

BUSINESS PLAN

Motorcycles Resemblance

A\$A GROUP LIMITED

APRIL, 2025

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1.0 Industry Overview

Globally the number of youths engaging in motorcycle transport business is ever increasing. The potential available opportunities in motorcycle taxi business are fast growing to meet transport demand. The motorcycle transport have been more effective means of transport that provide door-to-door capability, unmatched navigability in congested road conditions, ease of parking, capacity for passengers and luggage at low cost. Ease of entry, low capital requirement, employment potential, and ability to navigate congested and poor quality roads with relative ease, are some of the factors contributing to the growth of motorcycles transport business. The motorcycle business in many parts of East Africa is commonly known as “bodaboda”, the popular term which originally referred exclusively to bicycle transporters but in recent years it has been expanded to cover motorcycle taxis as well.

Market Size and Growth:

The motorcycle business in Tanzania is experiencing steady growth, driven by increasing demand for affordable transportation. Here are some key insights:

- **Market Size:** In 2025, the revenue in Tanzania's motorcycle market is projected to reach USD 264.11 million, with unit sales expected to hit 127,340 motorcycles by 2029.
- **Growth Rate:** The market is expected to grow at an annual rate of 0.19% (CAGR 2025-2029).
- **Leading Brands:** Bajaj Motorcycles is expected to have the highest market share, with 12.5% of unit sales and 15.2% of value market share in 2025.
- **Market Drivers:** Growth is fueled by urbanization, demand for cost-effective transport, and the rise of delivery services.
- **Challenges:** Safety regulations and road infrastructure remain key concerns.

2.0 Executive Summary

Company Name: A\$A Group Limited

Industry: Transportation

Location: Keko Ward, Keko Mwanga "A" Street, Temeke District, Dar es Salaam Region

Business Type: Resemblance

Mission Statement:

A\$A Group Limited aims to supply high-quality motorcycles that meet safety and performance standards. Our goal is to establish a brand that prioritizes durability, affordability and promoting eco-friendly transportation solutions and embracing technological advancements.

Objectives:

The objectives of our business typically focus on efficiency, profitability, and customer satisfaction. Here are some key objectives:

- **Reliable Supply Chain** – Ensure a steady and consistent distribution of motorcycles to retailers and businesses.
- **Competitive Pricing** – Offer affordable rates to attract bulk buyers and maintain profitability.
- **Market Expansion** – Grow the business by reaching new regions and increasing the customer base.

- **Quality Assurance** – Provide high-quality motorcycles that meet safety and performance standards.
- **Customer Satisfaction** – Build strong relationships with dealers through excellent service and support.
- **Sustainability & Innovation** – Promote eco-friendly transportation solutions and embrace technological advancements.
- **Operational Efficiency** – Streamline logistics, inventory management, and delivery processes to reduce costs and improve service.

3.0 Our Products and Services

A\$A Group Limited is going to operate a standard and licensed motorcycles' resemblance company whose products and services will not only be sold in Tanzania, but also in the East and South African countries. We are in this line of business to make profits and also to give our customers value for their money. We will offer a wide range of **products and services** catering to different consumer needs. Here's an overview:

Products

1. **Motorcycles** – Includes standard bikes and off-road models.
2. **Motorcycle Parts & Accessories** – Helmets, riding gear, tires, batteries, and performance upgrades.

Services

1. **Sales & Distribution** – Wholesale and retail motorcycle dealerships.
2. **Financing & Leasing** – Payment plans and leasing options for buyers.
3. **Maintenance & Repairs** – Workshops offering servicing, repairs, and spare parts.
4. **Training & Licensing** – Riding schools and certification programs.

4.0 Our Mission and Vision Statement

A\$A Group Limited is a company that was recently registered by The Registrar of the Companies (BRELA), incorporated number 170684656.

The idea for this business plan emanated from the desire to secure a loan to further expand the operation of the intended business of undergarments products.

- **Mission**

A\$A Group Limited aims to supply high-quality motorcycles that meet safety and performance standards. Our goal is to establish a brand that prioritizes durability, affordability and promoting eco-friendly transportation solutions and embracing technological advancements.

- **Vision**

To leverage our vertically integrated resemblance model to positively influence how apparel is made, improving impacts on people, communities, and the environment.

- **Legal Status**

The Company is incorporated under the Companies Act, 2002 of The United Republic of Tanzania, and will comply with all the necessary rules and regulations that guide the operations of Companies in Tanzania as contained in the Act.

