



TOWER SINTER BRICK COMPANY LIMITED

BUSINESS PLAN

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TOWER SINTER BRICK COMPANY LIMITED

BUSINESS PLAN

Executive Summary

Tower Sinter Brick Company Limited is a beginning company and registered in Tanzania. Our Company is Located in Vigwaza, Chalinze, Pwani Tanzania. The company has already established a stable environment for making all kinds of tiles with a **first world advanced technology**.

Tower Sinter Brick Company Limited has three shareholders as listed below.

1. **HE ERCAL Chinese by nationality**
2. **LI CHUNFANG Chinese by nationality.**
3. **CHEN SHUAI Chinese by nationality.**

We tend to operate an easily accessible facility and we deliberately facilitate easy movement of our products and raw materials.

We are also in business to make profits and at the same time to give our customers value for their money; we want to give people and businesses who patronize our products and services the opportunity to be part of the success story of **Tower Sinter Company Limited**.

We are aware that there are several big scales and small-scale tiles manufacturing companies in Tanzania like Keda Tanzania Ceramics Co Ltd-Tanzania, Goodwill Tanzania Ceramic Co Ltd,Oriental Mills Ltd-Tanzania, Ashut Plastics Ltd-China,Keda T Ceramics Co Ltd-Tanzania, Lucky Seven Motors fzco-United Arab Emirates, and many others scattered all around in the United Republic of Tanzania.

WE ARE TO BE DIFFERENT FROM THE FACT THAT THE KIND OF TECHNOLOGY WE ARE TO USE WILL BE SECOND TO NONE WE ARE ASSURING OUR POTENTIAL FUTURE CUSTOMERS OF QUALITY AND QUANTITATIVE PRODUCTS DUE TO THE ADVANCD TECHNOLOGY WE HAVE ESTABLISHED.

This is why we spent time and resources to conduct our feasibility studies and market survey so as to enable us locate the business in an area that will support the growth of the business and also for us to be able offer much more than our competitors will be offering.

We ensured that our facility is easy to locate and we have mapped out plans to develop a wide distribution network for all kinds of tiles in Tanzania.

Much more than producing high quality tiles, our customer care is going to be second to none. We know that our customers are the reason why we are in business which is why we will go extra mile to get them satisfied when they visit and purchase any of our Products and also to become our loyal customers and ambassadors.

Tower Sinter Brick Company Limited will ensure that all our customers (wholesale distributors) are given first class treatment whenever they visit our Depot / Plant. We have a CRM software that will enable us manage a one-on-one relationship with our customers (wholesale distributors) no matter how large the numbers of our customer base.

As we grow we will ensure that we are in control effectively

We make sure that our customers are involved when making some business decisions that will directly or indirectly affect them.

Tower Sinter Brick Company Limited is going to operate a standard and a licensed tiles manufacturing company whose products will not only be sold in Tanzania but also in East Africa Region. We are in the business to make profits and also to give our customers value for their money. We are grounded in tile manufacturing and the tiles we are manufacturing are divided in two main grounds where we are to produce flooring/ground tiles and the roofing tiles. But on top of that our floor tiles will have the following kinds:

- ❖ Porcelain Tiles. Porcelain tiles are an excellent choice for flooring and wall applications in high-traffic areas. ...



- ❖ Glass Tiles. ...



❖ Vitrified Tiles. ...



❖ Mosaic Tiles. ...



❖ Vinyl Tiles. ...



❖ Wooden Tiles. ...



❖ Cement Tiles. ...



❖ Terracotta Tiles.



And on the side of roofing tiles we shall have the following produced in our factory:

- Slate Roof Tiles. Slate is a natural stone with a unique, beautiful appearance. ...



- Clay Roof Tiles. Clay roof tiles have a long history. ...



- Cedar Shake Roof Tiles. ...



