



BIZZELL WATER by Bizzell International

“Bizzell Water — Purity, Perfected”

BUSINESS PLAN

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Executive Summary

Bizzell Water, a subsidiary of Bizzell International, is poised to redefine the premium bottled water industry in East Africa through advanced production, sustainable practices, and global operational excellence. With facilities located in Dar es Salaam and Zanzibar, Bizzell Water will produce and distribute purified, sparkling, and boxed water—serving both local markets and regional export destinations.

Demand for bottled drinking water continues to surge across East Africa, driven by rising urbanization, growing health consciousness, and limited access to safe municipal water supplies. According to the Council of Bottled Water Manufacturers, global bottled water demand has increased nearly 400% over the past decade, reflecting a shift toward trust and quality in hydration.

In Tanzania, the bottled water market—valued at USD \$54 million in 2015—is projected to reach USD \$198.23 million by 2025, growing at a compound annual growth rate (CAGR) of 10.75%, as reported by Williams & Marshall Strategy. This strong trajectory positions Bizzell Water to capture a significant share of the expanding domestic and regional market, particularly through its eco-friendly production approach and premium brand positioning.

As of September 30, 2025, Bizzell International has invested USD \$4.51 million (TZS 12.2 billion) to establish and operationalize the Dar es Salaam plant. This investment includes land purchase, facility development, water purification systems, and product innovation.

An additional USD \$2.97 million has been financed for the SACMI Water Line Filling System, a cutting-edge production unit designed to enhance quality, efficiency, and scalability. This combination of direct investment and vendor financing demonstrates Bizzell International's long-term commitment to building a sustainable and globally competitive brand.

Beginning in 2025, Bizzell Water's mainland operations will serve key Tanzanian urban centers and institutional clients. In 2027, a Zanzibar subsidiary will commence operations, strategically positioned within the Free Economic Zone to serve the island's robust hospitality and tourism industries.

The Zanzibar facility will specialize in premium bottled and boxed water, leveraging logistical advantages for export to Kenya, Uganda, Rwanda, and GCC markets. The company's regional integration strategy will support high growth through economies of scale, efficient distribution networks, and brand consistency across markets.

From 2025 to 2030, Bizzell Water is projected to achieve sustained financial growth, with consolidated revenue expected to rise from USD \$6.0 million in 2025 to USD \$14.5 million by 2030, maintaining profit margins of up to 45%. The Zanzibar subsidiary is anticipated to contribute an additional USD \$750,000 in revenue by 2030.





This growth will be fueled by expanding distribution, digital marketing, and brand partnerships with hotels, resorts, and corporate clients across East Africa.

Bizzell Water's business model embodies the principles of sustainability, innovation, and social impact. Through closed-loop recycling, biodegradable packaging, and solar-assisted operations, the company aligns with global environmental goals while supporting local employment and community development.

By 2030, Bizzell Water will be recognized as one of East Africa's leading premium water producers—a trusted brand that represents quality, innovation, and sustainability, reinforcing Bizzell International's global mission of building healthy, secure, connected, and sustainable communities.

Bottled Drinking Water

Bizzell Water will serve households, hotels, restaurants, supermarkets, offices, and tourism establishments with purified and sparkling water available in multiple sizes—from 330ml bottles to 20L dispensers. Recognizing the expanding market for drinking water across Zanzibar and mainland Tanzania, Bizzell Water has been established to provide a premium, trusted, and eco-conscious brand that meets the growing demand for safe and refreshing bottled water.

Following extensive industry and market research, the company has developed a robust business plan to enter and lead the bottled water sector in the region. Bizzell Water will generate revenue through the sale of diverse water products, including sports bottles, sachet water, soft and hard plastic bottled water, boxed water bags, glass bottled water, and large dispenser bottles for both purified and sparkling water. All packaging will feature a clear, crystal design with a matte finish, emphasizing elegance and quality.

In addition, Bizzell Water will offer a range of branded merchandise, including reusable leakproof bottles, ice buckets, and both automatic and manual drinking water pumps, as well as frosted glassware—all reflecting the company's sustainable brand identity. Distribution will be supported through branded delivery carts, bottle racks, and hammocks designed for large retailers and outdoor events, ensuring accessibility, convenience, and visibility across key markets.

Management Team

Bizzell Water is owned and operated by Bizzell International, under the visionary leadership of Dr. Anton C. Bizzell, a physician entrepreneur. The executive team comprises experts in water engineering, business operations, and sustainability, each committed to advancing the brand's mission of providing premium, high-quality water solutions across Africa. Together, they are driving innovation, environmental stewardship, and operational excellence to position Bizzell Water as a leading name in Africa's beverage and sustainability sectors.





Bizzell Water is led by Dr. Bizzell as Chief Executive Officer. Dr. Bizzell holds a Doctorate in Medicine (M.D.) and brings over 25 years of experience in business management and development. His leadership has successfully restructured and operationalized thriving business ventures, including the current bottled water business in , which she helped manage and expand. Recognizing a gap in the market for exclusive, premier, and luxury local water brands, Bizzell International is spearheading an innovative business plan to introduce a new standard of excellence in the bottled water industry.

To support operations and expansion, two key managerial roles will be filled:

- Operations Manager, responsible for overseeing daily plant operations and production efficiency.
- Marketing and Sales Executive, serving as the primary customer interface and leading brand growth initiatives.

Additionally, four commission-based Sales Associates will be recruited to drive customer acquisition and expand market presence. Other essential roles to be hired include Accountants, Plant Managers, Production Assistants, Merchandise Manager, Drivers, and Quality Assurance (QA) Engineers—all critical to ensuring Bizzell Water’s commitment to quality, innovation, and customer satisfaction.

Manufacturing

Bizzell Water facilities will utilize advanced purification and bottling systems that meet and exceed international quality and safety standards. Operations in both Tanzania and Zanzibar will feature eco-friendly packaging, energy-efficient technologies, and a closed-loop bottle collection and reuse system, reinforcing the company’s commitment to environmental stewardship and sustainable growth across Africa.