5.0 Environmental issues

Motorcycles resemblance activities will produce various types of waste, primarily related to emissions, materials, and maintenance. Such as Metal & Plastic Waste; Rubber Waste; Battery Waste; Oil & Lubricants; and Emissions & Air Pollution. Eitherway, many motorcycle parts can be recycled, including metal frames, tires, and batteries. Furthermore, electric motorcycles are emerging as a more sustainable alternative, reducing emissions and fuel waste. The company has been contracted a private company for its waste disposal. All wastewater will disposed through the contracted company. A\$A Group Limited has developed and uses a vendor evaluation form which will check for their vendors' compliance with social and environmental requirements. A\$A Group Limited factory complies with all environmental regulations in Tanzania including those under National Environmental Management Council (NEMC) and the Municipal Environmental Office. Furthermore, the company has social and environmental related licences including Environmental Impact Assessment (EIA) certificate and OSHA certificate. So far, no complaints have been reported from the local community or workers related to pollution effects from the fish farms.

6.0 Social and Environmental Management System

A\$A Group has internal policies procedures and tools to identify and manage social and environmental risks and impacts (that originate from their activities) relevant to the workforce, the community and the environment. The company is registered and adheres to regulations set by NEMC, MOH2 and relevant OSHA divisions. These are supplemented by their weekly trainings on health, safety, and environment. Government officials have inspected A\$A Group Limited factory within the last 12 months and found the company compliant with set regulations. They include Tanzania Bureau of Standards (TBS), National Environmental Management Council (NEMC), Occupation Safety and Health Authority (OSHA), and fire inspectors. A\$A Group reports having 6 designated staff (HR manager, HSSEQ manager and Officer, SHE representative and Two First-aiders) for monitoring and management of social and environmental aspects of the company. The budget allocated for capacity development and system improvement of social and environmental aspects estimated at TZS 10 million.

7.0 Organization Structure

A\$A Group Limited is a business that is established with the aim of competing favorably with other leading resemblance factories in Tanzania and East Africa. This is why we will ensure that we put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

We will ensure that we only hire people that are qualified, honest, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more depending how fast we meet our set target. In view of that, we have decided to hire qualified and competent hands to occupy the following positions;

A motorcycle factory requires a well-structured team to ensure efficient production, quality control, and business operations. Here are the **key personnel** typically involved:

1. Executive Leadership

- **Factory Manager** – Oversees overall operations, production efficiency, and strategic planning.
- **Operations Director** – Manages workflow, logistics, and supply chain coordination.

2. Production & Engineering

- **Production Supervisor** – Ensures manufacturing processes run smoothly and meet deadlines.
- **Mechanical Engineers** – Design and improve motorcycle components and assembly processes.
- **Quality Assurance Manager** – Maintains product standards and ensures compliance with safety regulations.

3. Supply Chain & Logistics

- **Procurement Manager** – Sources raw materials and components from suppliers.
- **Logistics Coordinator** – Manages transportation and distribution of finished motorcycles.

