

ORIENTAL PLAZA COMPANY LIMITED

**BUSSINESS PLAN FOR ORIENTAL PLAZA COMPANY
LIMITED**

**PROJECT: COMMERCIAL COMPLEX OPPENING
BUILDING**

(INTENDING TO OPEN A SHOPPING MALL IN DODOMA)

ORIENTAL PLAZA COMPANY LIMITED

EXECUTIVE SUMMARY

ORIENTAL PLAZA COMPANY LIMITED is a legally incorporated company under the Companies Act, 2002 of the United Republic of Tanzania. The company is undertaking the development of **Oriental Plaza Commercial Complex**, a modern large-scale commercial and retail center to be located at **Plot No. 3, Medeli West, Dodoma Municipality**.

The project aims to establish a **fully integrated commercial complex (shopping mall)** designed to accommodate a wide variety of businesses and services within one modern facility. The complex will offer **retail outlets, office spaces, restaurants, supermarkets, financial service centers, entertainment areas, and other commercial facilities** that will serve the growing needs of residents, businesses, institutions, and visitors within Dodoma.

Dodoma has experienced **rapid transformation over the past decade**, largely due to its designation as the **administrative and political capital of Tanzania**. The relocation of government ministries, agencies, and institutions from Dar es Salaam to Dodoma has significantly accelerated urban development, population growth, and private sector investment in the city.

This growth has resulted in a strong demand for **modern commercial infrastructure**, including shopping malls, office buildings, and organized retail spaces that can support the increasing number of businesses and consumers in the city. However, despite the rapid growth, the availability of **large-scale modern commercial complexes remains limited**, creating a significant market opportunity for new developments.

The Oriental Plaza Commercial Complex will address this gap by providing a **well-planned commercial environment** that brings together multiple services in one convenient location. The complex will provide businesses with professionally managed commercial spaces while offering customers a safe, comfortable, and efficient shopping and service experience.

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The project will include the development of:

- Multiple retail shops for various commercial activities
- Supermarket space serving as an anchor tenant
- Office spaces for companies and institutions
- Restaurants, cafés, and food court facilities
- Banking halls and financial service outlets
- Entertainment and leisure facilities
- Ample parking areas and modern infrastructure
- Security systems and professional facility management

The project will be developed on a land parcel measuring **approximately 9,540 square meters**, allowing sufficient space for the commercial complex structure, parking areas, pedestrian walkways, landscaping, and future expansion.

The estimated capital investment required for the development of the Oriental Plaza Commercial Complex is expected to be **USD 2,000,000 Million** , The investment will cover land development, architectural design, construction works, utilities installation, interior finishing, and operational setup.

Revenue generation for the project will come primarily from:

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- Rental income from retail shops
- Office space leasing
- Long-term lease agreements with anchor tenants
- Parking fees and facility usage charges
- Advertising and branding spaces within the complex
- Service and maintenance management fees

The project is expected to generate **stable and sustainable long-term income** through commercial leasing arrangements while also contributing significantly to the economic development of Dodoma by creating employment opportunities and stimulating business activities.

The shareholders of the company are:

NAME	NATIONALITY	SHARE %
WANG SUNXIA	Chinese	49%
CHEN SHISHENG	Chinese	51%

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VISION STATEMENT

The vision of Oriental Plaza Company Limited is **to become one of the leading developers and operators of modern commercial complexes in Tanzania**, beginning with the successful development of Oriental Plaza Commercial Complex in Dodoma.

The company aims to provide world-class commercial infrastructure that enhances the retail, business, and service environment while supporting urban development and economic growth. Through high standards of construction, professional property management, and strong partnerships with businesses, the company intends to build a trusted commercial brand recognized for quality, reliability, and innovation.

In the long term, the company envisions expanding its commercial real estate investments into other major and emerging cities across Tanzania, thereby contributing to the modernization of the country's retail and business infrastructure.

MISSION STATEMENT

The mission of Oriental Plaza Company Limited is to **develop and manage high-quality commercial facilities that support business growth, enhance customer experiences, and contribute to economic development.**

The company is committed to providing modern, well-maintained, and professionally managed commercial spaces that enable businesses to operate efficiently while offering consumers convenient access to a wide variety of products and services.