Bizzell Water, now part of the Bizzell manufacturing portfolio, will be bottled by a consortium domiciled in mainland Tanzania with a subsidiary on Zanzibar Island. The consortium consists of strategic investors and regional expertise and global investment to drive operational excellence. Due to variations in tax and trade regimes between the mainland and Zanzibar, Bizzell Water will also maintain localized bottling operations in both jurisdictions to ensure market efficiency and compliance.

The consortium will manage the end-to-end production process, manufacturing both plastic and glass bottles from raw materials through to packaging and storage. This includes producing bottles via in-house blowing technology, storing them for distribution, and implementing systems to collect, clean, and refill returned bottles for reuse. Supporting materials such as packaging boxes, sachets, and water bags will be sourced from reputable local manufacturers.

In alignment with Bizzell International’s sustainability mission, environmentally responsible recycling and resource recovery practices will be integrated throughout the production cycle — ensuring that every step of the process contributes to a cleaner, greener, and more circular economy.





Sales & Marketing Strategy

Bizzell Water's marketing strategy centers on trust, transparency, and sustainability, aligning with the company's broader mission to deliver products that embody both quality and social responsibility. Through high-impact launch events, targeted digital marketing campaigns, and strategic partnerships with hospitality and retail brands, Bizzell Water will cultivate strong brand awareness across East Africa and beyond—anchored by the slogan, *"Pure Innovation in Every Drop."*

To rapidly establish market presence, introductory offers and free trials will be used to engage new consumers and build early loyalty. Marketing efforts will span a mix of traditional and digital channels, including trade shows, mall activations, and corporate events, reinforced by advertising on social media platforms such as Facebook and Instagram. A marketing budget of USD 454,800, equivalent to approximately 10% of first-year projected sales, will fund these activities. Importantly, all marketing expenditures will be financed through earnings from operations, rather than start-up capital, reflecting the company's disciplined financial approach.

To distinguish itself in a competitive market, Bizzell Water will execute a premier executive launch event at one of the region's five-star hotels in Zanzibar or Tanzania, introducing the luxury brand to key stakeholders, media, and influencers. This launch will be complemented by personalized outreach to hotels, restaurants, and major water distributors, supported by written communications and brand kits.

Advertisements will also feature in local directories, billboards, and hospitality networks, ensuring comprehensive visibility across multiple consumer touchpoints. Through this integrated marketing approach, Bizzell Water aims to position itself as the leading premium bottled water brand synonymous with purity, sustainability, and innovation.

Business Target

Bizzell Water's vision is to become the leading provider of premium bottled water in East Africa, expanding regionally while maintaining a steadfast commitment to community engagement and environmental stewardship. The company aims to redefine quality and sustainability within the beverage industry by merging cutting-edge purification technology with responsible production practices.

Our vision extends to establishing a premier-branded bottled water company with a strong footprint in both Zanzibar and mainland Tanzania. We maintain a strict no-compromise policy on product quality and brand integrity, ensuring complete transparency in our purification and bottling processes. This approach reinforces consumer trust and aligns with Bizzell International's broader mission to advance sustainable and ethical business models across Africa.

Bizzell Water will engage in wholesale and retail distribution across a diverse range of sectors and clientele, including:





- Luxury Hotels and Resorts
- Event Planners, Corporate Functions, and Private Parties
- Restaurants, Cafés, and Canteens
- Corporate Executives and Business Professionals
- Government Offices and Institutions
- Office and Business Complexes
- Sports and Fitness Communities
- Tourists and the Travel Industry
- Outdoor Events and Recreational Activities

By strategically targeting these key segments, Bizzell Water will ensure that its products are not only accessible to a broad market but also synonymous with premium quality, health, and innovation throughout the region.

Funding Requirement

To establish operations, Bizzell International requires an investment of USD \$1,500,000 to cover facilities, equipment, staffing, logistics, and initial marketing activities. This investment supports Bizzell’s strategic expansion into sustainable manufacturing and premium bottled water production across Africa, beginning with operations in Tanzania and Zanzibar.

The majority of capital expenditures will be directed toward the acquisition or leasing of production facilities, as well as the purchase of water purification, bottling, and packaging equipment. Additional allocations will fund operational startup costs, staffing, utilities, and marketing necessary to establish market presence and ensure operational readiness.

Key Capital Allocation Breakdown:

- Business Registration (Tanzania Mainland and Zanzibar): USD 3,500
- Legal Fees and Licensing Permits: USD 5,000
- Business Consulting Services: USD 2,500
- Facility Rent (12 months @ \$1.76 per sq. ft): USD 105,600
- Drilling and Establishment of Boreholes: USD 60,000
- Construction of Bottled Water Production Plant: USD 500,000
- Insurance (Liability, Workers’ Compensation, Property Casualty): USD 22,400
- Office Supplies, Utilities, and Stationery: USD 2,500
- Startup Inventory (Raw Materials, Bottles, Packaging): USD 80,000
- Operating Costs (First 3 Months – Salaries, Utilities, Overheads): USD 100,000
- Storage Infrastructure (Bins, Racks, Shelves, Hammocks): USD 8,000
- Counter Area Equipment (Sink, Ice Machine, Countertop, etc.): USD 9,500





- Water Purifying, Bottling, and Packaging Equipment: USD 100,000
- Store Equipment (Cash Registers, Security, Ventilation, Signage): USD 15,000
- Office Furniture and Electronics (Computers, Printers, Phones, etc.): USD 4,000
- Website Development and Online Presence: USD 2,000
- Product Launch and Brand Introduction: USD 50,000

The estimated total investment required is USD \$1,000,000 for the Tanzania mainland production plant and an additional USD \$500,000 for the subsidiary facility in Zanzibar.

