

# **BUSINESS PLAN FOR ALENG ELECTRICAL ENGINEERS (T) LIMITED**

Entry into the Tanzanian Market with Sperosens Fire Prevention and Detection Systems

To be Submitted to TANZANIA INVESTMENT AND SPECIAL ECONOMIC ZONES AUTHORITY (TISEZA)

## **1. Executive Summary**

**ALENG ELECTRICAL ENGINEERS (T) LIMITED** aims to establish a strong and sustainable presence in Tanzania's fire safety and industrial protection market. Through a strategic partnership with **Sperosens**, a global leader in fire detection, gas monitoring, and suppression solutions, the company intends to introduce high-quality fire safety systems tailored to Tanzania's rapidly industrializing economy.

In the first year of operation, the company anticipates executing at least one major fire safety project valued at approximately **USD 2 million**.

The estimated cost breakdown is:

- **40%** – Equipment and system components
- **30%** – Labour, installation, and commissioning
- **30%** – Gross profit before operating expenses

## **2. Company Information**

**Company Name:** ALENG ELECTRICAL ENGINEERS (T) LIMITED

**Registration Number:** 157030442

**Physical Office Address:** Plot No. 459, Haile Selassie Road, Oysterbay, Dar es Salaam, Tanzania

**Email:** fmnyanyi@alengee.com

**Phone:** 0757405944

**Directors:** Angeliqe Fatuma Palmi, Fidelis Mnyanyi & Guy-Guy Ikuku Palmi

## **3. Market Analysis**

### **3.1 Tanzania Market Overview**

Tanzania's GDP reached **USD 77.5 billion (2023 est.)**, showing continued improvement in industrialization, infrastructure, and energy development. This growth is increasing demand for high-quality safety and compliance systems.

Major industries driving the need for fire-safety systems include:

- Oil & gas
- Mining
- Manufacturing
- Chemical plants
- Industrial processing facilities

### 3.2 Potential High-Value Projects

- LNG and gas-processing developments
- Special Economic Zones (SEZs)
- Industrial parks and large manufacturing plants
- Mines and mineral-processing facilities
- Chemical storage and processing centres

## 4. Product and Service Portfolio

ALENG ELECTRICAL ENGINEERS (T) LIMITED will provide comprehensive fire-safety solutions, including:

### 4.1 Fire Detection Systems

Design, supply, installation, commissioning, and maintenance of early-warning detection systems for industries and commercial buildings.

### 4.2 Fire Suppression Systems

Automatic suppression systems such as gaseous, foam, water-mist, and industrial extinguishing systems tailored to facility hazards.

### 4.3 Fire Protection Engineering

Full engineering, compliance audits, system layout, installation, and final commissioning.

### 4.4 Training & Certification

Certified programs for:

- System operators
- Safety officers
- Technical maintenance personnel

### 4.5 Service Level Agreements (SLAs)

Including:

- Monthly inspections
- Quarterly testing & certification

- Annual audits and regulatory compliance checks

## 5. Benefits to Clients

### 5.1 Training Benefits

- Improved fire-safety knowledge
- Regulatory compliance
- Safer operations
- Minimized fire risks

### 5.2 SLA Benefits

- Higher system reliability
- Reduced downtime
- Fast technical response
- Extended equipment lifespan

## 6. Target Market Segments

- Industrial manufacturing plants, processing, and storage facilities
- Chemical processing facilities:
- Oil & gas plants and depots: Oil and gas processing, storage, and transportation facilities
- Mining and mineral-processing sites
- Commercial complexes : Office buildings, shopping malls, and hotels in key urban areas

## 7. Financial Projections

Year 1: Revenue: **USD 2 million**

Year 2: Revenue: **USD 1.5 – 2.5 million**

Year 3: Revenue: **USD 3 – 5 million**

## 8. Growth Strategy

### 8.1 Strengthen Local Operations

**ALENG ELECTRICAL ENGINEERS (T) LIMITED** has already set up operations in Tanzania at **Plot No. 459, Haile Selassie Road, Oysterbay, Dar es Salaam.**

### 8.2 Leverage Partnership with Sperosens

Access world-class technologies, engineering expertise, and global best practices.

### 8.3 Targeted Marketing & Industry Engagement

- Digital campaigns
- Industry exhibitions
- Safety workshops
- Direct client meetings: We will engage with potential clients and partners in our target industries, including companies such as:
  - Oil and gas companies (e.g., Tanzania Petroleum Development Corporation)
  - Chemical companies (e.g., Tanzania's chemical manufacturers)
  - Industrial facilities (e.g., manufacturing and processing facilities)

### 8.4 Collaboration with Key Bodies

Including:

- TPDC
- TISEZA
- Industrial facilities
- Construction and engineering companies

## 9. Implementation Plan

1. Develop company brochures, profiles, and website.
2. Recruit and train Tanzanian engineers and technicians.
3. Engage with industrial and oil & gas clients.
4. Set up equipment supply chain and warehouse.
5. Apply for vendor listing with major corporations.

