

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED

BUSINESS PLAN ON:

INVESTMENT IN MANUFACTURING OF BAKERY PRODUCTS

Presented To:

Presented To:

TANZANIA INVESTMENT CENTRE

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RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED
BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

This Business Plan is designed for investment in a manufacturing project for Rising Sun Foods and Industries company limited. Strategies are laid out in this business plan which will be utilized for investment purposes in the course of the company's operations in the manufacturing sector.

1.2 Company Description

Rising Sun Foods and Industries company limited is a limited company registered under the Companies Act. The company was incorporated on 1st September 2025 and bears Certificate of Incorporation No. 188571875. Rising Sun Foods and Industries company limited has its registered office in Kinondoni Municipality. Our company's goals and objectives aim to generate income that benefits both nationals and non-nationals, thereby strengthening the economic status of society. The company values its relationships with customers, suppliers, and investors, and strives to create a strong rapport with all parties involved.

1.3 Business Description

Rising Sun Foods and Industries company limited is a limited company incorporated in Tanzania under the Companies Act. The company was incorporated on 1st September 2025 and bears Certificate of Incorporation No. 188571875. The company will be responsible for investing in the manufacturing of Bakery products.

1.4 Legal Status

Legal certificates and documents such as the Memorandum and Articles of Association, certificate of incorporation, business license, Tax Identification Number, and Value Added Tax certificates confirm that Rising Sun Foods and Industries company limited is operating within the legal framework of Tanzanian law.

1.5.1 The project promoter,

The project will be managed and operated by **RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED.**

NAMEOF SHAREHOLDERS	NATIONALITY	SHARE PERCENTAGE
1. YUJIE LI	CHINESE	13000
2. JIN HE	CHINESE	13000
3. WENZHAO CHEN	CHINESE	13000

1.6 Operations

The project will be managed and operated by **RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED.** The Company will run its activities in a more professional way and it seeks to satisfy its customers by meeting customer expectations. Although the company will use an automated system, people will also be used to manage the operations.

1.7 Project Location

The project shall be located at PLOT No.86 KIBAHA CBD-PWANI Industrial Area C1.

1.8 Services

Rising Sun Foods and Industries company limited will focus on superior service for its clients. It has a full-time assistant who, among other things, will manage the company website and listings, advertise listings elsewhere, and answering basic client questions.

Rising Sun Foods and Industries company limited services include the production and bakery products. By serving clients in need of bakery products, Rising Sun Foods and Industries company limited aims to establish long-term partnerships with each client rather than engaging in one-time transactions.

1.9 Industry Overview

The manufacturing sector in Tanzania is significantly influenced by individual producers, who account for a substantial portion of the total supply of bakery products. The remainder is supplied by public sector entities, including local governments and various state-owned enterprises, as well as private manufacturers.

The demand for bakery products in Tanzania is estimated to be substantial, driven by the growing food processing and consumer sectors. In 2018, there were approximately 12.3 million households in Tanzania, with a notable increase in the need for affordable and nutritious food items, such as bread and pastries, to meet the demands of both rural and urban populations.

Tanzania has a relatively young manufacturing sector, with large-scale production of bakery products gaining momentum only in recent decades. While public sector entities historically managed the largest manufacturing projects in the country, private sector players are now increasingly important in the production of bakery items for various applications, including retail and institutional use. However, the manufacturing industry in mainland Tanzania is growing more slowly than the overall economy, with its contribution to GDP declining steadily over the past ten years. Cost sensitivity remains a significant concern, impacting not only the sales of bakery products but also the demand for formal manufacturing facilities, as a substantial portion of the population lives on \$2 or less per day. Consequently, the country may need to rely on government intervention and innovative financing solutions to address the demand for affordable bakery products, while higher-end manufacturing is likely to remain in the hands of private sector developers.

The demand for bakery products is increasing significantly, driven by the strong and sustained economic growth, with GDP growth averaging 6-7% over the past decade, and a rapidly growing population, which is estimated to reach 55 million and is expected to more than double by 2050. Efforts by the government, in partnership with global non-profit institutions and foreign governments, aim to meet the growing demand for nutritious and sustainable food products, such as bakery items.