This investment includes the salaries of all staff for the first three months of operation, ensuring smooth startup and business continuity during the early stages of production and market entry.

Financial Highlights

Revenue in the first operational year (2025) is projected to exceed USD \$4.8 million with strong margins and rapid expansion through strategic distribution.

Industry Analysis

Introduction

The bottled water market in Tanzania and Zanzibar continues to experience strong and sustained growth, supported by rising health awareness, tourism expansion, and increased demand for premium and sustainable water brands. According to recent market reports, the bottled water sector in East Africa is projected to grow at a compound annual growth rate (CAGR) of approximately 10.75% through 2029, driven by the population's preference for safe, high-quality drinking water and lifestyle-oriented products.

Bizzell Water will strategically position itself as a top-tier, environmentally responsible brand, offering purified still and sparkling water that combines luxury, sustainability, and community impact. Its focus on advanced purification systems, closed-loop bottle reuse, and eco-friendly packaging will differentiate it from competitors such as Aqua Cool, Bonite Bottlers, Super Meals, The Coca-Cola Company, Hill Group, and The Bakhresa Group.

Growth Rate

The bottled water industry has demonstrated steady growth over the past four decades, with annual expansion rates averaging 12–15% since the mid-1980s. Historical data shows a 15.8% increase in sales between 1993 and 1994, marking a consistent recovery trajectory following periods of market stabilization.

In Tanzania, the bottled water market was valued at USD \$54 million in 2015 and is forecasted to reach USD \$198.23 million by 2025, reflecting a 10.75% CAGR (Williams & Marshall Strategy, 2024). Looking ahead,





broader regional forecasts for the Middle East and Africa (MEA) indicate total market growth from USD \$14.19 billion in 2024 to nearly USD \$30 billion by 2033 (Market Data Forecast, 2024).

The premium bottled water segment, in particular, is expected to expand rapidly at 6.7–7% CAGR globally through 2030, fueled by wellness-conscious consumers and demand for ethically produced, luxury beverage options.

Industry Size

By revenue, Tanzania’s bottled water market reached USD \$355.6 million in 2022, with per-person revenues of USD \$5.62, and is projected to continue growing as urbanization and tourism accelerate. The still water segment remains the largest contributor, though functional and sparkling waters are emerging as high-growth categories in premium markets.

By 2026, roughly 7% of bottled water spending and 3% of total consumption in Tanzania will come from out-of-home channels, including restaurants, hotels, and resorts. Market volume is expected to surpass 1.22 billion liters during this period, highlighting the potential for Bizzell Water’s expansion in both retail and hospitality sectors.

Globally, the U.S. remains the largest bottled water market (USD \$83 billion in 2022), but African markets—especially East Africa—are now among the fastest-growing, offering a favorable landscape for localized brands emphasizing authenticity, transparency, and sustainability.

Consumption Trends

Approximately one in six Tanzanian households currently purchases bottled water as their primary drinking source, with per capita consumption expected to reach 16 liters per year by 2025. Increased health awareness, combined with improvements in infrastructure and lifestyle habits, continues to fuel growth in both the retail and hospitality segments.

Trends show consumers gravitating toward premium, functional, and mineral-enhanced waters, alongside eco-friendly packaging and transparent labeling. Bizzell Water’s combination of purification excellence and sustainable operations will directly align with these evolving consumer preferences.

Distribution Channels

The Council of Bottled Water Manufacturers divides the Tanzanian market into two key segments:

- Off-trade distribution, including supermarkets, minimarkets, convenience stores, and small traditional retailers—currently representing the largest market share.
- On-trade distribution, which includes hotels, restaurants, cafés, clubs, and resorts—projected to grow rapidly with tourism and leisure expansion, especially in Zanzibar and coastal Tanzania.





Retail accounts for approximately 61.5% of bottled water purchases, with commercial delivery (11.3%) and home delivery (11.4%) also serving niche but growing roles as logistics infrastructure improves.

Bizzell Water will leverage a hybrid distribution strategy, focusing first on high-end hospitality and corporate clients to build brand prestige, followed by broader retail and e-commerce expansion once brand awareness solidifies.

Cost and Pricing Dynamics

According to Statista (2024), the average retail price of bottled water in Tanzania is USD \$0.34 per liter for home use and USD \$0.90 per liter for out-of-home consumption. Bizzell Water—under the Serene Drinking Water line—will enter the market at an introductory price of USD \$0.30 per liter, strategically balancing accessibility and premium brand perception.

With first-year sales projected at 18.6 million liters, production and operating costs estimated at 63%, and a profit margin of 37%, Bizzell Water’s financial outlook remains robust. The company’s sustainable production methods, local sourcing, and operational efficiency will help mitigate cost volatility from fuel, import duties, and packaging materials.

Strategic Outlook and Future Trends

To remain competitive and future-focused, Bizzell Water will align its operations with emerging industry drivers that reflect shifts in consumer preferences, environmental priorities, and global market dynamics. The company’s forward strategy will focus on five key areas: Premiumization and Product Diversification, Sustainability and Circular Economy Leadership, Digital and Data-Driven Marketing, Hospitality and Tourism Partnerships, and Regional Expansion.

- **Premiumization and Product Diversification** - Bizzell Water aims to strengthen its position in the premium beverage segment by introducing glass-bottled luxury lines and functional water variants, such as mineral-enriched or alkaline water. These products will cater to health-conscious consumers and reinforce the brand’s image as a symbol of refinement and quality. Emphasis will be placed on provenance, purity, and sustainability, ensuring that each bottle reflects both exceptional craftsmanship and a responsible production process. This diversification strategy will allow the company to meet the growing global demand for high-value, wellness-oriented products while maintaining its East African roots.
- **Sustainability and Circular Economy Leadership** - At the core of Bizzell Water’s business model is a strong commitment to environmental stewardship. The company will scale its closed-loop bottle collection and refill systems, ensuring efficient reuse and reduced waste. By integrating recyclable glass and PET materials, Bizzell Water will minimize its ecological footprint while meeting international environmental standards. Strategic partnerships with eco-certification bodies will





further validate its commitment to sustainability, positioning Bizzell Water as a regional leader in circular manufacturing practices and responsible resource management.

