

MANYA PRODUCTION COMPANY LTD

Registration Number: 183-520-733

Date of Incorporation: 24 March 2025

Legal Structure: Family-owned Private Limited Company

Directors: Walter Nyange (Managing Director), Nice Frank (Finance Director)

1. Company Overview

MANYA PRODUCTION COMPANY LTD was founded to address a critical market gap in Northern Tanzania, where only one mattress factory serves the entire region. The company aims to build a lasting family legacy while creating employment and producing high-quality sleep products. With a strong foundation in community values and strategic vision, MANYA is poised to become a leading brand in Tanzania and East Africa.

Mission:

To produce the best quality foam and spring mattresses in the region while creating direct and indirect employment for the local community.

Vision:

To grow into a national and international mattress brand that brings joy to families and friends, expands into diverse mattress types, and fosters a sense of community ownership.

Core Values:

Quality, integrity, sustainability, innovation, community engagement, and empowerment.

Team Structure:

- Leadership: Managing Director,
Finance Director,
Operations Director,
Company Secretary
- Executive Roles:
Accountant (1),
Trade (1),
Supply Chain (1),
Production (4),
Sales (4),
Customer Support (2)
- Total Employees: 17

Milestones Achieved:

- Certifications and registration approvals
- Strategic partnerships and supplier agreements
- Equipment acquisition to support production

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2. Products and Operations

Product Categories:

- **Foam Mattresses:** Low,
Medium,
High Density and spring mattresses
 - o Medium: **Tegemeo Heritage,**
Mwagaza Comfort
 - o High Density: **Kilimanjaro Crown,**
Chui Royal
- **Spring Mattresses: Pocket and Bonnell**
 - o Spring: **Tanzanite Dreamliner,**
Nyota Luxe
- **Complementary Products:** Pillows and Mattress Protectors

Production Capacity:

- 500 mattresses per year (each type)
- 100+ pillows per month

Machinery:

- Film paking machine
- Foam cutting machine
- Mattress tape edge machine
- 2 Sewing machine
- Heat gun
- Threads
- Binders
- Flange machine
- Tape edge machine
- Pannel binder and any other when the need arrises

All are semi-automatic, with plans to upgrade to larger and more automated equipment.

Factory Location:

- Sango Village, Kiboriloni Ward, Moshi District, Kilimanjaro Region
- Plot No. 26, Block 584
- Over 3,000 square meters in a shared complex

Property Status:

Leased on a renewable one-year term

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Infrastructure:

- Electricity: TANESCO, solar backup, and generators
- Water: Municipal supply
- Road: Paved, 20 meters from main road
- Internet: Available
- Security: 24/7 with CCTV surveillance

3. Market and Strategy

Target Customers:

- Retail buyers
- Wholesale buyers (especially furniture and carpentry manufacturers)
- Institutions (schools, hospitals, lodges)
- Government and NGOs
- Export

Current Market Coverage:

Kilimanjaro, Arusha, Tanga

Expansion Plans:

Dar es Salaam, Dodoma, Mwanza, Manyara, Uganda and latter to expand to the whole country and export

Pricing Strategy:

- Tiered pricing: Entry-level, Medium, and Premium
- Bulk discounts for institutions and wholesale buyers
- Competitive pricing with high quality
- Bundled packages and free delivery within Moshi and nearby areas

Competitive Advantage:

- Competes with Tanfoam and QFL
- Differentiators: Community focus, superior customer service, delivery options, bundled

offerings

Marketing & Branding:

- Logo, packaging, and product design
- Social media marketing and website: manya.co.tz
- Flyers and billboards

4. Financials and Investment

Current Financial Performance:

- Monthly Revenue: TZS 2,500,000
- Monthly Operating Expenses: TZS 1,200,000

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- Net Profit: TZS 1,300,000 (growing quarterly)

Projected Growth:

- Annual Revenue Target: TZS 150M–300M within 3–5 years
- Growth Drivers: Mattress sales, chemical supply to other stakeholders, national reach, and support for small factories across Tanzania

4. Gross Margins by Product:

Product Category Gross Margin

Low-Density Foam	20%
Medium-Density Foam	22%
High-Density Foam	25%
Spring Mattresses	50%
Pillows	10%
Mattress Protectors	30%

Investment Request to TIC:

MANYA seeks strategic support from TIC in the form of:

- **Tax benefits on capital goods to ease startup costs**
- **Recognition and endorsement to accelerate market penetration**
- **Facilitation in accessing government procurement opportunities**
- **Support in acquiring land or infrastructure for future expansion**
- **Assistance with import/export certification and regional trade access**
- **Work permit facilitation for specialized staff and technical personnel**

5. Social and Economic Impact

Employment and Livelihoods:

- Direct Jobs Created: 17 employees, with plans to expand
- Indirect Jobs Supported: Over 100, including suppliers, retailers, cleaners, and transporters
- Local Hiring Priority: MANYA actively recruits from the surrounding community

Training Programs:

- Chemical safety for production staff
- Safe transport protocols for drivers
- Quality control for production personnel
- Customer support and reception training
- Management training for decision-makers
- Community education on chemical safety and environmental management
- Fire safety and evacuation training for all personnel (in partnership with the fire department)

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Environmental Sustainability:

- Use of eco-friendly machines and production processes
- Waste management and recycling of production by-products
- Energy-saving measures, including solar lighting and backup systems
- Community education initiatives on environmental care and sustainability

6. Strategic Fit with TIC

MANYA PRODUCTION COMPANY LTD is uniquely positioned to benefit from and contribute to TIC's mission of promoting responsible investment and industrial development in Tanzania.