1.10 Financial Overview

The need for USD 2,000,000 in funds is essential for Rising Sun Foods and Industries company limited to commence operations in the manufacturing of bakery products. Additionally, there are certain expenses that may not be included in the startup funds being accumulated but will be incurred during the course of the company's manufacturing operations. To provide insight into Rising Sun Foods and Industries company limited financial assumptions, financial statement projections will be created to illustrate the anticipated financial performance of the company over the specified period.

1.11 Organization Mission

The goal is to modernize and enhance the experience of manufacturing of bakery products by fostering a spirit of collaboration, innovation, and integrity.

The company aims to cultivate a culture of partnership in which all clients and projects are represented in a cooperative environment, ensuring that its clients and products maintain a competitive edge.

By leveraging the latest technologies and advanced manufacturing techniques, Rising Sun Foods and Industries company limited envisions itself as more than just a manufacturer of bakery products; it is a forward-thinking company dedicated to informing and connecting global communities through sustainable and innovative solutions

1.12 Vision Statement

To be a manufacturing franchise that provides an excellent and consistent customer experience at all times. By basing every decision on what is best for the Client and the Company as a whole

1.13 Goals and Objectives

1. To employ capitals, experience, knowledge, technology, standards, and most recent practices in developing better returns for the company and its projects' stake holders
2. To provide a variety of manufacturing units that will satisfy most consumers' needs, abilities, and expectations.

3. To keep providing the better possible quality of units those suit the local and international standards in the field.
4. Become a profitable organization allowing us the freedom of taking advantage of other manufacturing of bakery products investment opportunities as they become available.
5. Develop a solid, corporate identity in our specified targeted market area.
6. To establish good working relationships and begin working as a team, promoting communication and suggestions from all participants.

2.0 COMPANY OVERVIEW

2.1 Ownership

Rising Sun Foods and Industries company limited, located at PLOT No.86 KIBAHA CBD-Pwani Region, is a new manufacturing company specializing in Manufacturing of bakery products.

2.2 Start-up Summary

The purposes of investing in manufacturing of bakery products are numerous. With well-chosen production strategies and technologies, investors can enjoy predictable cash flow, excellent returns, tax advantages, and diversification, and it is possible to leverage manufacturing to build wealth. Bakery products manufacturers generate revenue through product sales, market appreciation, and profits derived from business activities related to bakery production. The benefits of investing in manufacturing of bakery products include passive income, stable cash flow, tax advantages, diversification, and leverage. Additionally, partnerships and joint ventures offer a way to invest in manufacturing of bakery products without the need to directly own or operate production facilities.

3.0 MANUFACTURING OF BAKERY PRODUCTS SERVICES

Rising Sun Foods and Industries company limited will focus on superior service for its clients, particularly distributors and industrial buyers. It has a full-time assistant who, among other things, will manage the company website and product catalog, and advertise the product lines.

Rising Sun Foods and Industries company limited services include manufacturing bakery products for clients. By serving industrial buyers and distributors, Rising Sun Foods and Industries company limited will:

- **Manufacturing Services:** Rising Sun Foods and Industries company limited will promote its product line and custom manufacturing capabilities in trade publications, industry magazines, and even at trade shows when appropriate, offering great visibility for the bakery products it manufactures.
- **Product Supply:** For a standard fee, Rising Sun Foods and Industries company limited will provide bakery products meeting their clients' specifications as closely as possible, choosing from its product offerings or creating custom solutions.

Rising Sun Foods and Industries company limited understands that the key to a successful manufacturing business is building referrals and a long-term reputation as a trustworthy supplier in the community

7.2 MARKET STRATEGY

Rising Sun Foods and Industries company limited will use several strategies to promote its name and develop its brand. By using an integrated marketing strategy, Rising Sun Foods and Industries company limited will win clients and develop consistent revenue streams.

7.2 Rising Sun Foods and Industries company limited Brand

Rising Sun Foods and Industries company limited brand will focus on the Company's unique value proposition:

- Client-focused bakery product manufacturing and supply services, where the company's interests are aligned with the customer/distributor.