- **Digital and Data-Driven Marketing** - Bizzell Water will leverage digital marketing tools and analytics to enhance brand awareness and customer engagement. Through targeted social media campaigns, influencer collaborations, and mobile engagement initiatives, the brand will appeal to millennial and Gen Z consumers who increasingly value transparency, design, and social impact. The company will also utilize customer data and purchasing analytics to refine marketing strategies, optimize product distribution, and forecast demand across markets. This data-driven approach will ensure that Bizzell Water remains responsive to evolving consumer behavior and market conditions.
- **Hospitality and Tourism Partnerships** - Given the strong growth of the tourism sector in Zanzibar, Tanzania, and across East Africa, Bizzell Water will develop partnerships with luxury hotels, airlines, and resorts to embed its products within the region's hospitality experience. Through co-branding initiatives, event sponsorships, and premium service collaborations, Bizzell Water will become synonymous with quality and prestige across the hospitality and travel industries. These partnerships will not only enhance visibility but also strengthen the company's identity as the preferred premium water brand in East Africa's booming leisure and tourism markets.
- **Regional Expansion** - Bizzell Water's operations in Tanzania and Zanzibar serve as a strong foundation for regional growth. The company plans to expand into Kenya, Uganda, and Rwanda, leveraging its established infrastructure and brand recognition to penetrate new East African markets. Beyond the continent, Bizzell Water will explore export opportunities to the Gulf Cooperation Council (GCC) countries, capitalizing on existing Bizzell International trade networks and logistics capabilities. This dual-market strategy—anchored in local authenticity and global reach—positions Bizzell Water for sustained growth, cross-border collaboration, and long-term profitability.

Market Overview

The bottled water market in Tanzania—particularly in Dar es Salaam and Zanzibar—continues to expand rapidly, driven by population growth, urbanization, and increasing consumer awareness around health and hygiene. These two markets account for the majority of bottled water consumption in the country, supported by strong demand from both residents and the rapidly growing tourism sector. Despite the presence of multiple local and international brands, a distinct market gap remains for a luxury, eco-conscious water brand that aligns with global sustainability standards and appeals to affluent consumers. Bizzell Water is poised to fill this void, offering a premium product that blends purity, elegance, and environmental responsibility.

The market's growth has been accelerated by several key factors, including aging and insufficient public water infrastructure, the aftermath of the COVID-19 pandemic, and heightened concern for safe and hygienic drinking water. With rising disposable incomes and a steady inflow of international visitors, bottled water has





transitioned from a convenience product to an essential daily commodity and lifestyle choice, particularly in high-density urban and coastal areas like Dar es Salaam and Zanzibar.

Market Size

Recent market assessments estimate that the non-sparkling bottled water market in Tanzania totals approximately 1.01 billion liters per year, with Dar es Salaam and Zanzibar accounting for the largest share due to higher urbanization, economic activity, and tourism volumes. Combined, these areas represent a population of roughly 8.2 million people (UN data, 2024), making them the commercial heart of Tanzania's beverage sector.

Per capita consumption continues to rise, with averages of 32 bottles (500ml) and 11 bottles (1.5L) consumed per person annually. This translates into approximately 130.7 million liters from 500ml bottles and 131.1 million liters from 1.5L bottles each year—underscoring the consistent and large-scale demand for bottled water in the region.

Nationally, the market value for bottled water is expected to exceed USD \$400 million by 2025, with 10–12% annual growth projected through 2030. This growth is fueled by tourism, economic development, and shifting consumer preferences toward premium and health-conscious beverages. As regional competition intensifies, the differentiation of product quality, sustainability, and brand image will define market leadership.

Competition

The bottled water industry in Tanzania currently includes more than a dozen producers, ranging from small-scale local bottlers to internationally recognized beverage companies. However, none of the existing firms operate as a truly premium or luxury bottled water brand focused on sustainability and design. This absence creates a significant competitive advantage for Bizzell Water, which integrates modern purification technology with high-end packaging and a commitment to environmental stewardship.

The three largest competitors dominating the Tanzanian bottled water market remain:

- Dasani (The Coca-Cola Company) – A widely distributed brand recognized for its accessibility and strong retail partnerships.
- Hill Water – A locally recognized producer serving both domestic retail and institutional clients, focusing on affordability and availability.
- Kilimanjaro Water – A leading local brand known for its scale and consistent product quality, particularly in the mid-market segment.

While these companies hold strong market presence, their offerings remain largely mass-market and price-driven. Bizzell Water's entry will redefine the category by introducing premium positioning, luxury-grade





packaging, and eco-friendly production standards, appealing to high-end hotels, resorts, airlines, corporate clients, and export markets.

With its dual operational base in Tanzania Mainland and Zanzibar, Bizzell Water will also enjoy a logistical and regulatory advantage, enabling streamlined production, localized marketing, and cross-border distribution across East Africa and the Gulf Cooperation Council (GCC) markets.

Business Overview

Name

Bizzell Water, owned and operated by Bizzell International, represents the company's expansion into the premium bottled water and sustainable beverage industry. The brand is registered under Bizzell International's corporate portfolio, aligning with the organization's broader mission of advancing sustainability, health, and innovation across Africa and beyond. Operations will focus on the production and distribution of purified and sparkling water, ensuring the highest levels of transparency, quality, and environmental responsibility in every stage of manufacturing.

Corporate Structure

Bizzell Water operates as a subsidiary under Bizzell International, a global enterprise led by Dr. Anton C. Bizzell. The company's structure integrates its strategic and operational presence in both Tanzania Mainland and Zanzibar, forming a unified framework for regional and international expansion.

