

**BUSINESS PLAN
FOR INVESTMENT OF
MANUFACTURING
OF MOSQUITO
REPELLENT.**

**BAI LI PAPER
COMPANY LIMITED**

EXECUTIVE SUMMARY

BAI LI PAPER COMPANY LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 31ST, AUGUST 2023, and bears Certificate of Incorporation No. 168191715.

BAI LI PAPER COMPANY LIMITED will be located at Mkuranga-, Coastal Region. In addition, will be allocated at Plot number 1& 2, Block E Located at Mwanambaya, Mkuranga District.

Company Goals and Objectives:

In Summary **BAI LI PAPER COMPANY LIMITED** aims to:

- Manufacture of pesticide and detergent

- Manufacture of pulp, paper and paperboard

- Manufacture of corrugated paper and paperboard and containers of paper and paperboard

- Manufacture of other articles of paper and paperboard

- To carry on the business of selling books, paper and stationary items

- Wholesale of waste, scrap, and other products n.e.c

- Non-Specialized wholesale trade

The project will be managed and operated by **BAI LI PAPER COMPANY LIMITED** is owned by Chinese citizens from China with the following share distribution;

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
FENG ZIYUN	CHINESE	50%
CHENG GUANG	CHINESE	50%

PURPOSE OF BUSINESS PLAN

The purpose of this business plan is to establish a manufacturing enterprise that produces mosquito repellent and detergent products aimed at improving public health and hygiene. By leveraging local resources and modern production methods, the company seeks to provide affordable, high-quality solutions to households and institutions, while creating employment opportunities and contributing to Tanzania's industrial development.

Health Protection & Hygiene

- Mosquito repellents reduce the risk of mosquito-borne diseases such as malaria, dengue, and chikungunya.
- Detergents improve household hygiene and sanitation, preventing infections caused by poor cleanliness.

Market Demand & Opportunity

- Rising demand for affordable, locally produced repellents and detergents in East Africa.
- Import alternatives are often expensive; local manufacturing ensures cost-effective supply.

Economic Empowerment

- Create jobs in production, packaging, and distribution.
- Support local suppliers of raw materials and contribute to Tanzania's industrial growth.

Sustainability & Accessibility

- Provide eco-friendly, safe, and effective products.
- Ensure wide availability in both urban and rural markets at affordable prices.

Competitive Advantage

- Position the company as a trusted brand offering dual solutions: protection against mosquitoes in addition, household cleaning.
- Differentiate through quality assurance, compliance with Tanzanian Bureau of Standards (TBS), and multilingual labeling for accessibility.

INDUSTRY OVERVIEW:

The Tanzania construction market is fragmented with domestic and international businesses,

BAI LI PAPER COMPANY LIMITED being one among them. The mosquito repellent and detergent industries in Tanzania are both **growth sectors**, driven by health needs and hygiene awareness. Local manufacturing offers strong opportunities for cost-effective supply, job creation, and regional exports.

1. Mosquito Repellent Industry

- **Market Drivers**
 - High prevalence of mosquito-borne diseases (malaria, dengue, chikungunya).
 - Government and NGO campaigns promoting preventive health measures.
 - Rising consumer awareness of personal protection products.
- **Product Range**
 - Coils, sprays, creams, oils, vaporizers, and electronic repellents.
 - Increasing demand for eco-friendly and herbal-based repellents.
- **Distribution Channels**
 - Hypermarkets/supermarkets, independent stores, pharmacies, and online platforms.
 - Rural outreach programs supported by health initiatives.
- **Growth Outlook**
 - Steady growth projected between 2025–2031, driven by health awareness and affordability.
 - Local manufacturing reduces reliance on imports and ensures competitive pricing.

2. Detergent Industry

- **Market Drivers**
 - Rising urbanization and middle-class expansion in Tanzania.
 - Increased demand for hygiene and sanitation products in households, schools, and hospitals.
 - Government emphasis on industrialization and local value addition.
- **Product Range**
 - Powder detergents, liquid detergents, multipurpose cleaners.
 - Specialized industrial detergents for hotels, hospitals, and factories.
- **Key Players**
 - Local manufacturers such as **Tuko Africa Ltd.**, producing household and commercial detergents.
 - Small and medium enterprises contributing to regional supply.