4.2 Promotions Strategy

4.2.1 Targeted Cold Calls

Rising Sun Foods and Industries company limited will initially invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase

of the marketing strategy, a highly-focused call list will be used, targeting tenants/ rentals. As this is a very time-consuming process, it will primarily be used during the startup phase to build an initial client base.

7.2.2 Referrals

Rising Sun Foods and Industries company limited understand that the best promotion comes from satisfied customers. The Company will encourage its clients to refer other businesses by providing economic or financial incentives for every new client produced. This strategy will increase in effectiveness after the business has already been established.

7.2.2 Publications

Rising Sun Foods and Industries company limited will list its properties for rent in key local publications, including newspapers, area magazines, and its own newsletter. Additionally, the Company will print brochures and place them in specific locations frequented by target individuals.

7.2 Pricing Strategy

Rising Sun Foods and Industries company limited pricing will rely on standard industry rates for bakery products to be perceived as neither a luxury nor a discount. Manufacturing and supply will have fees paid by the clients at a standard rate. Rising Sun Foods and Industries company limited will fend off pressure to discount their rates, even in down markets.

4.4 Customer Analysis

4.4.1 Demographic Profile of Target Market

Rising Sun Foods and Industries company limited will serve the residents and businesses operating in Kibaha, Plot 86, Pwani Region, Kibaha Municipality holding special events and meetings.

The area we serve is affluent and has the disposable income/profits required to demand off-premises bakery production services.

7.2.2 Customer Segmentation

The Company will primarily target the following customer segments:

- **Distributors and Industrial Buyers:** These customers include businesses that need a reliable supply of bakery products for their own manufacturing processes, food service operations, or resale. This segment is driven by a need for quality, timely delivery, and competitive pricing. A small portion of this group is made up of businesses with long-term supply contracts. This group tends to be diverse in size and industry, with a strong focus on consistent supply. They often make purchasing decisions at a faster rate than individual consumers, leading to a higher number of new orders and repeat business.

4.5 Competitive Analysis

4.5.1 Direct and Indirect Competitors

Those bakery products manufacturing plants located within a 20-mile radius of Rising Sun Foods and Industries company limited, which provide either direct or indirect competition for customers.

7.2.2 Competitive Advantage

Rising Sun Foods and Industries company limited enjoys several advantages over its competitors. These advantages include:

- **Location:** Rising Sun Foods and Industries company limited plant is strategically located near a major transportation hub, providing easy access for the delivery of raw materials and the distribution of finished bakery products.
- **Client-oriented service:** Rising Sun Foods and Industries company limited will have a full-time assistant to keep in contact with clients and answer their everyday questions, realizing the importance of accessibility to its clients and a strong reputation for customer service.

5.0 OPERATIONAL PLAN

Rising Sun Foods and Industries company limited will carry out its day-to-day operations primarily on an appointment basis. Clients, such as distributors and industrial buyers, will make appointments to visit the plant, discuss their product specifications, and review the product catalog. Suppliers of raw materials will make appointments to discuss their supply and delivery schedules. These meetings will primarily occur on-site at the manufacturing plant, although some discussions may be held in the office's meeting room. When necessary, discussions can be conducted over the telephone.

5.1 Milestones

Rising Sun Foods and Industries company limited long-term goal is to become the number one name in bakery product manufacturing in terms of the right balance of price and customer service quality. We seek to do this by ensuring customer satisfaction and developing a loyal and trusting clientele.

5.2 Job Creation

Bakery products manufacturing is vital to every economy, supporting agriculture, food processing, packaging, and legal services for obtaining required permits, among many other business sectors. However, the actual development period only considers the one-time, short-term factory construction and setup phase.

The magnitude and duration of economic impact in the construction phase are less than during the business operations phase.