Under this structure, Bizzell Water Tanzania Limited will manage production, logistics, and domestic sales on the mainland, while Bizzell Water Zanzibar Limited will oversee operations for the island market and regional exports. This dual presence allows the company to leverage local expertise, favorable trade conditions, and sustainable practices to support its goal of becoming the leading premium water brand in East Africa.

Operations

Bizzell Water will produce both sparkling and purified bottled water, offered in a range of formats to meet consumer and corporate demands. Each bottle will reflect Bizzell's hallmark of quality, with clean design, durable packaging, and clear labeling that emphasizes purity, sustainability, and innovation.

A refill and recycling system will serve as a cornerstone of operations—empty bottles will be collected from distributors and retail partners, returned weekly to the production facility, and cleaned, sanitized, and refilled for reuse. This closed-loop model minimizes environmental impact and reinforces the brand's sustainability commitment.

Production facilities will utilize advanced purification and bottling systems meeting international ISO standards, ensuring that each unit meets stringent health, safety, and taste benchmarks. The company's





operational focus will prioritize efficiency, waste reduction, and energy optimization, aligning with Bizzell International's broader environmental and social governance (ESG) framework.

Personal Investment

Bizzell International has invested significantly in the research, development, and market readiness of Bizzell Water. This includes detailed market feasibility studies across Dar es Salaam and Zanzibar, participation in regional industry trade shows, and extensive collaboration with sustainability consultants and local business partners.

Funds have also been dedicated to brand development, trademark registration, packaging design, and professional consulting services to ensure successful entry into the East African beverage sector. This investment reflects Bizzell International's long-term commitment to establishing a premium, sustainable, and socially responsible bottled water enterprise that aligns with its mission of building healthy, secure, connected, and sustainable communities.

Product Description

Bizzell Water, owned and operated by Bizzell International, produces purified and sparkling bottled water using advanced reverse osmosis and CO₂ infusion technology. The company's product line is designed to meet the growing consumer demand for premium, eco-friendly, and health-conscious hydration options across Tanzania and East Africa.

Bizzell Water's portfolio includes plastic and glass bottles, boxed water, water sachets, and dispenser bottles, with plans to expand into 10L and 15L boxed water options for households, offices, and hospitality clients. A new boxed water production line, with equipment already installed in Dar es Salaam, positions Bizzell Water as a market leader in sustainable packaging innovation—offering a cleaner, greener alternative to traditional bottled water.

Purified Drinking Water

Bizzell Water's purified drinking water undergoes a multi-stage reverse osmosis process, which forces water through semi-permeable membranes to remove over 90% of dissolved minerals, impurities, and contaminants. The result is clean, crisp, and safe drinking water that meets international standards for quality and taste.

Purified water will be available in soft and hard plastic bottles, glass bottles, sachets, dispenser containers, and boxed water bags. The boxed water line—available in 10L and 15L sizes—will be the first of its kind in Tanzania, providing convenient, environmentally friendly packaging that reduces plastic waste and supports the company's closed-loop reuse system.





Sparkling Water

Bizzell Water's sparkling line offers a refreshing, naturally carbonated alternative to soda and other sweetened beverages. Produced by infusing purified still water with high-quality CO₂, this line features clean effervescence and a crisp mouthfeel that makes it ideal for dining, travel, and hospitality settings. Sparkling water will be offered in both plastic and glass bottles, and future product variants will include flavored sparkling water options tailored to consumer tastes.

Product Portfolio

Bizzell Water will offer the following product categories:

- Soft Plastic Bottles (500ml, 1L)
- Hard Plastic Bottles (1.5L, 2L)
- Glass Bottles (330ml, 750ml)
- Sports Water Bottles
- Sachets (500ml)
- Water Dispensers (10L, 15L, and 20L)
- Boxed Water Bags (10L and 15L sizes)

Each product will reflect Bizzell Water's commitment to purity, innovation, and sustainability, with eco-friendly labeling and recyclable packaging integrated into every stage of production.

Marketing Strategy

Bizzell Water's marketing approach combines traditional, digital, and experiential marketing to build strong brand recognition and consumer loyalty. The brand will position itself as a premium, socially responsible, and health-driven water company, appealing to both local and international consumers.

Marketing initiatives will include:

- Sponsorships and Community Engagements – Supporting local health and wellness events, environmental clean-up campaigns, and youth programs to reinforce Bizzell Water's community commitment.
- Strategic Partnerships – Collaborating with hotels, resorts, airlines, restaurants, and corporate offices to secure preferred supplier status.
- Digital Campaigns – Leveraging social media, influencer collaborations, and mobile marketing to reach younger audiences, particularly millennials and Gen Z consumers.





- Traditional Media Advertising – Utilizing billboards, radio, and local publications to strengthen brand visibility across major Tanzanian cities.
- Free Trial and Sampling Programs – Providing introductory offers in gyms, hotels, offices, and community events to attract first-time customers and convert them into long-term clients.
- Distributor Incentives – Offering tiered commissions, exclusive promotional materials, and reward programs to expand sales networks and encourage consistent performance.

All marketing activities will emphasize the slogan: “Because Purity Matters.” or “Pure Starts with B.”



B | Believe in Purity

B | Beyond Water

B | Boldly Pure

B | Better Hydration. Better Life.

B | Born to Refresh

B | Because Purity Matters

B | Balance. Brilliance. Bizzell.

B | Be the Source

B | Breathe. Believe. Belong.

B | Beautifully Pure. Brilliantly You.

Operating Plan

Bizzell Water’s operations will be guided by a focus on efficiency, quality control, and scalability. The company will begin with one delivery team based in Dar es Salaam, expanding gradually as sales volume and market demand increase. Each stage of operations—from production to delivery—will adhere to ISO-compliant processes and include quality assurance testing to ensure every bottle meets the company’s rigorous standards.