Through strategic planning, efficient operations, and responsible investment practices, the company seeks to deliver sustainable value to its tenants, customers, investors, and the wider community

PROJECT BACKGROUND

ORIENTAL PLAZA COMPANY LIMITED is initiating the development of **Oriental Plaza Commercial Complex**, a modern commercial and retail development located at **Plot No. 3, Medeli West, Dodoma Municipality**.

The selected project site covers an area of **approximately 9,540 square meters**, providing sufficient land for the development of a large commercial structure along with supporting facilities such as parking areas, delivery access points, pedestrian walkways, and landscaping.

Medeli West is one of the **fastest-growing residential and commercial areas in Dodoma**. The area has experienced increasing real estate development, population growth, and infrastructure improvements in recent years. Its strategic location makes it highly suitable for commercial developments that serve both local residents and the wider Dodoma population.

The transformation of Dodoma into the political and administrative capital of Tanzania has significantly increased the demand for modern business infrastructure. Government relocation has attracted thousands of civil servants, private companies, diplomatic missions, educational institutions, and service providers to the city.

As a result, Dodoma now faces a growing need for **organized retail spaces, office buildings, and commercial centers** capable of supporting the expanding economic activity. While traditional markets and small retail shops still dominate the retail landscape, consumer preferences are gradually shifting toward **modern shopping environments that offer convenience, variety, security, and better customer experiences**.

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Oriental Plaza Commercial Complex is designed to meet this evolving demand by providing a **modern and integrated commercial environment** where businesses and customers can interact efficiently. The complex will serve as a **centralized destination for shopping, dining, business services, and entertainment**, improving accessibility and convenience for consumers while offering profitable business opportunities for tenants.

The project will also contribute to the overall urban development of Medeli West by introducing modern commercial infrastructure that supports economic activity and enhances the attractiveness of the area as a business hub.

PROJECT GOALS AND OBJECTIVES

Overall Goal

The overall goal of the Oriental Plaza Commercial Complex project is to **develop a modern, well-planned commercial center that supports business growth, improves retail services, and generates sustainable economic returns for investors and stakeholders.**

The project seeks to establish a commercial complex that serves as a **major business and retail destination in Dodoma**, attracting businesses, customers, and investors while contributing to the city's economic development.

Specific Objectives

1. Development of Modern Commercial Infrastructure

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The project aims to construct a modern commercial complex equipped with high-quality facilities, including retail spaces, office areas, restaurants, and service outlets. The complex will be designed to meet modern architectural standards while ensuring functionality, accessibility, and safety for both businesses and customers.

2. Provision of Quality Commercial Spaces

The project will provide well-designed commercial rental spaces suitable for a variety of business activities. These spaces will enable entrepreneurs, retailers, and companies to operate in a professional environment that enhances their business visibility and operational efficiency.

3. Creation of a Centralized Commercial Hub

The complex will serve as a centralized business hub where customers can access multiple services in one location. By bringing together various businesses under one roof, the project will create a vibrant commercial environment that attracts high customer traffic.

4. Generation of Sustainable Revenue

Through long-term leasing arrangements and facility management services, the project will generate consistent and sustainable income streams for the company and its investors.

5. Employment Creation

The project will generate employment opportunities both during the construction phase and after the complex becomes operational. Jobs will be created in areas such as retail operations, facility management, security services, maintenance, administration, and logistics.

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6. Support for Small and Medium Enterprises

By providing modern retail and office spaces, the complex will support the growth of small and medium-sized enterprises that require organized business environments to expand their operations.

7. Contribution to Urban Development

The project will enhance the commercial infrastructure of Dodoma by introducing a modern shopping and business complex that aligns with the city's long-term urban development goals.

8. Future Expansion Opportunities

The company intends to use the success of Oriental Plaza Commercial Complex as a foundation for expanding into additional commercial real estate developments in other growing cities across Tanzania.

PURPOSE OF THE BUSINESS PLAN

The purpose of this business plan is to provide a comprehensive framework that outlines the development, operation, and financial viability of the Oriental Plaza Commercial Complex project.

Firstly, the business plan defines the **overall concept and structure of the project**, explaining how the commercial complex will operate and generate income. This helps investors and stakeholders clearly understand the nature and scope of the development.