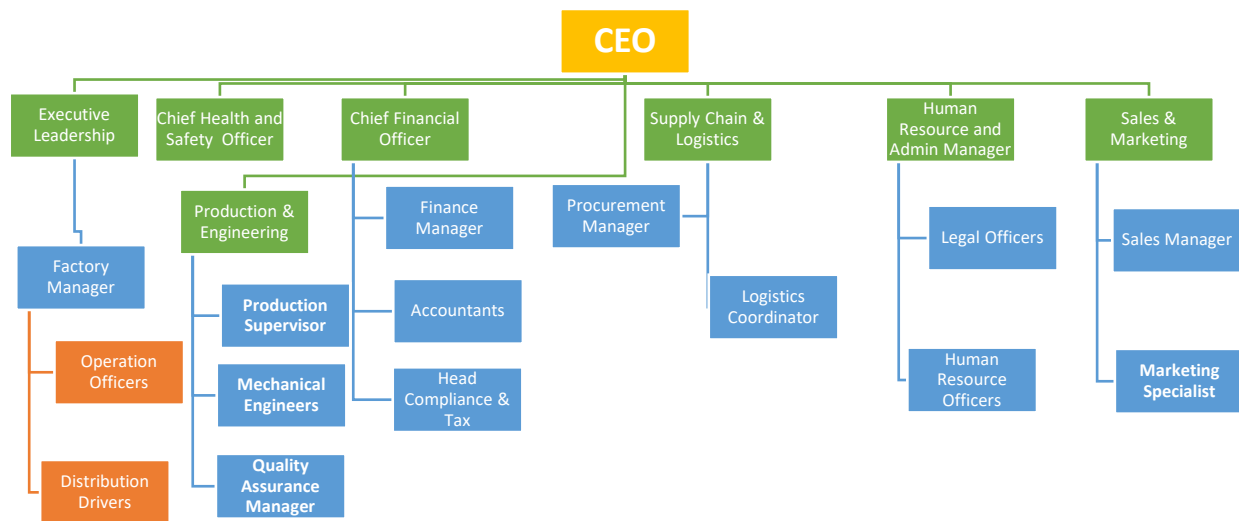
4. Sales & Marketing

- **Sales Manager** – Develops strategies to sell motorcycles to wholesalers and retailers.
- **Marketing Specialist** – Promotes the brand and engages with customers.

5. Finance & Administration

- **Finance Manager** – Handles budgeting, cost analysis, and financial planning.
- **Human Resources Manager** – Manages hiring, training, and employee welfare.

Therefore profit-sharing arrangement will be made available to all our senior management staff and it will base on their performance for a period of ten years or more. In view of the above, organization structure look will be as below chart explain:



8.0 Job Roles and Responsibilities

8.1 Chief Executive Officer – CEO (Owner)

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

8.2 Factory Manager

- Managing All activities of production, quality and maintenance.
- Implement ISO system.
- Cooperating with top Management to procure raw materials and spare parts.
- Responsible for overseeing the smooth running of the resemblance factory
- Part of the team that determines the quantity of motorcycles that are to be produced
- Maps out strategy that will lead to efficiency amongst workers in the plant
- Responsible for training, evaluation and assessment of plant workers

- Ensures that the steady flow of resemblance motorcycles and easy flow of finished products through wholesale distributors to the market
- Ensures operation of equipment by completing preventive maintenance requirements; and calling for repairs.
- Ensures that the resemblance motorcycles meet the expected safety and health standards at all times.
- Preparing the annual budget.
- Preparing the monthly, and yearly performance reports including the key performance indicators results.

8.3 Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversees the smooth running of the daily office and factory activities.

8.4 Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of fish products and packaging materials are purchased
- Responsible for the purchase of raw materials and packaging materials.
- Responsible for planning sales, monitoring inventory, selecting the merchandise, and writing and pricing orders to vendors
- Ensures that the organization operates within stipulated budget.

8.5 Sales and Marketing Managers

- **Sales Manager** – Develops strategies to sell motorcycles to wholesalers and retailers.
- **Marketing Specialist** – Promotes the brand and engages with customers.
- Manages external research and coordinates all the internal sources of information to retain the organizations' best customers and attract new ones
- Models demographic information and analyzes the volumes of transactional data generated by customer purchases
- Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients

- Develops, executes, and evaluates new plans for expanding and increasing sales
- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

8.6 Finance & Administration

- Responsible for preparing financial reports, budgets, and financial statements for the organization.
- Provides management with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risk analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as an internal auditor for the organization

8.7 Client Service Executive

- Ensures that all contacts with customer (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with customers on the phone, uses every opportunity to build client's interest in the company's products and services
- Manages administrative duties assigned by the store manager in an effective and timely manner
- Consistently stays abreast of any new information on A\$A Group Limited product, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

8.8 Production & Engineering

- **Production Supervisor** – Ensures manufacturing processes run smoothly and meet deadlines.
- **Mechanical Engineers** – Design and improve motorcycle components and assembly processes.
- **Quality Assurance Manager** – Maintains product standards and ensures compliance with safety regulations.

8.9 Supply Chain & Logistics

- **Procurement Manager** – Sources raw materials and components from suppliers.
- **Logistics Coordinator** – Manages transportation and distribution of finished motorcycles.
- Assists in loading and unloading finished motorcycles.

- Maintains a logbook of their driving activities to ensure compliance with URT regulations governing the rest and work periods for operators.
- Keeps a record of vehicle inspections and make sure the truck is equipped with safety equipment
- Assists the transport and logistics manager in planning their route according to a delivery schedule.
- Local-delivery drivers may be required to sell products or services to stores and businesses on their route, obtain signatures from recipients and collect cash.
- Transports finished goods and raw materials over land to and from the port and factory.
- Inspect vehicles for mechanical items and safety issues and perform preventative maintenance
- Complies with truck driving rules and regulations (size, weight, route designations, parking, break periods etc.) as well as with company policies and procedures
- Collects and verifies delivery instructions
- Reports defects, accidents or violations

9.0 Job Creation and opportunities

A\$A Group Limited factory intend to produce 60-100 direct vacancies and 200 indirect vacancies. The aim is to provide employment to local Tanzanians especially in the area surrounding the project and personnel with the expertise.