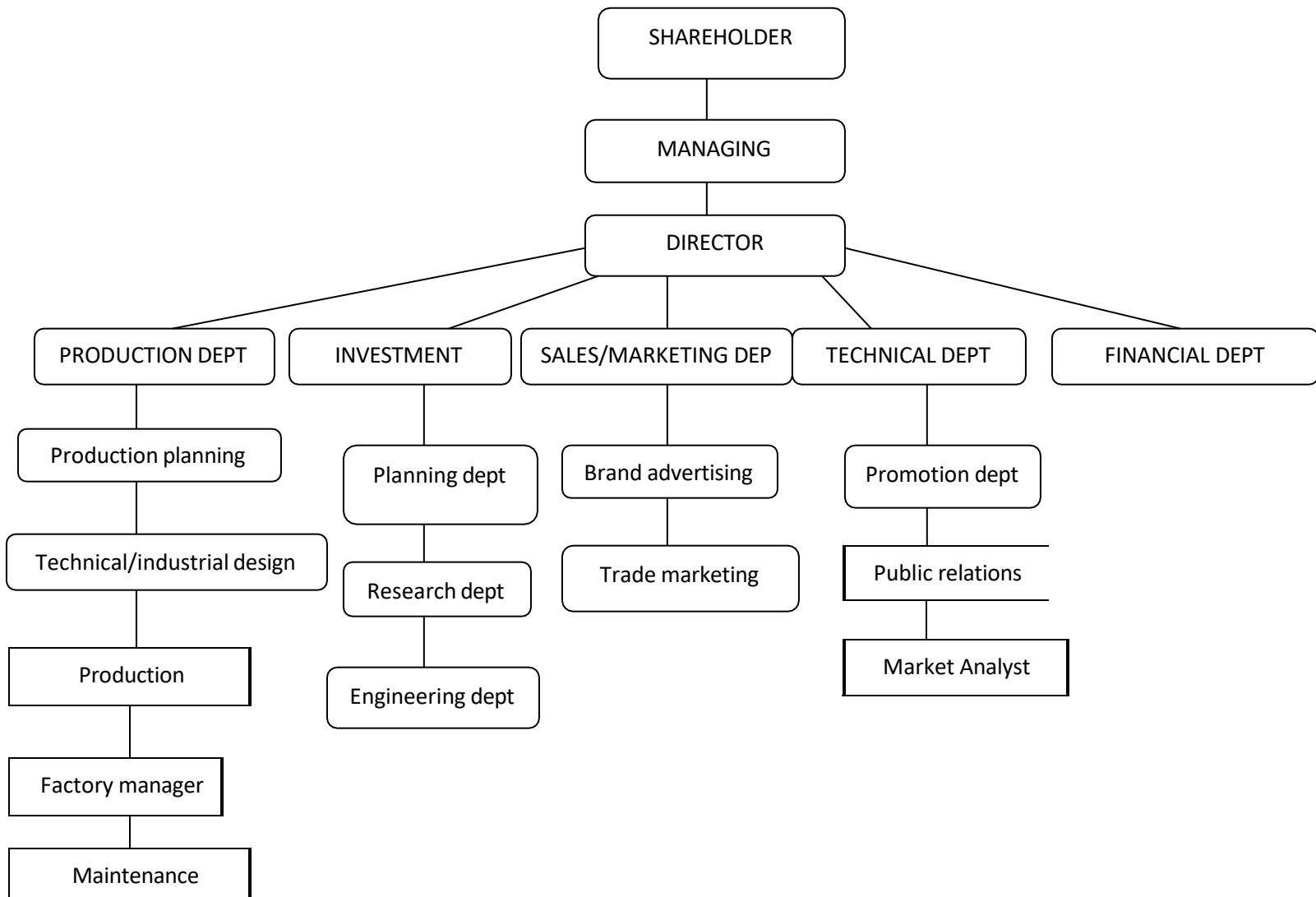
Nearly 170 jobs are supported in the factory construction phase for a relatively short time period. However, during the plant's operational phase, employment is greater and more sustainable. With some technical skill, manufacturing professionals can use these multipliers to quantify both the short- and long-term impacts of specific developments.

Industry multipliers must be selected for each phase. The construction phase should always be based on construction industry multipliers. The business operations phase should be based on

industry multipliers most closely matching the type of manufacturing business, such as those for the bakery or food processing industry.

6.0 ORGANIZATION AND MANAGEMENT PLAN

6.1 Organizational Structure



7.2 Management Strategy

Rising Sun Foods and Industries company limited **manufacturing of bakery products project** is expected to be an expensive and highly visible undertaking with many stakeholders. The Company will oversee its own manufacturing project and tackle a network of production processes to cultivate systems for managing the project for the following reasons:

7.2 Budget Management

The Project Manager will hire and manage multiple suppliers and contractors, watch for cost increases due to changes in material prices, budget for raw materials, pay vendors, use financing properly, and follow dozens of protocols to keep a project at or under budget.