3. Industrial Ecosystem in Tanzania

- **Government Support**
 - **Tanzania Biotech Products Limited (TBPL)**, a government-backed company, manufactures biolarvicides to fight malaria, showing strong state interest in mosquito control.
 - Policies encouraging local production to reduce import dependency.
- **Opportunities**
 - Integration of mosquito repellent and detergent production under one facility creates economies of scale.
 - Potential for export to neighboring countries (Rwanda, Uganda, Kenya, Burundi).
 - Branding opportunities around **health + hygiene dual solutions**.
- **Challenges**
 - Need for compliance with Tanzanian Bureau of Standards (TBS).
 - Competition from imported brands.

- Ensuring affordability while maintaining quality.
- Compliance and quality assurance are prioritized.

MARKET ANALYSIS:

The mosquito repellent and detergent industries in Tanzania are both **growth sectors**, driven by public health needs and hygiene awareness. Local manufacturing offers strong opportunities for cost-effective supply, job creation, and regional exports, provided compliance with Tanzanian Bureau of Standards (TBS) and quality assurance are maintained.

Business sits at the intersection of **public health and household hygiene**, which makes it highly relevant in Tanzania and East Africa. Success will depend on **quality assurance, affordability, and strong distribution networks**, while differentiation can come from **eco-friendly innovation and dual branding (health + hygiene)**.

1. Mosquito Repellent Market

Demand Drivers

- High prevalence of malaria and dengue in Tanzania and neighboring countries.
- Government health campaigns and NGO initiatives increasing awareness.
- Rising urbanization and disposable incomes leading to higher product adoption.

Product Segments

- Coils, sprays, creams/oils, vaporizers, mats, and herbal/natural repellents.
- Growing consumer preference for eco-friendly and safe formulations.

Distribution Channels

- Supermarkets/hypermarkets, independent shops, pharmacies, and online platforms.
- Rural outreach programs supported by health initiatives.

Growth Outlook

- The Tanzania mosquito repellent market is witnessing steady growth, projected to expand between 2025–2031 due to health awareness and affordability.
- Globally, the mosquito repellent market is expected to grow at ~8% CAGR from 2026–2031, with Asia-Pacific (including Africa) as the fastest-growing region.

2. Detergent Market

- **Demand Drivers**
 - Rising hygiene awareness post-pandemic.
 - Urbanization and middle-class expansion in Tanzania.
 - Institutional demand from schools, hospitals, and hotels.
- **Product Segments**
 - Powder detergents, liquid detergents, multipurpose cleaners.
 - Specialized industrial detergents for commercial use.
- **Market Dynamics**
 - Local manufacturers compete with imported brands, offering affordable alternatives.
 - Government policies encourage local production to reduce import dependency.

3. Competitive Landscape

- **Mosquito Repellent:** Mix of local producers and imported brands. Herbal and natural repellents are gaining traction.
- **Detergent:** SMEs and established local companies supply household and institutional markets.

4. Opportunities

- Dual positioning: **Health + Hygiene solutions** under one brand.
- Export potential to Rwanda, Uganda, Kenya, and Burundi.
- Eco-friendly and affordable product lines to capture rural and urban markets.

INVESTMENT OBJECTIVE:

The investment objectives combine **financial growth, strategic positioning, social impact, and sustainability**. This makes the business plan attractive not only to profit-driven investors but also to partners interested in **health, hygiene, and community development**.

1. Financial Objectives

- Generate sustainable revenue through the dual product line (repellents + detergents).
- Achieve profitability within 2–3 years of operation.
- Expand market share in Tanzania and neighboring East African countries.
- Ensure competitive pricing while maintaining quality standards.

2. Strategic Objectives

- Establish a trusted local brand in the health and hygiene sector.
- Reduce reliance on imported repellents and detergents by offering affordable local alternatives.
- Build strong distribution networks across urban and rural markets.
- Position the company for regional exports (Rwanda, Uganda, Kenya, and Burundi).

3. Social & Development Objectives

- Contribute to public health by reducing mosquito-borne diseases.
- Improve household hygiene and sanitation standards.
- Create employment opportunities in production, packaging, and distribution.
- Support local suppliers of raw materials, strengthening Tanzania's industrial ecosystem.

4. Sustainability Objectives

- Develop eco-friendly and biodegradable product lines.
- Ensure compliance with Tanzanian Bureau of Standards (TBS) and international quality benchmarks.
- Promote responsible manufacturing practices with minimal environmental impact.