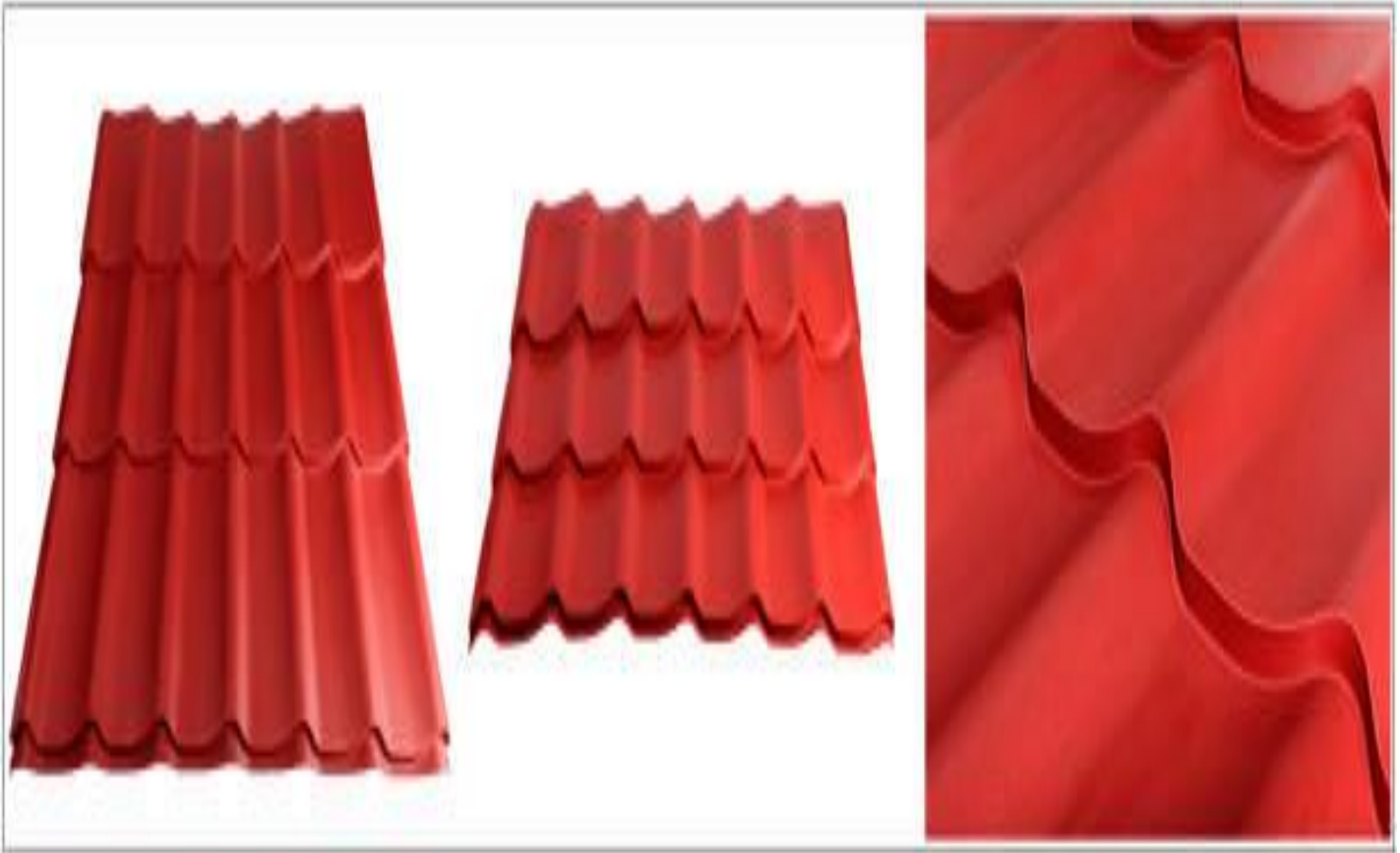
- Concrete Roof Tiles. ...



- Composite Roof Tiles. ...



- Metal Roof Tiles. ...



- Solar Roof Tiles. ...



- Copper Roof Tiles.



Our vision

Our vision is to maintaining standard tiles Manufacturing Company whose products will be sold all over the regions of Tanzania.

Our Mission Statement

Our mission is to maintain a standard and a classic tiles Manufacturing Company that is in our own capacity competing with leaders in the industry such as Keda Tanzania Ceramics Co Ltd-Tanzania, Goodwill Tanzania Ceramic Co Ltd,Oriental Mills Ltd-Tanzania, Ashut Plastics Ltd-China,Keda T Ceramics Co Ltd-Tanzania, Lucky Seven Motors fzco-United Arab Emirates, and many others. We want to maintain a business that will be listed amongst the top 5 brands in the Tanzania.

