



Igniting Tanzania's Ice
Cream Revolution with
America's #1 Super-
Premium Ice Cream Brand

Executive Summary

Project Overview	Location	Ownership Structure	Investment Size
<ul style="list-style-type: none">• Introduction of Cold Stone Creamery, the world's leading super-premium ice cream brand, into Tanzania through a franchise model operated by KNY Hospitality Ltd.	<ul style="list-style-type: none">• Initial flagship store in Masaki, Dar es Salaam, followed by phased expansion across premium urban and tourism-driven locations.	<ul style="list-style-type: none">• Franchise Brand: Cold Stone Creamery• Franchisee & Operator: KNY Hospitality Ltd (Tanzania)• Global Brand Backing: Kahala Brands & MTY Food Group	<ul style="list-style-type: none">• Investment of ~TZS 1.375 Billion for flagship launch and early expansion.

Company Profile

Franchisor - Cold Stone Creamery

- Founded in **1988** in the United States.
- Operates **1,000+ franchise stores across 5 continents**.
- Recognized globally for super-premium ice cream and customized customer experience.
- Operates under **Kahala Brands, part of MTY Food Group**, a multinational food service franchising group.
- Proven franchise systems with standardized operating procedures, quality controls, and brand governance.

Franchisee - KNY Hospitality Ltd (Tanzania)

Local operating entity responsible for:

- Store rollout
- Staffing & operations
- Local marketing & compliance

Acts as the exclusive operator of Cold Stone Creamery outlets in Tanzania.



Management

Arpan Mathur – Director & CEO

- MBA
- 20+ years of management experience
- Director at KNY Chemicals (Tanzania)
- Director at Amarula Farms (Mozambique)

Project Description

Project Objective

- Introduce a **true experiential ice-cream brand** in Tanzania
- Convert ice cream from a commodity into a **lifestyle experience**

Scope

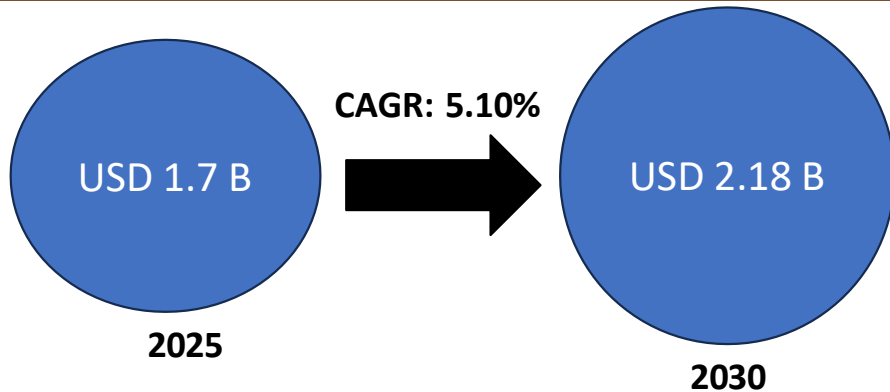
- Flagship store launch
- Multi-store expansion over 5 years
- Premium, dine-in & takeaway format

Facilities

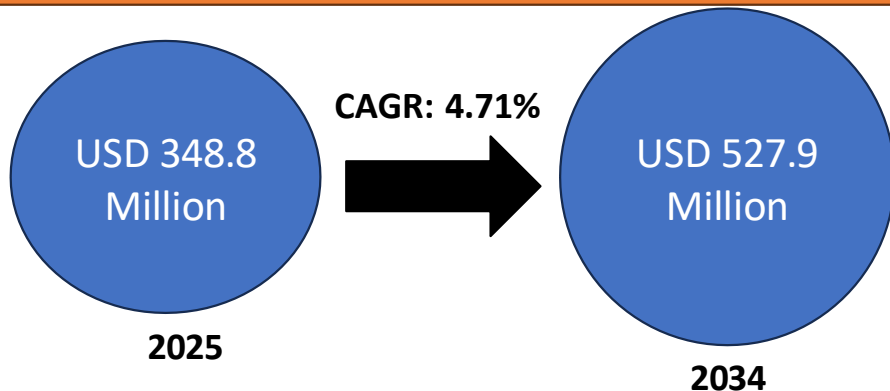
- Interactive ice cream preparation on frozen stone
- High-visibility retail store
- Premium interiors aligned with global brand standards