Distribution

Distribution will begin with an estimated 667 purified water units sold per day (20,000 per month) and 223 sparkling water units per day (6,667 per month). The company will initially employ one delivery specialist,





adding additional staff once monthly deliveries surpass 1,600 units—projected by the end of the fourth month of operations.

Bizzell Water’s fleet will grow in phases to support expansion across Dar es Salaam, Zanzibar, Arusha, and Dodoma, with long-term plans to establish regional distribution hubs for East Africa and future exports to the Gulf Cooperation Council (GCC) countries.

Insurance and Risk Management

Bizzell Water will carry product liability insurance covering potential claims related to packaging or distribution, along with a \$1 million umbrella liability policy for comprehensive operational protection. All packaging suppliers will also maintain manufacturer’s insurance coverage to safeguard the production chain.

Sales Forecast

Based on current market analysis and sales assumptions, Bizzell Water anticipates steady monthly growth during its first year of operations, reaching profitability within six months. Growth projections are supported by Tanzania’s expanding bottled water market, strong brand positioning, and increasing consumer preference for premium and sustainable products.

With its state-of-the-art equipment, strategic marketing plan, and commitment to sustainability, Bizzell Water is positioned to capture significant market share and build a trusted reputation as East Africa’s leading premium bottled water brand.

Management & Staffing

Bizzell Water’s management and staffing structure reflects Bizzell International’s operational excellence and commitment to innovation, quality, and sustainability. The company will employ a multidisciplinary team of professionals responsible for operations, engineering, marketing, sales, quality assurance, and finance. Each role emphasizes expertise, safety, efficiency, and brand integrity, ensuring seamless execution from production to customer delivery.

Leadership

Chief Executive Officer – Dr. Anton C. Bizzell

As CEO of Bizzell International and founder of Bizzell Water, Dr. Anton C. Bizzell provides visionary leadership, strategic oversight, and corporate governance. His expertise in public health, business management, and global operations guides Bizzell Water’s commitment to excellence, sustainability, and community development. Dr. Bizzell’s leadership ensures alignment with international best practices and the company’s mission to deliver premium, eco-conscious bottled water products across Africa and beyond.

Management Team





Operations Manager

The Operations Manager oversees the planning, coordination, and supervision of all production and distribution activities. Responsibilities include managing plant performance, logistics, and administrative functions to ensure operational efficiency. This role will also monitor the Water Treatment Plant and Distribution System, ensuring equipment performance, regulatory compliance, and optimal workflow. The Operations Manager will prioritize tasks, coordinate team activities, and maintain consistent product output in alignment with safety and quality standards.

Plant Manager

The Plant Manager is responsible for the day-to-day operation of the bottling facility, including production scheduling, machine configuration, maintenance, and warehouse management. This role ensures the proper purification, bottling, and packaging of all Bizzell Water products—ranging from bottled and sparkling water to boxed water. The Plant Manager oversees labeling, storage, and dispatch logistics, ensuring efficient inventory management and compliance with health and safety regulations.

Quality Assurance (QA) Engineers

QA Engineers manage the Quality Management System (QMS) to guarantee consistent product quality and regulatory compliance. Responsibilities include testing raw materials and finished products, calibrating machinery, monitoring production safety, and implementing continuous improvement initiatives. The QA team ensures that Standard Operating Procedures (SOPs) are developed and followed for all manufacturing processes, maintaining high safety standards and ISO certification readiness.

Merchandise Manager

The Merchandise Manager handles procurement, vendor relations, and inventory management. This role ensures that all raw materials, packaging (bottles, boxes, plastics), and promotional materials are available and meet brand specifications. The Manager also conducts market assessments, oversees cost control, plans sales cycles, and ensures that all product packaging maintains Bizzell Water's luxury and sustainability aesthetic.

Marketing & Sales Executives

Marketing and Sales Executives will lead customer acquisition, relationship management, and market expansion initiatives. Their focus will be on building relationships with hotels, restaurants, event planners, corporate offices, and retail distributors. Key responsibilities include developing and executing marketing campaigns, sponsorships, and promotional events, while leveraging data analytics to monitor consumer trends and optimize distribution. These executives play a vital role in expanding Bizzell Water's brand presence, increasing sales, and ensuring customer satisfaction.

Accountants

The Accounting team manages all financial activities, including budgeting, reporting, payroll, and tax compliance. Accountants are responsible for cash flow management, general ledger maintenance, and auditing processes. They will prepare monthly and annual financial statements, perform cost and profit





analysis, and support management in strategic financial planning. The accounting function also ensures full compliance with Tanzanian financial regulations and Bizzell International's internal financial controls.

Support and Production Staff

Production Assistants

Production Assistants support the plant team by handling bottling, labeling, packaging, and quality inspections. They ensure the smooth operation of production lines, maintain cleanliness and safety standards, and assist in loading finished goods onto delivery vehicles. Their work supports the timely distribution of purified, sparkling, and boxed water products.

Sales Associates

Sales Associates work under the guidance of Marketing and Sales Executives to develop client relationships, execute field promotions, and track sales performance. They help identify new customers, deliver product samples, and collect market feedback to guide marketing and production strategies.

Drivers and Logistics Staff

The logistics team manages distribution and delivery operations, ensuring efficient transportation of water products to clients, retailers, and partners. As demand scales, additional drivers and route supervisors will be added to maintain punctual and reliable delivery services across Tanzania and Zanzibar.

Staffing Philosophy

Bizzell Water's recruitment strategy focuses on hiring highly qualified, safety-conscious, and results-driven professionals. Employees will undergo regular training in sustainability, customer service, and operational safety to uphold Bizzell International's corporate values. The company's staffing philosophy centers on three pillars:

1. Expertise – Employing skilled professionals with deep experience in manufacturing, water engineering, and business management.
2. Safety – Maintaining a culture of workplace safety and regulatory compliance throughout all operations.
3. Integrity – Ensuring transparency, accountability, and ethical conduct in every aspect of the business.