Secondly, the plan demonstrates the **market demand for modern commercial infrastructure in Dodoma**, supported by the city's population growth, government relocation, and increasing economic activity.

Thirdly, the business plan serves as an important tool for **attracting investment and securing financing**. Financial institutions, development partners, and investors require detailed documentation that explains the project's feasibility, financial projections, and expected returns.

In addition, the business plan acts as a **strategic management tool** that guides the company during the planning, construction, and operational phases of the project. It helps ensure that all aspects of the project are carefully planned and implemented in a systematic manner.

PURPOSE OF THE PROJECT

The purpose of the Oriental Plaza Shopping Mall Project is to develop a modern and well-planned shopping mall in Medeli West, Dodoma, that will provide a central destination for shopping, business, entertainment, and services.

The project aims to respond to the growing demand for modern retail and commercial facilities in Dodoma, which has been rapidly expanding due to the relocation of government institutions, population growth, and increased economic activities. As Dodoma continues to develop as the administrative capital of Tanzania, the need for organized retail centers such as shopping malls has become increasingly important.

The Oriental Plaza Shopping Mall will be designed to accommodate a wide range of businesses including retail shops, restaurants, service providers, entertainment facilities, and offices. By bringing multiple businesses together under one roof, the mall will provide customers with a convenient one-stop destination for shopping, dining, and services.

One of the main objectives of the project is to provide modern retail space for businesses that are looking for professional, well-structured, and strategically located commercial premises. Many businesses in Dodoma currently operate in small or unorganized spaces that lack proper infrastructure. The Oriental Plaza Shopping Mall will provide high-quality retail units that meet the needs of modern businesses.

The project also aims to enhance the overall shopping experience for customers by offering a clean, safe, and comfortable environment. The mall will include modern facilities such as organized retail spaces, wide corridors, parking areas, security systems, and recreational spaces that make shopping convenient and enjoyable.

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Another important goal of the project is to support local economic development. The construction and operation of the shopping mall will create employment opportunities for the local community, including construction workers, retail staff, security personnel, cleaners, and administrative staff. In addition, businesses operating within the mall will generate further employment and contribute to economic growth.

The Oriental Plaza Shopping Mall will also provide a platform for small and medium-sized enterprises (SMEs) to grow by offering them access to well-designed retail spaces and a large customer base. This will encourage entrepreneurship and support the development of local businesses.

Furthermore, the project aims to generate sustainable long-term revenue through rental income from retail shops, offices, restaurants, and service providers operating within the mall. As the demand for modern retail spaces continues to increase in Dodoma, the mall is expected to maintain high occupancy rates and stable income for investors.

In the long term, Oriental Plaza Shopping Mall aims to become one of the major commercial and shopping destinations in Dodoma, attracting customers from surrounding neighborhoods and contributing to the city's economic and urban development.

In summary, the purpose of the Oriental Plaza Shopping Mall Project is to develop a modern retail and commercial center that provides convenient shopping, supports business growth, creates employment opportunities, and contributes to the economic development of Dodoma.

PROJECT DESCRIPTION

The Oriental Plaza Project involves the construction and development of a modern commercial building designed to function as a commercial complex with the long-term objective of operating as a shopping mall.

The project aims to establish a well-structured commercial facility that will accommodate multiple businesses, retail outlets, service providers, and offices within a single integrated building. The commercial complex will provide organized spaces where various businesses can operate, creating a convenient destination for shopping, services, and business activities.

The development of the Oriental Plaza Commercial Complex is intended to respond to the increasing demand for modern commercial infrastructure in Dodoma. As the city continues to grow due to urban expansion, population growth, and the relocation of government institutions, the need for structured retail and commercial facilities has become more significant.

The building will include multiple commercial units that can be rented by different businesses such as retail shops, restaurants, beauty salons, pharmacies, financial service providers, and other service-oriented businesses. By bringing these businesses together in one location, the complex will create a shopping mall-like environment that offers convenience and accessibility for customers.

The commercial complex will be designed with modern facilities including organized retail spaces, wide corridors, adequate lighting, parking areas, security systems, and customer-friendly infrastructure. These features will create a comfortable and safe environment for both businesses and visitors.

The project also aims to support local economic development by creating employment opportunities and encouraging entrepreneurship. Businesses operating within the complex will generate jobs for the local community while also providing goods and services to residents and visitors.