PRODUCTS:

Mosquito Repellent Manufacturing Process

1. Formulation Development

- Select active ingredient (DEET, Picaridin, Citronella, Neem, etc.).
- Decide product type (spray, lotion, coil, and vaporizer).

2. Mixing & Blending

- Combine active ingredient with solvents (ethanol, water, mineral oil).
- Add stabilizers, preservatives, and fragrances.
- Ensure uniform blending under controlled conditions.

3. Quality Testing

- Check concentration of active ingredient.
- Test for safety, skin compatibility, and effectiveness.
- Verify compliance with Tanzanian Bureau of Standards (TBS).

4. Filling & Packaging

- Fill into bottles, tubes, sachets, or coil molds.
- Seal and label (Swahili + English for accessibility).

5. Storage & Distribution

- Store in controlled conditions to maintain shelf life.
- Distribute through retail, institutional, and export channels.

Detergent Manufacturing Process

1. Raw Material Preparation

- Surfactants (LABS, SLS).
- Builders (sodium carbonate, silicate, zeolites).
- Additives (enzymes, brighteners, fragrances).

2. Mixing & Blending

- For **powder detergent**: blend surfactants, builders, and additives in mixers.
- For **liquid detergent**: dissolve surfactants in water, add builders and fragrances.

3. Spray Drying (Powder Detergent)

- Convert slurry into fine powder using spray-drying towers.
- Control particle size and moisture content.

4. Quality Testing

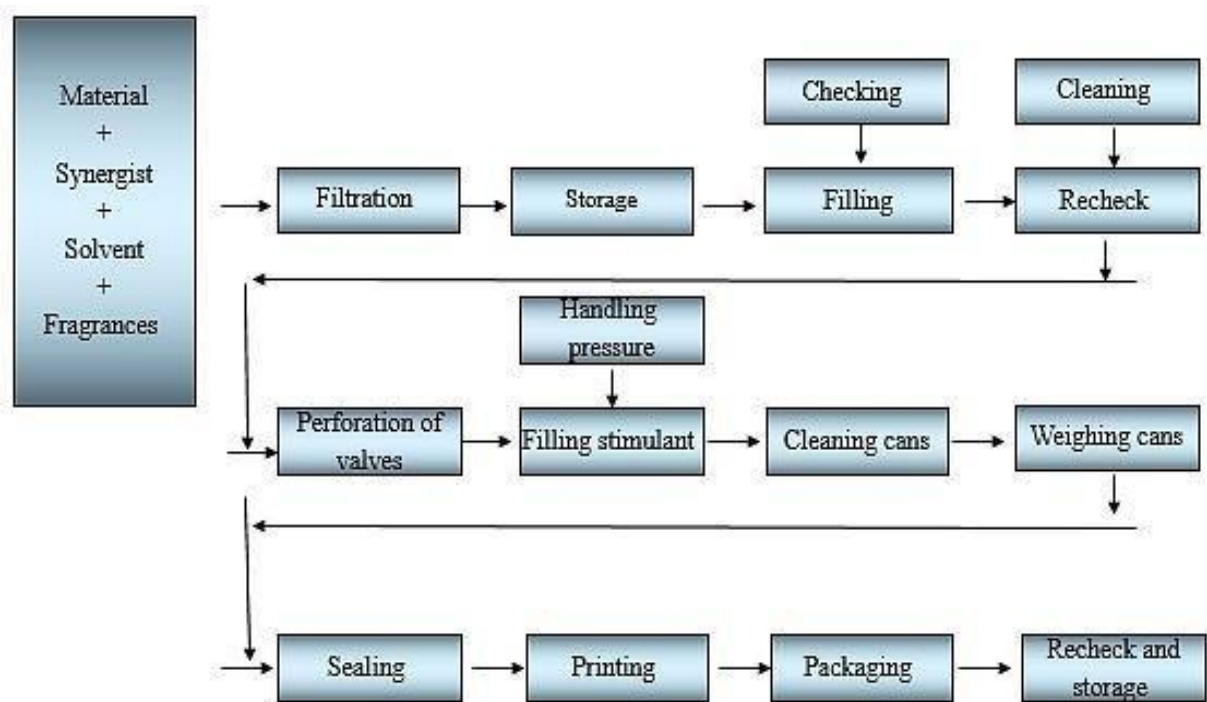
- Check cleaning efficiency, foaming, and stability.
- Ensure compliance with TBS and environmental standards.