Bizzell Water's team structure supports both immediate operational goals and long-term scalability, positioning the company for sustained growth and excellence in East Africa's rapidly evolving bottled water industry.





Financial Plan

Bizzell Water’s forecast reflects sustainability and growth. Key assumptions include no credit sales, 30-day inventory cycles, and reinvestment for expansion. Projections for 2025–2030 show steady increases in revenue and profitability.

Year	Revenue (USD)	Direct Costs (USD)	Gross Margin (USD)	Gross Margin %	Operating Expenses (USD)	Depreciation (USD)	Taxes (USD)	Net Profit (USD)	Net Profit %
2025	6050000	910000	5140000	85	1850000	90000	921200	2278800	37.7
2026	6655000	1010000	5645000	84.8	1980000	90000	1026200	2548800	38.3
2027	7320000	1110000	6210000	84.8	2120000	90000	1145200	2854800	39
2028	8050000	1220000	6830000	84.8	2270000	90000	1276800	3193200	39.7
2029	8855000	1340000	7515000	84.9	2430000	90000	1423800	3571200	40.3
2030	9740000	1470000	8270000	84.9	2600000	90000	1587600	3992400	41

Appendix

The appendix includes detailed year-over-year financial statements and monthly projections demonstrating the company’s financial strength and scalability within East Africa.





Appendix

Investment (as of September 30, 2025)

As of September 30, 2025, Bizzell International has invested approximately TZS 3.87 billion (USD \$1.54 million) to establish and operationalize Bizzell Water in Dar es Salaam, Tanzania. This strategic investment reflects Bizzell International's commitment to sustainable infrastructure, local economic development, and high-quality manufacturing standards.

The capital allocation covers land acquisition, construction, equipment installation, environmental compliance, and operations setup to support a fully functional, state-of-the-art water production facility. Key expenditures include:

- Infrastructure Development – Acquisition of land, site surveys, hydrogeological and environmental assessments, and access road improvements to ensure regulatory compliance and site readiness.
- Facility Construction – Investment in concrete structures, boundary walls, fabricated steel buildings, and utilities to create a durable and scalable production site.
- Water Systems and Filtration Equipment – Installation of boreholes, filtration systems, and water lines to support Bizzell Water's advanced purification process and meet international standards.
- Production Machinery – Procurement of a Bag-in-Box (BIB) machine and related packaging equipment to introduce eco-friendly boxed water—an innovation already underway with machinery installed in Dar es Salaam.
- Operational Setup – Expenditures on construction materials, administrative facilities, sample packaging, and professional consultancy services to finalize plant commissioning and production startup.





Investment - BIZZELL INTERNATIONAL		
Purpose	AS OF SEPTEMBER 30, 2025	
	Amount (TZS)	Amount (USD)
Land Purchase	49,595,400.00	\$ 21,377.33
Land Survey (Zoning)	4,666,667.00	\$ 3,017.24
Hydrogeological Survey	708,000.00	\$ 305.17
Borehole Drilling	18,000,000.00	\$ 7,659.57
Concrete Water Chambers	500,000.00	\$ 210.08
Water Analysis	380,000.00	\$ 155.74
Land Documentation	2,369,315.00	\$ 995.51
Access Road Improvement	14,870,000.00	\$ 6,247.90
Architectural Drawings	6,000,000.00	\$ 2,459.02
Environmental Impact Assessment - Statutory	6,000,000.00	\$ 2,448.98
Environmental Impact Assessment - Consultant	11,134,491.00	\$ 4,720.00
Sample Boxes	15,231,890.77	\$ 6,230.44
Sample Lables	313,408.00	\$ 120.54
Sample Wrapper	215,940.00	\$ 83.05
Operations	615,000.00	\$ 246.00
Construction Materials	446,731,099.90	\$ 156,936.04
Labour Charge - Construction of Foundations	65,590,000.00	\$ 26,232.16
Labour Charge - Construction of the Admin Building	9,710,000.00	\$ 3,734.62
Water Filter	513,485,679.20	\$ 204,398.00
Boundary Wall (Fence)	157,840,947.82	\$ 63,140.08
Fabricated Building	516,809,100.00	\$ 205,082.00
Transportation for the Fabricated Building	53,550,000.00	\$ 21,000.00
Taxes for Fabricated Building	78,000,000.00	\$ 30,000.00
Water Line	1,090,740,000.00	\$ 445,200.00
Bag in Box (BIB) Machine	756,560,000.00	\$ 308,800.00
Taxes for Bag in Box	35,105,195.34	\$ 13,502.00
Consultancy - Vijay Anand	17,510,000.00	\$ 6,800.00
TOTAL	3,872,232,134.03	\$ 1,541,101.47

This foundational investment establishes Bizzell Water as a model for sustainable bottled and boxed water production in East Africa. By prioritizing quality, efficiency, and environmental responsibility, Bizzell International is laying the groundwork for long-term growth, market leadership, and regional expansion.

Investment (financed as of September 30, 2025)

In addition to the TZS 3.87 billion (USD \$1.54 million) already invested by Bizzell International, an additional USD \$2.97 million has been allocated for the SACMI Water Line Filling Machine, a critical component of Bizzell Water’s production infrastructure. Of this amount, USD \$1.59 million has been financed by SACMI, reflecting strong vendor confidence in the project’s viability, while USD \$445,200 has been paid in advance





by Bizzell International. The remaining balance of USD \$934,920 will be settled directly by Bizzell, completing the procurement of a high-capacity automated water bottling system that will significantly enhance production efficiency, output quality, and scalability. This financing structure demonstrates Bizzell’s prudent capital management and its strategic approach to leveraging international partnerships to advance sustainable manufacturing in Tanzania.