7.2 Time Management

The Project Manager will also keep track of time. Not ordering raw materials on time, failing to coordinate among different production teams, or forgetting to pull a permit that takes several weeks can slow a project down. This, in turn, can add to a project's or client's costs – even costs not directly tied to the project itself.

7.2 Risk Management

All projects risk going over budget or taking longer than expected. They also expose the Company to risk. The Project Manager will be tasked with reducing risk by hiring only properly licensed or bonded professionals, securing adequate project insurance, designing and managing contracts that clarify all parties' responsibilities, and other tasks designed to avoid litigation or other expenses.

7.2 Summary of Expected Results

- Provide high-quality bakery products to people and businesses around the community.
- Increase the number of direct and indirect employment opportunities.
- Increase tax contributions to the government.
- Generate foreign currency.

7.2 Social and Economic Impact of the Project

- **Bakery products** are one of the few assets that react proportionately to inflation. As inflation goes up, the value and prices of bakery products go up. Though bakery manufacturing in general is a good hedge against inflation, manufacturing contracts that are renegotiated yearly are especially effective, since prices can be adjusted upward in inflationary periods. For this reason alone, therefore, bakery product manufacturing is one of the best ways to hedge an investment portfolio against inflation.
- **The bakery products** market is full of inefficiencies. There is a lack of transparency relating to individual product lines and also the strength of different markets, which means that investments in this sector have the potential for very high profits.
- **Bakery product** manufacturing involves taking on a great deal of financial and legal liability.
- All the disadvantages mentioned above add to the liability a manufacturing investor takes on when purchasing raw materials, financing, producing, distributing, managing, and maintaining a product line. Even though the manufacturing company may be a corporation, there are often personal guarantees associated with the business, and the risk of losing the income and profits generated by the company.

6.9 Drivers to Investment in Manufacturing of Bakery products.

6.9.1 Navigating new tenant expectations and tools for engagement

The buyer's experience has been emerging as a major industry focus and highlighting the importance of blending sustainability, intelligence, and experience. It is worth noting that a significant portion of the costs associated with running a manufacturing plant come from employee salaries and benefits. A smaller portion is attributed to the plant's operating costs, including energy, maintenance, and loan payments, among other things.

Worker health and productivity are emerging as strategic priorities among corporate manufacturing leaders, and the industry continues to innovate on plant design and the resulting

impacts of how people interact with their environment. Health and safety design trends include integrating amenities and features such as proper ventilation, quality of lighting, noise reduction, and thermal comfort into typical plant designs.

7.2.2 Inflation Hedge

An advantage of **bakery product manufacturing** is that it can offset the long-term impact of inflation. A major factor is that product prices and manufacturing contracts can be adjusted with inflation, which is often the result of strong economic growth.

7.0 FINANCIAL PLAN

The company expects to invest \$5,000,000 USD from shareholders' funds. Profits generated from manufacturing operations will be reinvested. There shall be a loan from commercial banks, as the investors have set aside 40% of \$2,000,000 USD for investment in Phase 1, and the remaining 60% will be financed by the project promoters' in phase II of the investment. The table below shows the assumptions for how the investment financing plan will look like.

7.1 TABLE 1: FINANCING

<i>Financing</i>	\$
Long-term liabilities	
Phase I	2,000,000
Phase II	3,000,000
Total	5,000,000

7.2 TABLE 2: INVESTMENT COST PLAN

PARTICULAR	US\$
Land and Buildings	25,000.00
Machinery & Equipment	220,000.00
Motor Vehicles	75,000.00
Furniture & Fixtures	5,000.00
Pre exp	0.00
Others	5,000.00
Working Capital	175,000.00
TOTAL	505,000.00

Project operating cos

In order to realize its intended objective, the project will have to meet operating cost not exceeding 15% of annual total revenue and 75% of total revenue is cost of sales

Projected Revenue

For projection purposes, it is assumed that the economic life of the project is five years, and that revenue from the project