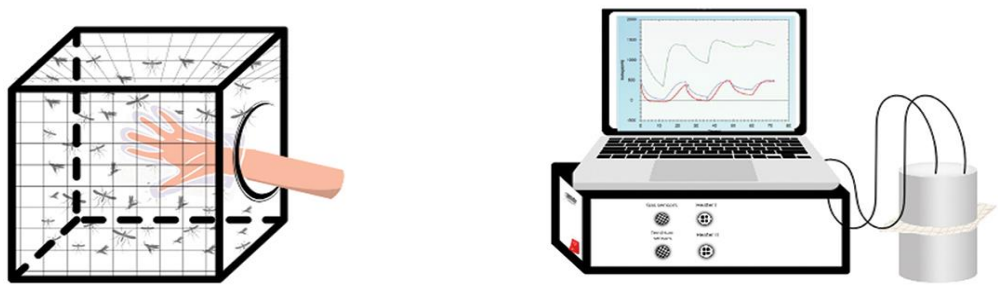
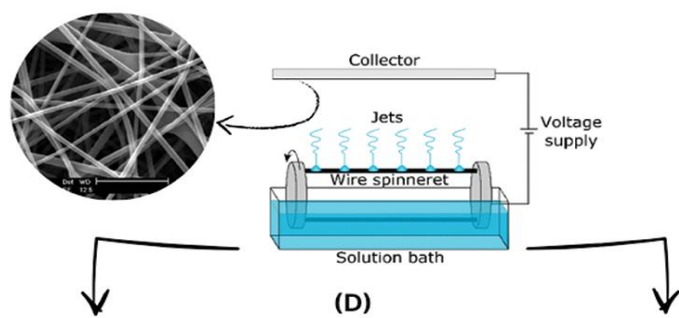
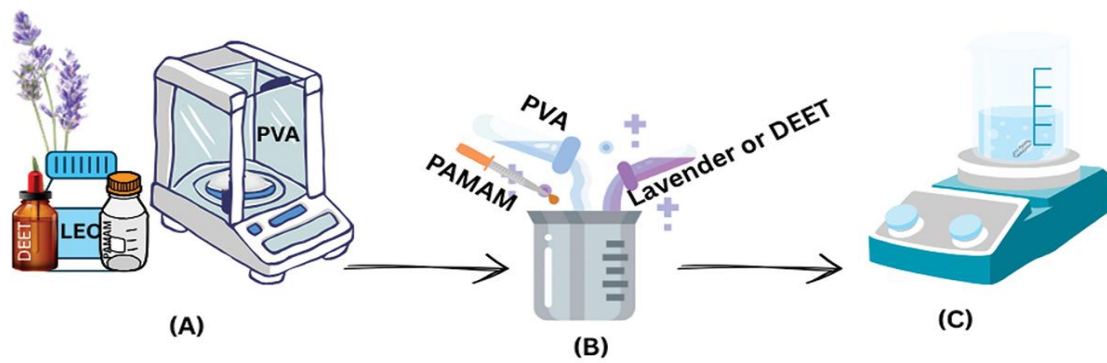
5. Filling & Packaging

- Pack into sachets, bottles, cartons, or industrial drums.
- Label with usage instructions and safety information.

6. Storage & Distribution

- Store in dry warehouses.
- Distribute to households, institutions, and export markets.





Investment Costs and Sources of Finances:

The total investment required for the project is estimated around \$1 million. The funding will be an equity financing from shareholders.

JOB CREATION:

The proposed business of manufacturing of mosquito repellents and Detergent is expected to create over 150 direct jobs and an additional 300 indirect jobs in the supply chain and related industries. The business will employ skilled and experienced personnel, including engineers, technicians, economist, production staff and local people to ensure smooth operations and adherence to quality standards. Additionally, indirect employment opportunities will be created in the supply chain, including transportation, raw material suppliers, and other support services.

Investment Funds Expenditure Breakdown:

The funds raised from the equity will be utilized as follows (USD):

Land/ Building:	\$650,000.00
Plant:	\$150,000.00
Vehicles:	\$20,000.00
Furniture & Fittings:	\$2,000.00
Pre-expenses:	\$30,000.00
Others:	\$8,000.00
Working capital:	\$140,000.00
TOTAL	\$1,000,000

OPERATIONS PLAN:

Location: **BAI LI PAPER COMPANY LIMITED** will be headquartered located at Plot number 1& 2, Block E Located at Mwanambaya, Mkuranga District. Coastal Region that offers easy access to construction sites and client meetings.