Our Business Structure

Tower Sinter Brick Company Limited is a business that is established with the aim of competing favorably with other leading tiles manufacturing brands in the market. 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;

- **Managing Director**
- **Production/plant manager**
- **Human Resources and Admin Manager**
- **Merchandize Manager**
- **Sales and Marketing Manager**
- **Information Technologist**
- **Accountants / Cashiers**
- **Cleaners**

Roles and Responsibilities Managing

Director – CEO (Owner):

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counselling, 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, 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 Production Manager
- Responsible for overseeing all the manufacturing processes and activities.
- Part of the team that determines the quantity and the quality of products that are to be manufactured
- Map out strategy that will lead to efficiency amongst workers in the production
- Responsible for training, evaluation and assessment of workers
- Ensures that the steady flow of both raw materials to the machines and easy flow of finished products through wholesale distributors to the market
- Ensures operation of machines by completing preventive maintenance requirements; calling for repairs.
- Ensures that the machines and all the work tools meet the expected safety and health standard at all times.

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
- Oversee the smooth running of the daily office and factory activities

Merchandize Manager

- Manages vendor relations, market visits, and the ongoing education and development of the organizations' buying teams
- Helps to ensure consistent quality of the tiles and other machinery products produced for sell.
- Responsible for the purchase of raw 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.

Sales and Marketing Manager

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Models' demographic information and analyze 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 increase sales Documents all customer contact and information.
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

Accountant / Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyses financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks 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 internal auditor for the organization

Client Service Executive

Ensures that all contacts with customer (e-mail, walk-In cent 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 Tower Sinter Brick Company Limited products, promotional campaigns etc. To ensure accurate and helpful information is supplied to clients when they make enquiries

Production Workers / Machine Operators:

- Monitor the efficiency of the production line to ensure timely load and outflow.
- Assemble and prepare products for sale.
- Complete quality assurance testing on goods and products.
- Maintain proper storage for material and product inventory in warehouses.
- Organize inventory in an easy-to-access process.
- Utilize machinery such as forklifts to load orders.
- Maintain the quality and upkeep of warehouse equipment including machinery.
- Keep the machines supplied with materials or components.
- Keep an eye on gauges and instruments.
- Make checks on temperature, speed and pressure.
- Adjust the machine or call in maintenance staff if the machine stops working.
- Move materials or completed products and packages to establish locations.

Distribution Truck Drivers

- Assists in loading and unloading raw materials and finished products.
- Maintains a logbook of their driving activities to ensure compliance with federal 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.
- Transport finished goods and raw materials over land to and from manufacturing plants or retail and distribution centers
- Inspects 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 verify delivery instructions
- Reports defects, accidents or violations

Tower Sinter Brick Company Business Plan – MARKET ANALYSIS

- **Market Trends**

If you are conversant with the trend in tiles manufacturing industry, you will quite agree that despite the fact that there are competitions in different stages of the industry. That is competitions amongst bigger corporations such as Keda Tanzania Ceramics Co Ltd-Tanzania, Goodwill Tanzania Ceramic Co Ltd, Oriental Mills Ltd-Tanzania, Ashut Plastics Ltd-China, Keda T Ceramics Co Ltd-Tanzania, Lucky Seven Motors fzco-United Arab Emirates, and many other big scales and small-scale tiles Manufacturing industries.

Most tiles Manufacturing Companies are leveraging on creativity in terms of Evaluation and marketing to continue to stay afloat in the industry.

Lastly, another trend in the tiles manufacturing industry is the adoption of eco – friendly approach towards the tiles manufacturing processes. As a matter of fact, the industry’s adoption of eco-friendly practices will likely persuade environmentally conscious consumers to buy its products, while increasing operators’ efficiency.

- **Our Target Market**

When it comes to selling our products, there is indeed a wide range of available customers. In essence, our target market can’t be restricted to just a group of people, but all those who resides in our target market locations.

In view of that, we have conducted our market research and we have ideas of what our target market would be expecting from us. We are in business to engage in wholesale distribution and to retail tiles to the following;

- Wholesalers and retailers of Bricks in Tanzania and East Africa.
- Industries.
- Government entities and institutions.
- Private Entities and institutions.