10.0 SWOT Analysis

A\$A Group Limited do not intend to launch out with trial and error hence the need to conduct a proper SWOT analysis. We know that if we get it right from the onset, we would have succeeded in creating the foundation that will help us build a standard undergarment company that will favorably compete with leading players in the undergarment industry in the Tanzania.

A SWOT analysis was conducted for A\$A Group Limited factory. Here is a summary from the result of the SWOT analysis;

10.1 Strength

Our strength as exportation industry is the fact that we have healthy relationships with loads of major players (wholesale motorcycle merchants) in the industry; both suppliers and buyers of products within and outside the country.

- **Established Brand** – Strong reputation and customer trust in the market.
- **Efficient Production** – Advanced manufacturing processes ensure high-quality motorcycles.
- **Diverse Product Range** – Offers various models catering to different customer needs.
- **Reliable Supply Chain** – Strong partnerships with suppliers for raw materials and components.

We acquire some of the latest resemblance machine and equipment that will help us raise and make motorcycles in commercial quantities with less stress. Aside from our relationship

(network) and equipment, we can confidently boast that we have some the most experienced hands in our payroll.

10.2 Weakness

Our weakness could be that we are new in motorcycle resemblance, and perhaps it might take us some time to attract big-time customers in the industry. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business.

- **High Production Costs** – Manufacturing motorcycles requires significant investment in materials and technology.
- **Regulatory Challenges** – Compliance with environmental and safety regulations can be complex.
- **Limited Market Reach** – Dependence on specific regions may limit expansion opportunities.
- **Maintenance & Spare Parts** – Availability of spare parts and servicing can impact customer satisfaction.

10.3 Opportunities

- **Growing Demand** – Increasing need for affordable transportation in urban and rural areas.
- **Electric Motorcycles** – Rising interest in eco-friendly and electric models.
- **Expansion into New Markets** – Potential to enter emerging markets with high demand.
- **Strategic Partnerships** – Collaborations with distributors and financing companies to boost sales.

10.4 Threat

- **Economic Fluctuations** – Market downturns can affect purchasing power and demand.
- **Competition** – Rival brands offering similar products at competitive prices.
- **Supply Chain Disruptions** – Delays in raw materials or logistics can impact production.
- **Regulatory Changes** – New laws on emissions and safety standards may require adjustments.

11.0 Market Analysis

The motorcycle market in Tanzania is experiencing steady growth, driven by increasing demand for affordable transportation. Here are some key insights:

11.1 Market Analysis

- **Revenue & Growth:** In 2025, the motorcycle market in Tanzania is projected to generate **USD 264.11 million**, with an expected annual growth rate of **0.19% (CAGR 2025-2029)**.
- **Unit Sales:** The market is expected to reach **127,340 motorcycles** sold by 2029.

- **Leading Segment:** On-road motorcycles dominate the market, with a projected value of **USD 125.58 million in 2025**.
- **Major Brand:** Bajaj Motorcycles is expected to hold the highest market share, accounting for **12.5% of unit sales** and **15.2% of value market share**.

11.2 Market Trends

- **Urbanization & Mobility:** The growing population and urban expansion in Tanzania are increasing the demand for motorcycles as a cost-effective transport solution.
- **Electric Motorcycles:** Environmental concerns are driving interest in electric motorcycles, though adoption in Tanzania remains slow.
- **Delivery & Logistics Growth:** The rise of e-commerce and delivery services is fuelling demand for motorcycles, particularly in urban areas.
- **Regulatory Changes:** Governments are implementing stricter safety and emissions regulations, influencing market dynamics.

12.0 Marketing Plan

A **market plan** for motorcycles in Tanzania focuses on demand, distribution, and competitive positioning. Here are key insights:

12.1 Market Overview

- The motorcycle market in Tanzania is projected to generate **USD 264.11 million** in revenue in 2025, with steady growth expected.
- Bajaj Motorcycles holds the highest market share, accounting for **12.5% of unit sales**.
- The demand is driven by urbanization, affordability, and the rise of delivery services.

