

# **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

## **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

### **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: [many.co.tz](http://many.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

- 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)

**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:**

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Walter Nyange  
Managing Director  
MANYA PRODUCTION COMPANY LTD