- Military bases/barracks.
- Military men and women.
- Police barracks
- Sport clubs.
- Business people.
- Celebrities.
- Students.
- Tourists.
- Hotels and Restaurants.
- Canteens.
- And Everybody in our target market location.

Our Competitive Advantage

A close study of the tiles manufacturing industry reveals that the market has become much more intensely competitive over the last 5years.

One must be centric and pro-active if wants to survive in this industry. As a matter of fact, you have to be highly creative, customer friendly too in order to compete favorably with other tiles manufacturing companies. We are aware of the stiffer competition and we are well prepared to compete in Tanzania and the world as well.

Tower Sinter Brick limited is launching a standard tiles manufacturing brand that will indeed become the preferred choice of residence in the world.

Part of what is going to count as competitive advantage for our company is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to become a worldly phenomenon.

So also, the wide variety of products and tiles we make backed up with qualitative and quantitative measures and standards. our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (**Tower Sinter Brick Company Limited**) in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

Tower Sinter Brick Company Limited Business Plan -Sales and Marketing Strategy

We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time and also for our products to favorably compete with other leading brands in the United Republic of Tanzania and East Africa.

We hired experts who have good understanding in tiles manufacturing machines to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Dares salaam and other cities in the United Republic of Tanzania and the world at large.

In order to continue to be in business and grow, we must continue to sell our products to the available market which is why we will go all out to empower sales and marketing team to deliver our corporate sales goals. In summary, will adopt the **Tower Sinter Brick Company Limited** follow sales and marketing approach to sell our products;

- Introduce our brand **Tower Sinter Brick Company Limited** by sending introductory letters to residence, merchants and other stakeholders in Dares salaam and other cities both in the United Republic of Tanzania and East Africa.
- Engage in road show in targeted communities from time to time to sell our products
- Advertise our products in community-based newspapers, local TV and radio stations
- List our business and products on yellow pages (local directories)
- Leverage on the internet to promote our tiles brands
- Engage in direct marketing and sales
- Encourage the use of Word-of-mouth marketing (referrals)

Tower Sinter Brick Company Limited Business Plan – Publicity and Advertising Strategy

Despite the fact that our tiles manufacturing materials & machines are standard with a wide range of products that can favorably compete with other leading brands, we will still go ahead to intensify publicity for all our products and brand. We are going to explore all available means to promote our products and services.

Tower Sinter Brick Company Limited has a long term plan of distributing our Products in various locations all around the United Republic of Tanzania and the world which is why we will deliberately build our brand to be well accepted in Tanzania market before venturing out.

As a matter of fact, our publicity and advertising strategy is not solely for selling our products but to also effectively communicate our brand. Here are the platforms we intend leveraging on to promote and advertise our Products;

- Place adverts on both print (community-based newspapers and magazines) and all media platforms
Sponsor relevant community programs
Leverage on the internet and social media platforms like; Instagram, Facebook, twitter, et al to promote our company brand
- Install our Bill Boards on strategic locations all around major cities in the United Republic of Tanzania and East Africa.
- Engage in road show from time to time in targeted communities
- Distribute our fliers and handbills in target areas
- Position our Flexi Banners at strategic positions in the location where we intend getting customers to start patronizing our products.
- Ensure that our products are well branded and that all our staff members use our customized products, and all our official cars and distribution vans are customized and well branded.
- **Payment Options**

At **Tower Sinter Brick Company Limited**, our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our outlets;

- Payment by cash
- Payment via Point of Sale (POS) Machine
- Payment via online bank transfer (online payment portal)
- Payment via Mobile money
- Payment via cheques (for wholesale distributors)

In view of the above, we have chosen banking platforms that will help us achieve our payment plans without any itches.

Generating Funding / Startup Capital for Tower Sinter Brick Company Limited

Tower Sinter Brick Company Limited is a business owned by **HE ERCAL**, **LI CHUNFANG** and **CHEN SHUAI** Who intend to welcome any external business partners, that is why they have decided to not restrict the sourcing of the start – up capital.

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

- Generate part of the start – up capital from personal savings and sell of stocks
- Source for soft loans from family members and friends
- Apply for loan from a good local bank.

N.B: We have been able to generate about \$ 1,100,000 from the shareholders.

Tower Sinter Brick Company Limited Business Plan – Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close up.