12.2 Target Market

- **Urban Commuters** – Individuals seeking cost-effective transport solutions.
- **Rural Transport** – Motorcycles are essential for areas with limited road infrastructure.
- **Delivery & Logistics** – Businesses using motorcycles for courier and food delivery services.

12.3 Competitive Landscape

- The market is **highly competitive**, with brands like Bajaj, Honda, and TVS dominating.
- Price sensitivity is a key factor, with consumers preferring affordable and fuel-efficient models.

12.4 Marketing Strategies

- **Affordable Financing** – Partnering with banks and microfinance institutions to offer installment payment plans.
- **Dealer Networks** – Expanding distribution channels to reach more customers.

- **Brand Awareness** – Digital marketing, promotions, and partnerships with delivery companies.

12.5 Challenges & Opportunities

- **Challenges** – Regulatory compliance, safety concerns, and infrastructure limitations.
- **Opportunities** – Growth in electric motorcycles, government incentives, and expanding into untapped regions.

13.0 Sales and Marketing Strategy

Our **sales and marketing strategy** focus on affordability, accessibility, and brand positioning. Here are key insights:

13.1 Sales Strategy

- **Dealer Networks** – Strengthen partnerships with local dealers to expand distribution.
- **Flexible Financing** – Offer instalment payment plans through banks and microfinance institutions.
- **Targeted Customer Segments** – Focus on urban commuters, delivery businesses, and rural transport needs.
- **After-Sales Services** – Provide maintenance, spare parts, and warranty support to enhance customer loyalty.

13.2 Marketing Strategy

- **Digital Marketing** – Utilize social media, online ads, and e-commerce platforms to reach customers.
- **Brand Awareness Campaigns** – Engage in roadshows, sponsorships, and community events.
- **Promotional Offers** – Discounts, trade-in programs, and seasonal sales to attract buyers.
- **Partnerships** – Collaborate with ride-hailing and delivery companies to boost bulk sales.

13.3 Market Trends

- **Growing Demand** – Increasing urbanization and delivery services are driving motorcycle sales.
- **Electric Motorcycles** – Emerging interest in eco-friendly alternatives.
- **Regulatory Changes** – Stricter safety and emissions regulations influencing market dynamics.

14.0 Sales Forecast

Some of the factors that will help you sell your product at the right price that will guarantee that you make profits is dependent on your strategy while some of the factors are beyond your control.

following the benchmark in the industry. The truth is that it is one of the means of avoiding running into loss.;

Projected Sales & Profit (Year 1-3):

| Year | Projected Revenue | Net Profit Margin |
|-------------|--------------------------|--------------------------|
| 2025 | \$300,000 | 20% |
| 2026 | \$600,000 | 30% |
| 2027 | \$1,000,000 | 35% |

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor offering same products and customer care services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

15.0 Publicity and Advertising Strategy

Our publicity and Advertising Strategy are focusing on brand awareness, customer engagement, and market penetration.

15.1 Publicity Strategy

- **Community Engagement** – Sponsoring local events, road safety campaigns, and motorcycle rallies to build brand trust.
- **Influencer & Rider Partnerships** – Collaborating with popular riders and social media influencers to promote motorcycles.
- **Media Coverage** – Press releases, interviews, and features in automotive magazines and news outlets.

15.2 Advertising Strategy

- **Digital Marketing** – Social media ads, search engine optimization (SEO), and targeted online campaigns.
- **Traditional Advertising** – Billboards, radio ads, and TV commercials to reach a broader audience.
- **Promotional Offers** – Discounts, trade-in programs, and seasonal sales to attract buyers.
- **Dealer Support** – Providing marketing materials and incentives for local dealerships.

15.3 Market Trends

- **Growing Demand** – Increased urbanization and delivery services are driving motorcycle sales.
- **Electric Motorcycles** – Emerging interest in eco-friendly alternatives.
- **Regulatory Changes** – Stricter safety and emissions regulations influencing market dynamics.

16.0 Our Pricing Strategy

Some of the factors that will help you sell your factory produce at the right price that will guarantee that you make profits is dependent on your strategy while some of the factors are beyond your control.

We are quite aware that one of the easiest means of penetrating the market and acquiring loads of customers for all our products is to sell them at competitive prices hence we will do all we can to ensure that the prices of our undergarment products are going to be what other competitors would look towards beating.

- **Payment Options**

The payment policy adopted by A\$A Group Limited is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United Republic of Tanzania.