Premises: Our office space will be designed with sustainability in mind, incorporating energy-efficient features and eco-friendly materials.

Equipment: We will invest in state-of-the-art construction equipment to ensure efficient project execution and maintain high standards of quality.

Staffing: Our team will consist of experienced architects, engineers, project managers and skilled laborers who share our passion for innovation and sustainability.

MARKETING PLAN:

The marketing plan for the import and sale of manufacturing of Mosquito repellent and Detergent will focus on the following strategies:

Use word of mouth marketing: This marketing strategy is quite common and simple however; besides the influencers, customers also depend on hear-say when making their decisions on where to purchase materials, therefore, it is essential to control what is said by other customers, employees and even the influencers thus market share will definitely decrease. One effective way of controlling word of mouth is by maintaining close follow up with the customers.

Impress the Influencers: Influencers include architects, contractors and builders while the consumers are your actual customers having the influencers at your corner. This is because most of the time, actual customers depend on the influencers to decide on their behalf or advise them on which materials to use therefore, demonstrating the quality and affordability of the products.

Building a business name: This is the most significant bit of marketing, as far as manufacturing of Tires are concerned. While customers depend hugely on influencers and word of mouth, it is also essential to build a reputable name so that it can speak for itself because of the good quality and reasonable pricing.

Utilize online marketing: The internet has become the core of everything, under the construction industry it has no exception. Building material retailers are also adapting to these changes. In order to keep up, we are active in social media platforms like Facebook, Twitter, Instagram, LinkedIn, Email and YouTube.

IMPLEMENTATION SCHEDULE:

The implementation schedule for the manufacturing of Mosquito repellent and Detergent is estimated to be 15 months, as follows:

Pre-construction phase: 2 months. This will involve site selection, land acquisition, and obtaining necessary permits and approvals.

Design and engineering phase: 2 months. This phase will involve the design and engineering of the materials, including the layout, equipment and machinery selection, and other technical aspects.

Construction phase: 10 months. This phase will involve the construction of the materials and installation of equipment and machinery.

Testing and commissioning phase: 1 months. This phase will involve testing and commissioning of the material and equipment to ensure proper functioning before the start of production.

FINANCIAL PROJECTION:

The financial projections for the Tires manufacturing primary input are as follows:

**TABLE 1
FINANCING**

<i>Financing</i>	\$
Owner's equity	
Cash	200,000
Contributed asset value	800,000
Total	1,000,000

**TABLE 2
INVESTMENT COST PLAN**

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	140,000
Property and equipment	
Land	50,000
Building	600,000
Equipment/plant	150,000
Furniture and fixtures	2,000
Motor Vehicles	20,000
Other	8,000
Pre- Expenses	30,000
Total assets	1,000,000



As shown in the cash flow statement, we expect to have a steady inflow of cash from sales in the next three years. Our outflow will mainly consist of inventory costs, employee salaries, rent and utilities and marketing and advertising expenses. The net cash flow and cumulative net cash flow are expected to increase annually due to the growth in sales and efficient operation of the business. We aim to achieve profitability within the first five years of operations and this projected cash flow statement shows that we are on track to achieving

These projections assume that the company will gradually increase production capacity and expand its customer base over the years. It also assumes that the cost of raw materials and operating expenses might have slightly variation.

It is important to note that these projections are only estimates and are subject to change based on market conditions, operating costs, and other factors.

CAPACITY OF THE PROJECT:

The proposed manufacturing of Tires will have a production capacity of 60000 tons per annul. This will be achieved through the installation of modern machinery and equipment, utilizing the latest technology in the manufacturing of Tires industry. The plant will operate 24 hours a day, seven days a week, ensuring efficient production processes and meeting the growing demand for paper products in Tanzania and the East African region.

CONCLUSION:

Sustainable manufacturing of Tires is those, which are produced or sourced locally, these materials are containing recycled & industrial waste materials and by-products, sustainable materials have a lower impact on the environment & are thermally efficient. The production of these manufacturing of Tires requires considerably less amount of energy in production when compared to modern or traditional

construction materials. The advantages in the selection of sustainable manufacturing of furniture lie in the fact that they are not only economically viable but also reduce toxic emissions thereby reducing overall environmental impact.