One of our major goals of starting **up Tower Sinter Brick Company Limited** is to build a business that will survive on its own cash flow and also with the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our products and other products a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Tower Sinter Brick Company Limited makes sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken care of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of 5 years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed

to help us build the business of our dreams as we are environmental friendly provide employment opportunities to Tanzanians as a country for example in our sites or production points we shall be employing over 100 people, increasing foreign exchange since a lot of sources of incomes will be coming from Outside Tanzania since we have a room of wooing other investors.

Tower Sinter Brick Company Limited Business Plan SWOT – Economic Analysis

Maintaining a standard tiles manufacturing company can't be said to be a difficult business venture but at the same time, it is a business that requires thorough economic analysis – feasibility studies and market survey and if you are looking towards making profits in the industry.

Part of what you need to focus on in this line of business is how to build a standard Brick manufacturing company that manufactures all kinds of tiles, employ experienced workforce, have enough area for operations a robust distribution networks, branding and of course how to maintain your machinery and equipment and to take care of your overhead before your business breakeven. Other cost that should be considered during planning and budgeting are supply of key raw materials, and fuel and maintenance costs etc.

Tower Sinter Brick Company Limited Business Plan SWOT Analysis

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on the opportunities

SWOT

SWOT is used to analyze how e-commerce will impact traditional **of Tower Sinter Brick Company Limited**. SWOT is a kind of strategic analysis method.

Comprehensive evaluation and analysis of the advantages, disadvantages, opportunities and threats of the analyzed objects.

SWOT stands for strengths, weaknesses, opportunities, threats. SWOT can clearly determine the advantages of the analyzed objects through the combination of internal resources and external environment. Adjusting methods, resources to ensure the implementation of the object which is analyzed to achieve the desired goal in strategic and tactical levels.

SWOT analysis, also known as the situation analysis, also known as the Boston matrix is a reality method with more objective and accurate analysis. Through comprehensive evaluation and analysis of strengths, weaknesses, opportunities and

threats, the enterprise is adjusted to achieve the goals of the enterprises that will be available to us, mitigate our risks and be well equipped to confront our threats.

Tower Sinter Brick Company Limited employed the services of an expert HR and Business Analyst with bias in start – up business to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

This is the summary of the SWOT analysis that was conducted for **Tower Sinter Brick Company Limited**;



- **Strength:**

Currently, there have been some tiles e-commerce sites, such as Kaymu.co.tz., Kivuko.com, Jumia.co.tz, inauzwa.com,shopping.co.tz and many others in Tanzania,EastAfrica,Africa and in the world.

There also an ordinary e-commerce site, which belongs to the enterprise production reception system. The web pages provide industry information, company profiles, product display and other simple functions. They do not relate to product capacity, manufacturing and distribution and other internal business processes.

Tower Sinter Brick Company Limited companies are not focused on the network sales model. Most of them are concentrated on the computer- aided design of products, technological research. Part of them relates to the sales of the product, but not focus on the products sales, capacity, production and distribution and other business process's organic unity.

- **Weakness:**

A major weakness that may count against us is the fact that we are a new tiles manufacturing company and we don't have the financial capacity to engage in the kind of publicity that we intend giving the business especially like other big tiles manufacturing companies that are already determining the direction of the market in Dare salaam and other parts of Tanzania.

New product standards will change the standards of technology in the factory and also the raw material. It means new standards will improve production budget. Some product standards and related testing standards in Tanzania have recently been updated.

opportunities

The opportunities for tiles manufacturing companies with a wide range of **Tower Sinter Brick Company Limited** products are enormous. This is due to the fact that around 70% of Tanzanians and people from all over the world can afford to buy our products.

Focusing on the shortage of traditional marketing model, it brings new mode which is based on the internet for products.

Concentrating on demand of customers, this model integrates potential innovation of customers through the advantages of the network efficiently.

As a result of that, we were able to conduct a thorough market survey and feasibility studies so as to position our business to take advantage of the existing market for our products and also to create our own new market. We know that it is going to require hard work, and we are determined to achieve it.

- **Threat:**

We are quite aware that just like any other business, one of the major threats that we are likely going to face is economic downturn and unfavorable government policies. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new tiles manufacturing company in same location where ours is located.