Here are the payment options that A\$A Group Limited Industry will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via Mobile Money
- Payment via Point of Sale Machine (POS)
- Payment via online bank transfer
- Payment via check
- Payment via bank draft

17.0 Startup Expenditure (Budget)

Starting a standard fish farm company is indeed a capital-intensive business. This is so because the amount required setting – up resemblance factory is not a piecemeal. The bulk of the start – up capital will be spent on leasing or acquiring a workshop and also in purchasing resemblance machines, and other equipment.

We would need an estimate of **TZS 314,000,000** to successfully set up our resemblance factory in Tanzania. Please note that this amount includes the salaries of all the staff for the first 3 month of operation.

18.0 Generating Startup Capital

A\$A Group Limited is a corporation business that is owned and financed by **XILONG ZHANG** and **XIRONG LU**. They do not intend to welcome any external business partner which is why he has decided to restrict the sourcing of the start – up capital to 3 major sources.

These are the areas we intend generating our start – up capital;

- Generate part of the start–up capital from personal savings
- Source for soft loans from family members and friends
- Apply for loan from Commercial Banks

19.0 Sustainability and Expansion Strategy

A\$A Group sustainability and expansion strategy focus on eco-friendly solutions, market growth, and operational efficiency. Here are our key insights:

19.1 Sustainability Strategy

- **Transition to Electric Motorcycles** – Companies like Green foot are working to introduce electric motorcycles to reduce emissions and fuel costs.
- **Eco-Friendly Manufacturing** – Using sustainable materials and energy-efficient production processes.

- **Regulatory Compliance** – Adapting to environmental policies that promote cleaner transportation.
- **Safety & Training Programs** – Improving rider education to reduce accidents and enhance road safety.

19.2 Expansion Strategy

- **Market Penetration** – Strengthening distribution networks to reach underserved regions.
- **Strategic Partnerships** – Collaborating with financing institutions and ride-hailing services.
- **Technology Integration** – Leveraging digital platforms for sales, tracking, and customer engagement.
- **Infrastructure Development** – Advocating for better roads and charging stations for electric motorcycles.

20.0 Check List/Milestone

- Company Name Availability Check: Completed
- Company Registration: Completed
- Opening of Corporate Bank Accounts: Completed
- Securing Point of Sales (POS) Machines: Completed
- Opening Mobile Money Accounts: Completed
- Opening Online Payment Platforms: Completed
- Application and Obtaining VRN: In Progress
- Application for business license and permit: In Progress
- Purchase of Insurance for the Business: Completed
- Leasing factory/godown: Completed
- Conducting Feasibility studies for purchasing or construction of the factory: In Progress
- Generating capital from family members and friends: Completed
- Applications for Loan from the bank: In Progress
- Writing of business plan: Completed
- Drafting of Employee's Handbook: Completed
- Drafting of Contract Documents and other relevant Legal Documents: In Progress
- Design of The Company's Logo: Completed
- Graphic Designs and Printing of Packaging Marketing/Promotional Materials: In Progress
- Recruitment of employees: In Progress
- Purchase of the Needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: In progress
- Creating Official Website for the Company: In Progress
- Creating Awareness for the business both online and around the community: In Progress
- Health and Safety and Fire Safety Arrangement (License): Secured
- Establishing business relationship with vendors – wholesale suppliers/merchants: In Progress.

21.0 ANNEX 1: Financial Projection for 3 Years

A Starting Balance Sheet A\$A Group Limited Industry Limited

| Fixed Assets | Amount (TZS) | Depreciation (years) | Notes |
|---------------------------------------|-------------------------|---|--------------|
| Real Estate-Land | 245,000,000 | Not Depreciated | |
| Real Estate-Buildings | 78,009,050 | 20 | |
| Leasehold Improvements | 46,050,000 | 7 | |
| Equipment | 320,000,000 | 7 | |
| Furniture and Fixtures | 93,400,800 | 5 | |
| Vehicles | 80,000,000 | 5 | |
| Other | 7,560,800 | 5 | |
| Total Fixed Assets | 870,020,650.00 | | |
| | | | |
| Operating Capital | Amount (TZS) | Notes | |
| Pre-Opening Salaries and Wages | 220,000,000 | | |
| Prepaid Insurance Premiums | 15,000,000 | | |
| Inventory | 83,000,000 | | |
| Legal and Accounting Fees | 17,000,000 | | |
| Rent Deposits | - | | |
| Utility Deposits | 29,608,100 | | |
| Supplies | 75,000,000 | | |
| Advertising and Promotions | 62,804,520 | | |
| Licenses | 2,000,000 | | |
| Other Initial Start-Up Costs | 52,709,000 | Additional expenditure including website, business cards, signage and miscellaneous | |
| Working Capital (Cash On | - | | |
| Total Operating Capital | 557,121,620.00 | | |
| Total Required Funds | 1,427,142,270.00 | | |