• **Strategic Location & Market Gap:**

Based in Kilimanjaro, MANYA fills a critical gap in the mattress manufacturing sector across Northern Tanzania.

• **Commitment to Quality, Community, and Sustainability:**

Upholding values of excellence, integrity, innovation, and environmental care while empowering the local community.

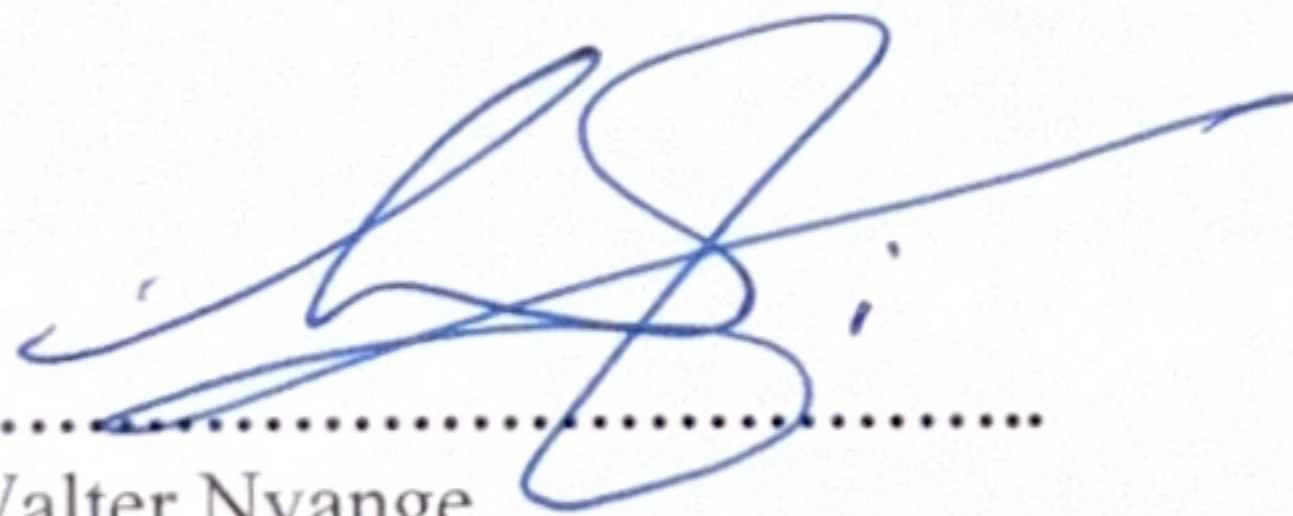
• **Growth Potential & National Impact:**

With a clear expansion strategy, scalable production, and strong branding, MANYA is poised to become a national leader.

• **Alignment with National Goals:**

MANYA contributes directly to Tanzania's development priorities by creating jobs, paying taxes, supporting small factories, and promoting local manufacturing.

Submitted by:



Walter Nyange
Managing Director
MANYA PRODUCTION COMPANY LTD



THE TOTAL CAPITAL FOR THE INVESTMENT IS 250 MILLION AND THE INVESTMENT BREAKDOWN IS AS FOLLOWS

1. LAND/BUILDING14,000,000
2. PLANT.....100,000,000
3. VEHICLES80,000,000
4. FURNITURE/FITTING.....6,000,000
5. PRE- EXPENSES.....4,000,000
6. OTHERS.....1,000,000
7. WORKING CAPITAL.....45,000,000

TOTAL.....250,000,000/=

	Monthly	Number of UNITS sold	Monthly income	Year 1	Year 2	Year 3	Year4	Year 5
Revenue	3	3	9	108	119	131	144	158
Operating Cost	120000	500	60,000,000	720,000,000	792,000,000	871,200,000	958,320,000	1,054,152,000
Gross profit before depreciation and interest				-	-	-	-	-
Interest				719,999,892	791,999,881	871,199,869	958,319,856	1,054,151,842
Depreciation				-	-	-	-	-
Gross profit				719,999,892	791,999,881	871,199,869	958,319,856	1,054,151,842
Tax(30%)				-	-	-	-	-
Profit after tax				215,999,968	237,599,964	261,359,961	287,495,957	316,245,553
Accumulated profit				503,999,924	554,399,917	609,839,909	670,823,899	737,906,289
				503,999,924	1,058,399,841	1,668,239,750	2,339,063,649	3,076,969,938