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In addition, the Oriental Plaza Commercial Complex will generate sustainable revenue through rental income from businesses operating within the building. The project is expected to achieve stable occupancy as demand for commercial spaces in Dodoma continues to increase.

Ultimately, the goal of the project is to establish a modern commercial hub that functions as a shopping mall and contributes to the economic growth and urban development of the city.

MARKET ANALYSIS

Oriental Plaza Commercial Complex (Shopping Mall)

The market analysis for the Oriental Plaza Commercial Complex focuses on understanding the demand for modern commercial spaces, the characteristics of potential customers, and the overall retail environment in Dodoma. As the administrative capital of Tanzania, Dodoma has experienced significant economic and population growth in recent years.

The relocation of government ministries and institutions to Dodoma has increased the number of civil servants, professionals, and businesses operating in the city. This growth has created a strong demand for modern commercial infrastructure, including shopping malls, retail shops, restaurants, offices, and service centers.

In addition, rapid urbanization and the expansion of residential areas such as Medeli West have increased the demand for organized retail centers that provide convenience and a variety of services in one location. Many residents prefer shopping locations where they can access different products and services without traveling to multiple areas.

Currently, a large portion of retail activities in Dodoma still takes place in small independent shops or informal markets. While these businesses serve essential needs, they often lack modern infrastructure, organized layouts, parking facilities, and comfortable shopping environments.

The Oriental Plaza Commercial Complex aims to fill this gap by providing a modern commercial building designed to function as a shopping mall. The complex will bring together multiple businesses under one roof, offering customers a convenient and organized shopping experience.

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The location of the project in Medeli West provides a strong advantage because the area is rapidly developing with increasing residential developments, government housing projects, and commercial activities. This growth creates a reliable customer base for businesses operating within the shopping mall.

With increasing consumer demand for modern retail spaces, the Oriental Plaza Commercial Complex has strong potential to attract both tenants and customers, making the project commercially viable and sustainable.

TARGET MARKET

The Oriental Plaza Commercial Complex will serve several important customer groups and businesses within Dodoma. Understanding these target markets helps ensure that the commercial complex meets the needs of both tenants and customers.

Retail Businesses

Retail businesses will form a major portion of tenants within the shopping mall. These may include clothing stores, electronics shops, cosmetic stores, pharmacies, and grocery stores. Such businesses require well-organized retail spaces that attract customer traffic and provide a professional business environment.

Restaurants and Food Businesses

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Restaurants, cafes, and fast-food outlets are also an important part of a shopping mall environment. These businesses benefit from high customer foot traffic and provide convenient dining options for visitors.

Service Providers

Various service-oriented businesses will also be part of the commercial complex. These may include beauty salons, barbershops, mobile phone service providers, repair shops, travel agencies, and other personal service providers.

Financial Institutions

Banks, ATMs, insurance companies, and mobile money service providers are also potential tenants. These services attract regular visitors and increase overall customer activity within the complex.

Professional Offices

Office spaces within the commercial complex can be used by professionals such as lawyers, consultants, real estate agencies, and small companies that require convenient and accessible office locations.

COMPETITION ANALYSIS

The retail and commercial sector in Dodoma includes a mixture of modern retail centers, standalone shops, and traditional markets. Understanding the competitive environment is important for positioning the Oriental Plaza Commercial Complex effectively.

Direct Competitors

Direct competitors include existing shopping centers and commercial buildings that offer retail and office spaces for rent. These establishments provide similar services by hosting multiple businesses within one building.

Some of these competitors may already have established tenants and customer bases. However, many of them are limited in space, design, or modern facilities.

Indirect Competitors

Indirect competitors include:

- Small independent retail shops

- Local markets and street vendors

- Standalone office buildings

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Individual service shops

Although these businesses serve the local market, they usually lack the convenience and organized environment offered by a shopping mall.

Competitive Advantages of Oriental Plaza Commercial Complex

Oriental Plaza Commercial Complex will differentiate itself through several advantages:

Strategic Location:

Located in Medeli West, one of the fastest-growing residential areas in Dodoma.

Modern Design:

The complex will feature a well-organized layout, attractive architecture, and modern retail infrastructure.