B Projected Operating Expenses Years 1-3

| Line Item | First year | Second year | Third year |
|---|-----------------------|-----------------------|-----------------------|
| Advertising | 62,804,520 | 64,688,656 | 66,629,315 |
| Car and Truck Expenses | 280,000,000 | 288,400,000 | 297,052,000 |
| Commissions and Fees | 6,500,000 | 6,825,000 | 7,166,250 |
| Insurance (other than health) | 15,000,000 | 15,450,000 | 15,913,500 |
| Legal and Professional Services | 17,000,000 | 17,510,000 | 18,035,300 |
| Licenses | 2,000,000 | 2,100,000 | 2,205,000 |
| Office Expense | 2,000,000 | 2,060,000 | 2,121,800 |
| Rent or Lease-- Vehicles, Machinery, Equipment | - | - | - |
| Rent or Lease-- Other Business Property | 3,000,000 | 3,090,000 | 3,182,700 |
| Repairs and Maintenance | 14,560,010 | 15,288,011 | 16,052,411 |
| Supplies | 75,000,000 | 77,250,000 | 79,567,500 |
| Travel, Meals and Entertainment | 7,023,050 | 7,233,742 | 7,450,754 |
| Utilities | 29,608,100 | 30,496,343 | 31,411,233 |
| Miscellaneous | 52,709,000 | 54,290,270 | 55,918,978 |
| Total Expenses | 567,204,680.00 | 584,682,020.60 | 602,706,741.43 |
| Other Expenses | | | |
| Depreciation | 132,385,630 | 132,385,630 | 132,385,630 |
| Commercial Loan | - | - | - |
| Commercial Mortgage | - | - | - |
| Credit Card Debt | - | - | - |
| Vehicle Loans | - | - | - |
| Other Bank Debt | - | - | - |
| Line of Credit | 32,945,384 | 35,940,418 | 35,940,418 |
| Total Other Expenses | 165,331,013.15 | 168,326,048.02 | 168,326,048.02 |
| Total Operating Expenses | 732,535,693.15 | 753,008,068.62 | 771,032,789.44 |

C Sales Forecast Years 1-3

| Product Lines | Year 1 Totals | Year 2 Totals | Year 3 Totals |
|---------------------------------|-------------------------|-------------------------|-------------------------|
| Underwear | | | |
| 1457223 Sold | 1,457,223.549 | 1,602,945.90 | 1,763,240.49 |
| Total Sales | 2,623,002,388.13 | 2,885,302,626.94 | 3,173,832,889.64 |
| Total COGS | 670,322,832.52 | 737,355,115.77 | 811,090,627.35 |
| Total Margin | 1,952,679,555.61 | 2,147,947,511.17 | 2,362,742,262.29 |
| | | | |
| Total Units Sold | 1,457,223 | 1,602,946 | 1,763,240.49 |
| Total Sales | 2,623,002,388.13 | 2,885,302,626.94 | 3,173,832,889.64 |
| Total Cost of Goods Sold | 670,322,832.52 | 737,355,115.77 | 811,090,627.35 |
| Total Margin | 1,952,679,555.61 | 2,147,947,511.17 | 2,362,742,262.29 |

