Communication	1,367	1,435	1,507	4,309
Security	1,200	1,260	1,323	3,783
Printing and Stationery	1,012	1,012	1,012	3,036
Miscellaneous Expenses	10,809	11,566	12,375	34,750
Loan repayment instalment	659,808	659,808	659,808	1,979,424
Taxation	235,156	258,672	284,539	778,366
Total Outflows	3,984,877	2,843,302	3,181,034	10,009,213
Net Flows	508,899	562,051	724,739	1,795,688

8.0 CONCLUSION:

SHEDA GENERAL SUPPLIES LTD is committed to establishing a successful wooden poles treatment plant that delivers high-quality, environmentally friendly products to our customers. With a strategic approach to marketing, sales, and operations, we aim to become a trusted leader in the industry while promoting sustainability and customer satisfaction.

This business plan outlines our vision, strategies, and goals for the wooden poles treatment plant of SHEDA GENERAL SUPPLIES LTD. We are dedicated to providing exceptional value to our customers, shareholders, and the communities we serve.



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Awadhi Saidi Shedaffa

Managing Director

SHEDA GENERAL SUPPLIES LTD

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