Sustainable construction should be considered as an important component in creating a sustainable development to the country. Therefore, a need to make a proper selection of construction materials, which have minimum environmental burdens, is of great significance in order to boost a building environmental performance. One important consideration is to integrate building design and manufacturing of furniture from the design process stage.

As the business grows, we intend to hire knowledgeable and experienced staff that can provide exceptional customer service and technical advice. We will offer competitive hourly wages and benefits that include health and dental insurance, paid time off and retirement plans. Our employees will be an integral part of our business operations, working together to provide a seamless shopping experience for our customers.

BAI LI PAPER COMPANY LIMITED

CASH FLOWS PROJECTION FOR FIVE YEARS FROM 2026 TO 2030

	Pre-Startup EST	,2026	2027	2028	2029	2030	Total
Cash on Hand (beginning of month)	\$ -	\$ 1,000,000	\$ 1,000,000	\$ 2,400,000	\$ 3,840,000	\$ 5,424,000	\$ 13,664,000
CASH RECEIPTS							
Cash Sales			\$ 1,000,000	\$ 1,000,000	\$ 1,100,000	\$ 1,210,000	\$ 4,310,000
Collections from CR accounts		\$ -	\$ 400,000	\$ 440,000	\$ 484,000	\$ 532,400	\$ 1,856,400
Estimated Capital for startup	\$ 500,000		\$ -	\$ -	\$ -	\$ -	\$ 500,000
Loan	\$ 500,000						
TOTAL CASH RECEIPTS	\$ 1,000,000	\$ -	\$ 1,400,000	\$ 1,440,000	\$ 1,584,000	\$ 1,742,400	\$ 7,166,400
Total Cash Available (before cash out)	\$ 1,000,000	\$ 1,000,000	\$ 2,400,000	\$ 3,840,000	\$ 5,424,000	\$ 7,166,400	\$ 20,830,400
CASH PAID OUT							
Purchases other fixed		\$ -	\$ 7,200	\$ 7,920	\$ 8,712	\$ 9,583	\$ 33,415
Purchases vehicles		\$ 80,000	\$ -	\$ 41,000	\$ -	\$ -	\$ 121,000
Gross wages (exact withdrawal)		\$ 15,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 255,000
Payroll expenses (taxes,		\$ 4,500	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400	\$ 86,100
Supplies (office & operation.)		\$ 1,000	\$ 1,100	\$ 1,210	\$ 1,331	\$ 1,464	\$ 6,105
Repairs & maintenance		\$ 1,250	\$ M1,375	\$ 1,513	\$ 1,664	\$ 1,830	\$ 7,631
Advertising		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Car, delivery & travel		\$ 1,800	\$ 1,980	\$ 2,178	\$ 2,396	\$ 2,635	\$ 10,989
Accounting & legal		\$ 4,500	\$ 4,950	\$ 5,445	\$ 5,990	\$ 6,588	\$ 27,473
Rent		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 180,000
Telephone & internet		\$ 120	\$ 132	\$ 145	\$ 160	\$ 176	\$ 733
Utilities		\$ 150	\$ 165	\$ 182	\$ 200	\$ 220	\$ 916
Insurance		\$ 21,200	\$ 21,412	\$ 21,626	\$ 21,842	\$ 22,061	\$ 108,141

Taxes (real estate, etc.)		\$ 240	\$ 240	\$ 240	\$ 240	\$ 240	\$ 1,200
Interest		\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Miscellaneous		\$ 200	\$ 220	\$ 242	\$ 266	\$ 293	\$ 1,221
SUBTOTAL	\$ -	\$ 241,110	\$ 230,339	\$ 273,282	\$ 234,400	\$ 236,710	\$ 1,215,840
Loan principal payment		\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 2,431,681
Capital purchase (land)		\$ 100,000					\$ 4,829,946
Capital purchase (excavators)		\$ -	\$ 1,000,000	\$ 100,000	\$ -	\$ -	\$ 9,538,892
Owners' Withdrawal			\$ -	\$ -	\$ 10,000,000	\$ 12,500,000	\$ 18,736,684
TOTAL CASH PAID OUT	\$ -	\$ 1,091,110	\$ 1,980,339	\$ 1,123,282	\$ 10,984,400	\$ 13,486,710	\$ 36,753,042
Cash Position (end of month)	\$ 1,000,000	\$ (91,110)	\$ 419,661	\$ 2,716,718	\$ (5,560,400)	\$ (6,320,310)	\$ (15,922,642)