Variety of Businesses:

By hosting multiple types of businesses in one location, the complex will attract more customers and increase business opportunities for tenants.

Customer Convenience:

The shopping mall will provide parking facilities, security, clean walkways, and organized retail spaces that improve the overall shopping experience.

Business Visibility:

Tenants will benefit from higher customer traffic compared to standalone shops.

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Competitive Strategy

To remain competitive, Oriental Plaza Commercial Complex will focus on:

Maintaining competitive rental rates for tenants

Ensuring high-quality building maintenance and management

Attracting a mix of businesses that complement each other

Creating a safe and comfortable environment for visitors

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TOTAL INVESTEMENT COST

PARTICULAR	USD
Land and Buildings	300,000.00
Machinery & Equipment	500,000.00
Motor Vehicles	200,000.00
Furniture & Fixtures	100,000.00
Pre-Operational Expenses	200,000.00
Others (e.g. Licenses, Insurance)	200,000.00
Working Capital	500,000.00
TOTAL INVESTMENT	2,000,000.00

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FINANCIAL PROJECTIONS SUMMARY FROM 2026 TO 2030
PROJECTED STATEMENT OF FINANCIAL POSITION FOR 5 YEARS FROM 2026-2030

DETAILS	2025	2026	2027	2028	2029
Property, Plant & Equipment (PPE)	300,000.00	310,000.00	320,000.00	330,000.00	340,000.00
Total Non-Current Assets	300,000.00	310,000.00	320,000.00	330,000.00	340,000.00
Inventory	700,000.00	710,000.00	720,000.00	730,000.00	740,000.00
Trade Receivables	200,000.00	210,000.00	220,000.00	230,000.00	240,000.00
Working Capital	500,000.00	500,000.00	500,000.00	500,000.00	500,000.00
Cash & Cash Equivalents	300,000.00	310,000.00	320,000.00	330,000.00	340,000.00
Total Current Assets	1,700,000.00	1,730,000.00	1,760,000.00	1,790,000.00	1,820,000.00
TOTAL ASSETS	2,000,000.00	2,040,000.00	2,080,000.00	2,120,000.00	2,160,000.00
Share Capital	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00
Retained Earnings	200,000.00	220,000.00	240,000.00	260,000.00	280,000.00
Total Equity	1,200,000.00	1,220,000.00	1,240,000.00	1,260,000.00	1,280,000.00
Trade Payables	400,000.00	410,000.00	420,000.00	430,000.00	440,000.00
Other Payables	400,000.00	410,000.00	420,000.00	430,000.00	440,000.00
Total Liabilities	800,000.00	820,000.00	840,000.00	860,000.00	880,000.00
TOTAL EQUITY AND LIABILITIES	2,000,000.00	2,040,000.00	2,080,000.00	2,120,000.00	2,160,000.00

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FINANCIAL PROJECTIONS SUMMARY FROM 2026 TO 2030

PROJECTED STATEMENT OF PROFIT/(LOSS) AND OTHER COMPREHENSIVE INCOME FOR 5 YEARS

DETAILS	2025	2026	2027	2028	2029
Sales Revenue	780,000.00	965,700.00	995,000.00	996,700.00	998,700.00
Total Inflow	780,000.00	965,700.00	998,000.00	999,700.00	1,000,000.00
Opening Inventory	0.00	330,260.00	350,689.00	356,000.00	299,990.00
Add: Production Cost	620,000.00	500,000.00	499,000.00	496,000.00	495,000.00
Less: Closing Inventory	-330,260.00	-350,689.00	-356,000.00	-299,990.00	-370,000.00
Total Cost of Sales	289,740.00	479,571.00	493,689.00	552,010.00	424,990.00
Gross Profit	490,260.00	486,129.00	504,311.00	447,690.00	575,010.00
Administration Expenses	100,200.00	90,400.00	90,500.00	90,600.00	100,000.00
Sales & Distribution Expenses	100,100.00	92,300.00	90,200.00	90,300.00	102,000.00
Finance Cost	100,100.00	92,300.00	90,400.00	90,500.00	90,900.00
Depreciation Expense	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00
Total Operating Expenses	308,400.00	283,000.00	279,100.00	279,400.00	300,900.00
Net Profit for the Year	181,860.00	203,129.00	225,211.00	168,290.00	274,110.00