Waterline - SACMI	
Filling Machine (Water Line)	\$ 2,968,000
Financed by SACMI	\$ (1,587,880)
Advance Paid	\$ (445,200)
Balance to be Paid by Bizzell	\$ 934,920

Financial Projections

Financial Overview

As of September 30, 2025, Bizzell International has invested approximately USD \$4.51 million (TZS 12.2 billion) to establish and operationalize Bizzell Water in Dar es Salaam, Tanzania. This investment covers land acquisition, infrastructure, production machinery, and regulatory compliance. The Zanzibar subsidiary will begin operations in 2027, serving the hospitality and tourism sectors under the Zanzibar Free Economic Zone.

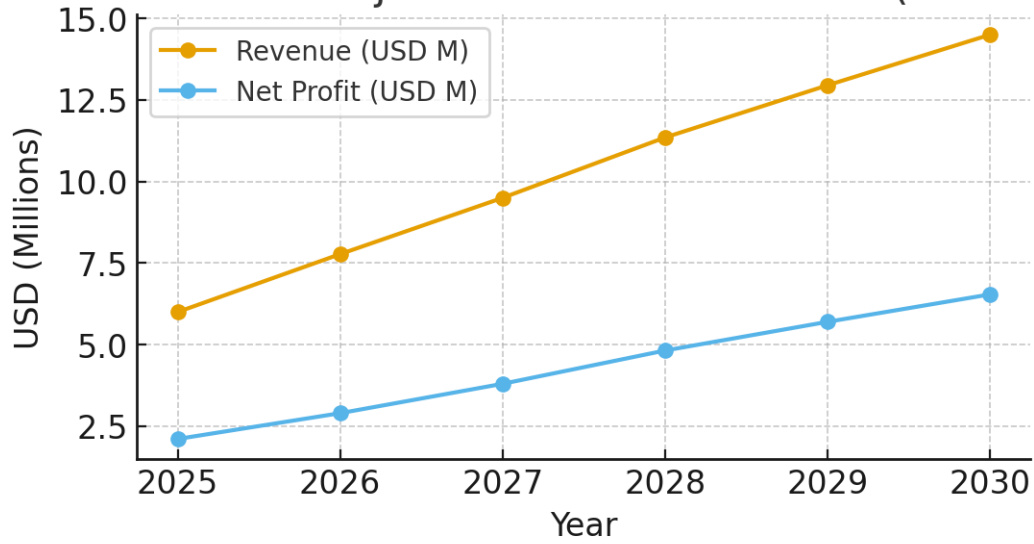
Revenue Projections (USD & TZS)

Year	Revenue (USD)	Expenses (USD)	Gross Profit (USD)	Net Profit (USD)	Net Margin	Revenue (TZS)
2025	6000000	2555000	3445000	2110000	35%	TZS 16,200,000,000
2026	7775000	2945000	4830000	2900000	37%	TZS 21,000,000,000
2027	9500000	3260000	6240000	3800000	40%	TZS 25,650,000,000
2028	11350000	3570000	7780000	4820000	42%	TZS 30,645,000,000
2029	12950000	3850000	9100000	5700000	44%	TZS 34,965,000,000
2030	14500000	4120000	10380000	6540000	45%	TZS 39,150,000,000





Bizzell Water: Projected Revenue & Profit (2025-2030)





Year	Net Profit (USD)	Revenue (TZS)	COGS (TZS)	Gross Profit (TZS)	Operating Expenses (TZS)	EBITDA (TZS)	Depreciation (TZS)	Tax (TZS)	Net Profit (TZS)
2025	903600	16200000000	5670000000	10530000000	6898500000	3631500000	243000000	948780000	2439720000
2026	1453500	20992500000	7347375000	13645125000	7951500000	5693625000	243000000	1526175000	3924450000
2027	2034000	25650000000	8977500000	16672500000	8802000000	7870500000	243000000	2135700000	5491800000
2028	2676600	30645000000	10725750000	19919250000	9639000000	10280250000	243000000	2810430000	7226820000
2029	3223800	34965000000	12237750000	22727250000	10395000000	12332250000	243000000	3384990000	8704260000
2030	3754800	39150000000	13702500000	25447500000	11124000000	14323500000	243000000	3942540000	10137960000

Year	Revenue (USD)	Revenue YoY %	COGS (USD)	Gross Profit (USD)	Gross Margin %	Operating Expenses	EBITDA (USD)	Depreciation (USD)	Tax (USD)
2025	6000000		2100000	3900000	65	2555000	1345000	90000	351400
2026	7775000	29.6	2721250	5053750	65	2945000	2108750	90000	565250
2027	9500000	22.2	3325000	6175000	65	3260000	2915000	90000	791000
2028	11350000	19.5	3972500	7377500	65	3570000	3807500	90000	1040900
2029	12950000	14.1	4532500	8417500	65	3850000	4567500	90000	1253700
2030	14500000	12	5075000	9425000	65	4120000	5305000	90000	1460200

Zanzibar Subsidiary Financial Summary (2027–2030)

The Zanzibar subsidiary of Bizzell Water, owned by Bizzell International, will begin operations in 2027. The facility is designed to serve the tourism-driven hospitality market while benefiting from a reduced 25% corporate tax rate under Zanzibar’s Free Economic Zone.

Year	Revenue (USD)	Operating Expenses (USD)	Gross Profit (USD)	Net Profit (USD)	Net Margin	Revenue (TZS)	Net Profit (TZS)
2027	450000	305000	145000	95000	21%	TZS 1,215,000,000	TZS 256,500,000
2028	550000	350000	200000	125000	23%	TZS 1,485,000,000	TZS 337,500,000
2029	650000	390000	260000	160000	25%	TZS 1,755,000,000	TZS 432,000,000
2030	750000	420000	330000	195000	26%	TZS 2,025,000,000	TZS 526,500,000





Zanzibar Subsidiary: Projected Revenue & Profit (2027-2030)