Financial Projection of Tower Sinter Brick Company Limited;

Starting a standard tiles manufacturing company is indeed a capital- intensive business. This is so because the amount required to set – up a tiles manufacturing Company is not a piecemeal.

The bulk of start – up capital will be sent on leasing or acquiring a site, machines and equipment raw materials and other resources.

Aside from that, you are not expected to spend much except for purchase and servicing of distribution trucks, paying employees and utility bills. This is the key areas where we will spend our start – up capital;

Tower Sinter Brick Company Limited Business Plan – Start-Up Expenditure (Budget)

The Total Fee for Registering the Business in BRELA \$244.

- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – \$1300.
- Marketing promotion expenses for the grand opening **Tower Sinter Brick Company Limited**; Company in the amount of \$3,500 and as well as flyer printing (2,000 flyers at \$0.44 per copy) or the total amount of – \$3,580.
- Cost for hiring Business Consultant – **\$500.**
- Insurance (general liability, workers’ compensation and property casualty) coverage at a total premium – **\$2,400.**
- Cost for payment of rent for 12 months \$8571
- Cost for construction of a standard tiles manufacturing plant – **\$130,000.**
- Other start-up expenses including stationery (\$500) and phone and utility

deposits (**\$2,500**).

- Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **\$20,000**
- The cost for Start-up inventory (raw materials) – **\$6000**
- Storage hardware (bins, rack, shelves, food case) – **\$1000**
- The cost for counter area equipment (counter top, sink, ice machine, etc.) – **\$9,500**
- Cost for store equipment (cash register, security, ventilation, signage) – **\$30,0000**
- purchase of distribution vans – **\$20,000**
- Printers, Telephone, Fax Machines, tables and chairs et al) – **\$10,000.**
- The cost of Launching a website – **\$600**
- The cost for our opening party – **\$10,000**
- Miscellaneous – **\$10,000**

We would need an estimate of **\$1,110,000 and above** to successfully set up our tiles manufacturing plant. Please note that this amount includes the salaries of all the staff for the first 3 month of operation.

Tower Sinter Brick Company Limited Business Plan Financial Projection

Sources of Income

Tower Sinter Brick Company Limited; is established with the aim of maximizing profits in the tiles manufacturing industry in Tanzania and we are going to go all the way to ensure that we do all it takes to sell a wide range of our products to a wide range of customers.

Tower Sinter Brick Company Limited will generate income by selling the following products;

- ❖ Slate Roof Tiles.
- ❖ Clay Roof Tiles.
- ❖ Cedar Shake Roof Tiles. ...
- ❖ Concrete Roof Tiles. ...
- ❖ Composite Roof Tiles. ...
- ❖ Metal Roof Tiles. ...
- ❖ Solar Roof Tiles. ...
- ❖ Copper Roof Tiles.
- ❖ Porcelain Tiles.
- ❖ Glass Tiles. ...
- ❖ Vitrified Tiles. ...
- ❖ Mosaic Tiles. ...
- ❖ Vinyl Tiles. ...
- ❖ Wooden Tiles. ...
- ❖ Cement Tiles. ...
- ❖ Terracotta Tiles
- ❖ And many others.

Sales Forecast

Our manufacturing site is centrally positioned and easily accessible, we will always attract customer's sales and that will surely lead to the increase in revenue generation for the business.

We are well positioned to take on the available market in Tanzania and every city where our products will be sold and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our client base.

We have been able to critically examine the industry and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to start-ups in Tanzania.

Below is the sales projection for Tower Sinter Brick Company Limited, it is based on the location of our business and other factors as it relates to small scale and medium scale tiles manufacturing company start – ups in Tanzania;

TOWER SINTER BRICK COMPANY LIMITED

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Deals in Brick laying and supply of construction
materials, hardware and heating equipment

FINANCIAL STATEMENTS

INCOME STATEMENT

	Year ended December 31				
In dollars	2030	2029	2028	2027	2026
	\$	\$	\$	\$	\$
Revenue	1,750,000	1,250,000	750,000	250,000	30,396
Less C.O.G.S	(300000)	(200000)	(100000)	(50000)	(10000)
Gross Profit	1,450,000	1,050,000	650,000	200000	20396
Depreciation	(4000)	(4000)	(4000)	(3500)	(3000)
S.G&A	(15000)	1500	1500	1500	(1500)
Interest	(200)	(200)	(200)	(200)	(200)
Earnings before Tax	1,444,300	1,044,300	44,300	194,800	15,696
Tax	(433290)	(313290)	(193290)	(58440)	(4,708.8)
Net earnings	1,011,010	731010	4510101	36,360	10,987.2