D Cash Flow Forecast Years 1-3

| | Year 1 Totals | Year 2 Totals | Year 3 Totals |
|--------------------------------|-------------------------|-------------------------|-------------------------|
| Beginning Balance | | | |
| Cash Inflows | | | |
| Cash Sales | 2,623,002,388.13 | 2,885,302,626.94 | 3,173,832,889.64 |
| Accounts Receivable | - | - | - |
| Total Cash Inflows | 2,623,002,388.13 | 2,885,302,626.94 | 3,173,832,889.64 |
| | | | |
| Cash Outflows | | | |
| Investing Activities | | | |
| New Fixed Asset Purchases | - | - | - |
| Additional Inventory | - | - | - |
| Cost of Goods Sold | 670,322,832.52 | 737,355,115.77 | 811,090,627.35 |
| Operating Activities | | | |
| Operating Expenses | 567,204,680.00 | 584,682,020.60 | 602,706,741.43 |
| Payroll | 331,698,595.84 | 386,254,065.46 | 497,388,606.44 |
| Taxes | 266,533,579.99 | | 328,296,259.92 |
| Financing Activities | | | |
| Loan Payments | - | - | - |
| Owners Distribution | - | - | - |
| Line of Credit Interest | 32,945,383.51 | 35,940,418.37 | 35,940,418.37 |
| Line of Credit Repayments | - | - | - |
| Dividends Paid | - | - | - |
| Total Cash Outflows | 1,868,705,071.86 | 1,744,231,620.21 | 2,275,422,653.51 |
| Net Cash Flows | 754,297,316.27 | 1,141,071,006.74 | 898,410,236.13 |
| Operating Cash Balance | | | |
| Line of Credit Drawdown | 449,255,229.65 | | |
| Ending Cash Balance | | | |
| Line of Credit Balance | | | |

E Projected Income Statement Years 1-3

| Revenue | FIRST YEAR | SECOND YEAR | THIRD YEAR |
|--|-------------------------|-------------------------|-------------------------|
| Men's Underwear | 1,623,002,388 | 1,885,302,627 | 1,173,832,890 |
| Kids Underwear | 1,314,148,485 | 1,429,855,909 | 1,651,348,704 |
| Total Revenue | 2,937,150,873 | 3,315,158,536 | 2,825,181,594 |
| Cost of Goods Sold | | | |
| TINBOT cc125 | 570,322,833 | 637,355,116 | 811,090,627 |
| TINBOT cc150 | 135,161,417 | 168,677,558 | 205,545,314 |
| Total Cost of Goods Sold | 705,484,250 | 806,032,674 | 816,635,941 |
| Gross Margin | 1,952,679,556 | 2,147,947,511 | 2,362,742,262 |
| Payroll | 331,698,596 | 386,254,065 | 497,388,606 |
| Operating Expenses | | | |
| Advertising | 62,804,520 | 64,688,656 | 66,629,315 |
| Car and Truck Expenses | 80,000,000 | 88,400,000 | 97,052,000 |
| Commissions and Fees | 6,500,000 | 6,825,000 | 7,166,250 |
| Contract Labor (Not included in payroll) | - | - | - |
| Insurance (other than health) | 15,000,000 | 15,450,000 | 15,913,500 |
| Legal and Professional Services | 17,000,000 | 17,510,000 | 18,035,300 |
| Licenses | 2,000,000 | 2,100,000 | 2,205,000 |
| Office Expense | 2,000,000 | 2,060,000 | 2,121,800 |
| Rent or Lease -- Other Business Property | 3,000,000 | 3,090,000 | 3,182,700 |
| Repairs and Maintenance | 14,560,010 | 15,288,011 | 16,052,411 |
| Supplies | 75,000,000 | 77,250,000 | 79,567,500 |
| Travel, Meals and Entertainment | 7,023,050 | 7,233,742 | 7,450,754 |
| Utilities | 29,608,100 | 30,496,343 | 31,411,233 |
| Miscellaneous | 52,709,000 | 54,290,270 | 55,918,978 |
| Other Expense 1 | 95,000,000 | 97,250,000 | 99,567,500 |
| Other Expense 2 | 105,000,000 | 102,750,000 | 100,432,500 |
| Total Operating Expenses | 567,204,680.00 | 584,682,020.60 | 602,706,741.43 |
| Income (Before Other Expenses) | 1,053,776,279.77 | 1,177,011,425.11 | 1,262,646,914.42 |
| Other Expenses | | | |
| Amortized Start-up Expenses | 158,040,540 | 158,040,540 | 158,040,540 |
| Depreciation | 132,385,630 | 132,385,630 | 132,385,630 |
| Interest | | | |
| Line of Credit | 32,945,384 | 35,940,418 | 35,940,418 |
| Bad Debt Expense | - | - | - |
| Total Other Expenses | 323,371,553.15 | 326,366,588.02 | 326,366,588.02 |
| Net Income Before Income Tax | 730,404,726.62 | 850,644,837.09 | 936,280,326.40 |
| Income Tax | 266,533,579.99 | 302,605,613.13 | 328,296,259.92 |
| Net Income/Loss | 463,871,146.63 | 548,039,223.97 | 607,984,066.48 |