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED

	1	2	3	4	5
Revenue	2,610,000	2,818,800	3,044,304	3,287,848	3,550,876

Projected Profit and Loss Statement

The Income and Expenditure Statement shows the projected income for the 5 years' period. The position depicted is that the project earns profit throughout its life

Accumulated after tax profits grow from. US\$ in first year 154,875 to US\$ in the year 5th 858,503

**RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED PROJECTED INCOME
& EXPENDITURE STATEMENT (US\$)**

	1	2	3	4	5
Revenue	2,610,000.00	2,818,800.00	3,044,304.00	3,287,848.32	3,550,876.19
Cost of Sales	1,957,500.00	2,114,100.00	2,283,228.00	2,465,886.24	2,663,157.14
Operating Expenses	391,500.00	422,820.00	456,645.60	493,177.25	532,631.43
Profit before Depreciation & Interest	261,000.00	281,880.00	304,430.40	328,784.83	355,087.62
Interest	24,000.00	180,000.00	16,000.00	6,000.00	-
Depreciation	15,750.00	15,750.00	15,750.00	15,750.00	15,750.00
Gross Profit	221,250.00	86,130.00	272,680.40	307,034.83	339,337.62
Tax (30%)	66,375.00	25,839.00	81,804.12	92,110.45	101,801.29
Profit After Tax	154,875.00	60,291.00	190,876.28	214,924.38	237,536.33
Accumulated Profit	154,875.00	215,166.00	406,042.28	620,966.66	858,503.00

Projected Cash Flows

This is shown in the financial statements. The project has a positive end of year cash flow from year 1 US\$194,625. of operation to the 5th year US\$ 1,183,25

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED PROJECTED CASH FLOWS STATEMENT(US\$)

	0	1	2	3	4	5
SOURCES:						
Profit before interest and depreciation	0	261,000.00	281,880.00	304,430.40	328,784.83	355,087.62
Equity	205,000.00					
Loan	300,000.00					
Total Sources	505,000.00	261,000.00	281,880.00	304,430.40	328,784.83	355,087.62
Applications:						
Capital expenditure	325,000.00		-	-	-	-
working Capital &Others	180,000.00	-	-	-	-	-
Cash	0	194,625.00	256,041.00	222,626.00	256,674.00	253,286.00
Tax	-	66,375.00	25,839.00	81,804.12	92,110.45	101,801.29
Sub total	505,000.00	261,000.00	281,880.00	304,430.12	348,784.45	355,087.29
Total applications	505,000.00	261,000.00	281,880.00	304,430.12	348,784.45	355,087.29

Accumulate dcash		194,625.00	450,666.00	673,292.00	929,966.00	1,183,252.00
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8.0 Projected Balance Sheet

The projected Balance Sheet of the projected is shown in the financial statements under same heading. Shareholder's equity increases from US\$205,000 in the first year of operation to US\$547,536 in the 5th year.

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED PROJECTED BALANCE SHEET STATEMENT(US\$)

Fixed Assets		1	2	3	4	5
Openin gbalance	-	325,000	290,250	255,500	220,750	186,000
Total Long- term Assets	-	325,000.00	290,250.00	255,500.00	220,750	186,000
Less depreciation	-	15,750.00	15,750.00	15,750.00	15,750	15,750
Closing balance	-	309,250.00	274,500.00	239,750.00	205,000	170,250
Workin gcapital	180,000	180,000.00	180,000.00	180,000.00	180,000	180,000
Accumulate Dcash	-	194,625.00	450,666.00	673,292.00	929,966	1,183,252
Total assets	180,000	683,875.00	905,166.00	1,093,042.00	1,314,966	1,533,502
Financed by						
Equity	205,000	310,000.00	310,000.00	310,000.00	310,000	310,000
Net profit	-	154,875.00	60,291.00	190,876.28	214,924	237,536
Total equity	205,000	464,875.00	370,291.00	500,876.28	524,924	547,536
Long term loan	300,000	225,000	150,000	75,000	0	0

Total debts	300,000	225,000.00	150,000.00	75,000.00	-	-
Total equity and debts	505,000	689,875.00	520,291.00	575,876.28	524,924	547,536