## 10. Conclusion

This business plan outlines the entry strategy of **ALENG ELECTRICAL ENGINEERS (T) LIMITED** into Tanzania's fire-safety market through the adoption of Sperosens technologies. Tanzania's industrial expansion presents a strong opportunity for sustainable growth, and the company is well positioned to deliver reliable, compliant, and advanced safety solutions to the market.



**PRESIDENT'S OFFICE, PLANNING AND INVESTMENT**  
**TANZANIA INVESTMENT AND SPECIAL ECONOMIC ZONES**  
**AUTHORITY (TISEZA)**  
**QUESTIONNAIRE FOR SUBMISSION OF BUSINESS PLAN FOR**  
**PROJECT REGISTRATION**  
*(Only applicable for local applicants)*

*Please fill/ select areas accordingly*

1. Company Name: ALENG ELECTRICAL ENGINEERS (T) LIMITED  
Address: 459 Haile Selassie Road Oystebay, PO Box 1559.....

2. Company's shareholding structure

Name of shareholder	Country of origin	Percentage of shares
Angelique Fatuma Palmi	DRC	51%
Fidelis Mnyanyi	Tanzania	49%

3. Project Location

Survey Status	Select (✓)	Location
Surveyed		Plot: Block: 459 Street: Haile Selassie Road Oystebay Ward: District: Kinondoni Region: Dar-es-Salaam
Unsurveyed		Street: Ward: District: Region:

4. Respective Sector (please select one sector under which the project falls)

No.	SECTOR	CHOICE (✓)	No.	SECTOR	CHOICE (✓)
1	Agriculture		9	Human Resource	✓
2	Broadcasting		10	Manufacturing	✓
3	Commercial Building		11	Mining & Petroleum	✓
4	Computers		12	Natural Resources	
5	Construction		13	Services	✓
6	Economic Infrastructure		14	Telecommunication	✓
7	Energy	✓	15	Tourism	
8	Finance		16	Transportation	

5. Project Objective: (e.g. to establish a project for: processing of grains/ vehicles assembling/ cement manufacturing/ manufacturing of electric devices etc.)

To establish projects for:

1. Fire detection, suppression and automation systems

2. Supply equipment, installation and solution to the mining companies

6. Sources of Funding for the Project

**NB:**

⇒ Select the currency to use in this questionnaire. It may be TSH or USD

⇒ Total funding under this item must be equal to the total investment breakdown under item 5 below

Funding Source	Local Equity	Foreign Equity	Local Loan	Foreign Loan	TOTAL INVESTMENT
TSH or					
USD	49%	51%	0%	0%	\$500 000

7. Investment Breakdown

**N.B:**

- ⇒ Please keep using the currency as selected under item 4 above.
- ⇒ The total investment breakdown must equal the total funding under item 4 above.

Type of Asset	Amount of Investment in TSH or USD
Land and Buildings	
Plant and Machinery	
Vehicles	
Furniture and Fittings	
Pre-Expenses	
Others	
Working Capital	\$500 000
<b>TOTAL</b>	<b>\$500 000</b>

8. Target Markets

No.	PRODUCT	EXPECTED MARKET (SELECT BY (✓))	
		Local Market	Foreign Market
1.	Capital items	✓	
2.	Raw materials		
3.	Products produced		

9. Commencement Date: 5 January 2026

10. Implementation Period: One to six months

11. Project Capacity (e.g. tons, cubic feet/ meters, square meters, litres):  
Five large projects per annum

12. Expected Jobs

*Direct Jobs*

Gender	Locals	Foreigners
Male	10	2
Female	4	1
<b>TOTAL</b>	<b>14</b>	<b>3</b>

*Indirect Jobs:* \_\_\_\_\_

### 13. Financial Projections

Details	Year 1	Year 2	Year 3	Year 4	Year 5
Production per annum: number of items/ tons/liters/ feet or cubic meters, square meters = A	1	2	3	4	5
Price per unit (SHS or USD) = B	\$2M	\$2M	\$2M	\$2M	\$2M
Sales per annum C = A*B	\$2M	\$4M	\$6M	\$8M	\$10M
Costs of Production = D 40% of price per unit	\$800k	\$800k	\$800k	\$800k	\$800k
Gross Profit E = C - D	\$1.2M	\$3.2M	\$5.2M	\$7.2M	\$9.2M
Operating Costs = F 30% of price per unit	\$600K	\$600K	\$600K	\$600K	\$600K
Earnings Before Interest and Tax G = E - F	\$600K	\$2.6M	\$4.6M	\$6.6M	\$8.6M
Tax H = 30%*G	\$180K	\$780K	\$1.38M	\$1.98M	\$2.58M
Earning before Dividends I = G - H	\$420K	\$1.82M	\$3.22M	\$4.62M	\$6.02M