Cash flow statement Year ended December 31

In dollars	2030	2029	2028	2027	2026
Cash from operations	\$	\$	\$	\$	\$
Net income	1011010	731010	451010	136360	10,987.2
Adjusted for:					
Depreciation	4000	4000	4000	3500	3000
Stock base compensation	0	0	0	0	0
Change in account receivable	(3000)	(5000)	(3000)	(12000)	(6000)
Change in inventory	2000	6000	4000	5000	20000
Charge in accounts payable	3000	(3000)	(3000)	3000	5000
Cash from operations	1,017,010	743,010	440,010	135,860	32,987.2
Cash from investing					
Purchase of RP&E	5,000	5,000	5,000	5,000	102,674
Acquisition of businesses	0	0	0	0	0
Cash from investing	(5000)	(5000)	(5000)	(5000)	(102,674)
Cash from financing					
Insurance (department)debt	0	7000	11,000	10,000	100,000
Insurance of repayment Equity	0	0	0	0	150,000
Dividends	0	0	0	0	0
Cash from financing	0	7,000	11,000	10,000	250,000
Net charge in cash	1,012,010	745,010	446,010	140,860	180,313.2
Cash at buying period	1,542,192.2	797182.2	315172.2	210312.2	30,000
Cash at the end of period	2,554,02.2 1,	542192.2	797182.2	315,172.2	210,312.2

Balance sheet**Year ended December 31st**

	2030	2029	2028	2027	2026
	\$	\$	\$	\$	\$
Assets					
Current assets					
Cash	2,554,202.2	154,192.2	797,182.2	315,172.2	210,0312.2
Account receivable	1,600,000	1,200,000	350,000	150,000	130,000
Inventory	800,000	800,000	600,000	250,000	100,000
Other current assets	0	0	0	0	0
Total current assets	1,757,182.2	715,172.2	440,312.2	4,154,202.2	3,542,192.2
Long term assets					
Long term assets	60,000	60,000	60,000	60,000	60,000
Accumulated Dep	(11,424)	(22,848)	(34,272)	(42,500)	(51,200)
Total long term assets	48,576	37,152	25,728	17,500	8,800
Total assets	4,202,778.2	3,579,344.2	1,782,910.2	732,672.2	449,112

Liabilities and capital

Current liabilities

Account payable	200,000	250,000	300,000	100,000	50,000
Current borrowing	0	0	0	0	0
Other current liabilities	0	0	0	0	0
Sub total current liabilities		250,000	300,000	100,000	50,000
200,000					
Long term liabilities	250,000	300,000	350,000	100,000	150,000
Total liabilities	450,000	550,000	650,000	200,000	100,000
Paid in capital	1,297,468.	2 1,254,034.2	37,600.2	201,512.2	222,429
Retained earnings	1,011,010	731,010	451,010	136,360	10,987.2
Earnings	1,444,300	1,044,300	644,300	194,800	15,696
Total capital	3,752,778.2	3,029,344.2	1,132,910.2	532,672.2	249,112.2
Total liabilities and capital	4,202,778.2 3,	579,344.2	1,782,910.2	732,672.2	449,112.2
Net worth	3,752,778.2	3,029,344.2	1,132,910.2	532,672.2	249,112.2

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.

Check List / Milestone

- Business Name Availability Check: **Completed**
- Business Registration: **Completed**
- Opening of Corporate Bank Accounts: **In progress**
- Securing Point of Sales (POS) Machines: **Completed**
- Opening Mobile Money Accounts: **Completed**
- Opening Online Payment Platforms: **In progress**
- Application and Obtaining Tax Payer's ID: **in progress**
- Application for business license and permit: **In progress**
- Purchase of Insurance for the Business: **In progress**
- Leasing of facility and construction of standard tiles manufacturing plant: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital: **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: **In progress**
- 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): **In progress**
- Opening party / launching party planning: **In Progress** Establishing business relationship with vendors – wholesale suppliers / merchants: **In Progress**