PROJECTED PAYBACK PERIOD

Total investment is US\$505,000 cash accumulation in 54th years is US\$683,966 which is more than the initial investment by US\$ US\$ 17,8966, the projectpayback Period is within 3 year

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED PROJECTED PAYBACK PERIOD STATEMENT (US\$)

Year	Profit After Tax	Depreciation	Total Cash Flow	Accumulated Cash Flow
1	154,875.00	15,750.00	170,625.00	170,625.00
2	60,291.00	15,750.00	76,041.00	246,666.00
3	190,876.28	15,750.00	206,626.28	453,292.28
4	214,924.38	15,750.00	230,674.38	683,966.66
5	237,536.33	15,750.00	253,286.33	937,252.99

Projected loan repayment

Total loan is US\$505,000 to be repaid within 4years with interest of 8%

RISING SUN FOODS AND INDUSTRIES COMPANY LIMITED PROJECTED LONG TERM LOAN REPAYMENT

Year	Principle	Loan Interest (8%)	Total Amount Paid	Loan Balance
0				
1	75,000	24000	99,000	300,000
2	75,000	18000	93,000	225,000
3	75,000	12000	87,000	150,000
4	75,000	6000	81,000	75,000
5	0	0	0	0
6	0	0		0

9. PROJECT MAN POWER AND INVESTMENT

Management: The project will be managed by 39 key staffs; the Management Officer will be the Chairperson. Under him/her will be the General Manager, the Manufacturing department, the Finance Manager and the Marketing manager.

Manpower: The project will have a high -tech installment of machinery and new technology application

Employees Distribution Summary

Employment	Foreign Skilled	Local Skilled	Local Unskilled	Total
Women	10	15	20	45
Men	10	15	30	55
TOTAL	20	30	50	100

Training

All workers will benefit from internal training for proper operations, quality, and safety observance. There will be external training for recommended staff depending on their job requirements. The plant will generally apply sophisticated, high-technology machinery, and through training, the management team plans to transfer technology and skills to local workers, ensuring foreign workers are only employed when necessary.

Health and Insurance

The project will provide medical treatments to its workers as per the country's policy requirements and will enroll workers in social security institutions as per the country's policy as well.

Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Strengths

- **High-quality, durable, and safety-certified** bakery product range.
- **Strong distribution and supply chain network** ensuring market reach and availability.
- **In-house design and R&D enabling continuous product innovation** (e.g., new recipes, custom flavors).
- **Competitive pricing** with a wide product portfolio catering to various market segments.
- **Established brand reputation and loyal customer base** in key regions.
-

Weaknesses

- **Dependence on third-party suppliers for raw materials** may affect production costs.
- **Limited brand recognition** in new or international markets.
- **Inadequate online sales infrastructure** for direct-to-business clients compared to more tech-driven competitors.
- **High initial investment** in technology and compliance for advanced product development.
- **Potential delays in adapting to rapid technological trends** (e.g., new production methods).

Opportunities

- **Growing demand for lightweight and recyclable materials** in the food production sector.
- **Expansion into emerging markets** with increasing industrialization and food production growth.
- **Strategic partnerships** with large-scale industrial buyers, hotels, schools, and e-commerce platforms.
- **Development of eco-friendly and sustainable product lines** to meet green manufacturing standards.
- **Government initiatives** promoting infrastructure and housing projects.

Threats

- **Intense competition** from local and international manufacturers with lower production costs.
- **Fluctuating raw material prices** and global supply chain disruptions.
- **Changing regulatory requirements** and compliance costs.

- **Rapid technological changes** making current production processes obsolete.
- **Economic downturns** affecting industrial and construction demand.

RECOMMENDATION

To strengthen its position in the bakery products market, the company should focus on expanding its product line to include healthy and sustainable options that meet the growing demand from health-conscious consumers and modern food industries. Investing in branding and digital marketing will boost visibility, especially in emerging and international markets. The company should also enhance its e-commerce and online distribution channels to stay competitive in a digital-first world. Strengthening partnerships with large food service clients, retailers, and distributors can drive bulk sales and brand loyalty. Lastly, implementing lean manufacturing and sustainable practices will reduce costs, support environmental goals, and appeal to eco-conscious clients.