Market Analysis: African Ice Cream Market

Africa's Ice Cream Market Is Expanding Steadily



East Africa Is Emerging as a Consumption Hotspot



Rising Middle Class Is Trading Up on Lifestyle Experiences: 529.4 million people employed in Africa

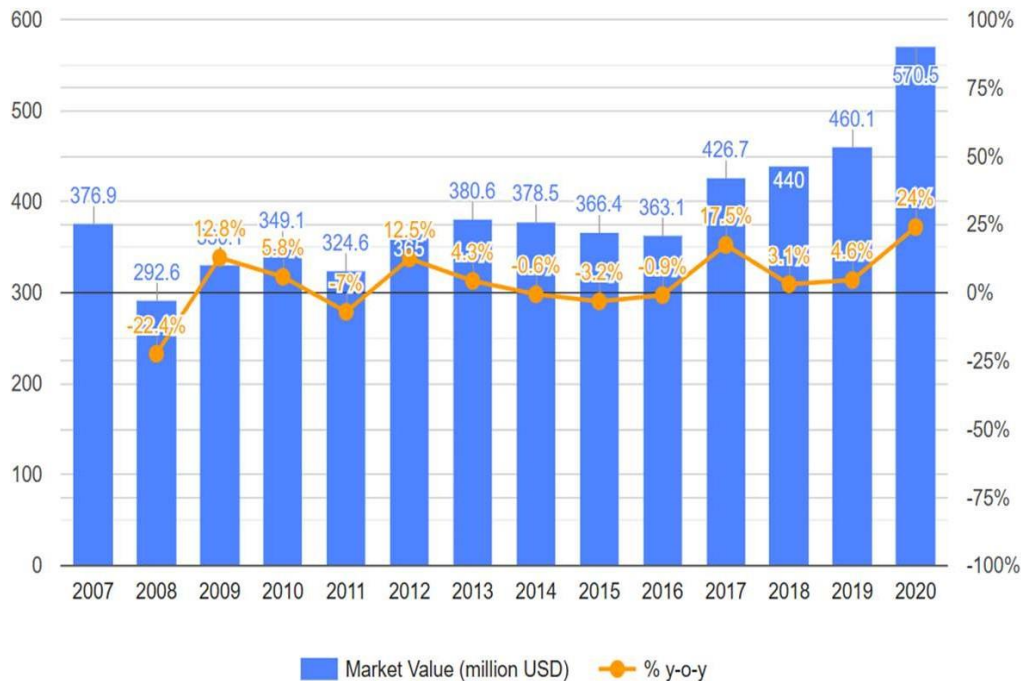
Kenya, Tanzania, & Ghana are emerging markets with per-capita consumption below 2 litres annually

The sector has **attracted substantial new foreign investment** from companies like Nestlé, Pearl Dairy (Lato brand)

Market Analysis: Tanzania's Ice Cream market explodes with rising middle class & urbanization

Tanzania's Ice Cream Market

Market Value (million USD)



The market is expected to continue an **upward consumption trend over the next 15-year period**

Consumption of Ice-cream increased by 57.1% (234k tons) against 2016 indices

In 2023, the **import value of Ice Cream to Tanzania was USD 937.79K**

Tourism & Modern Retail Accelerate Ice Cream Demand

Legal & Regulatory Compliance

Compliance Areas

- Business registration and licensing laws of Tanzania
- Franchise and intellectual property agreements
- Food safety, hygiene, and public health regulations
- Municipal and local authority approvals

Status

- Franchise structure defined
- Local operating company established
- All TBS Licenses, Local permits & approvals in-progress

Technical Feasibility

Brand / Franchisor Responsibility (Cold Stone Creamery)

Brand & IP ownership – Global brand, recipes, systems, and standards

Product & quality control – Menu, ingredients, and preparation guidelines

Training & SOPs – Store manuals, staff training, customer experience standards

Brand governance – Marketing guidelines & brand compliance

Ongoing support – Operational guidance & audits

Franchisee Responsibility (KNY Hospitality Ltd – Tanzania)

Store operations – Daily management, staffing, and service delivery

Hiring & training – Local workforce recruitment and management

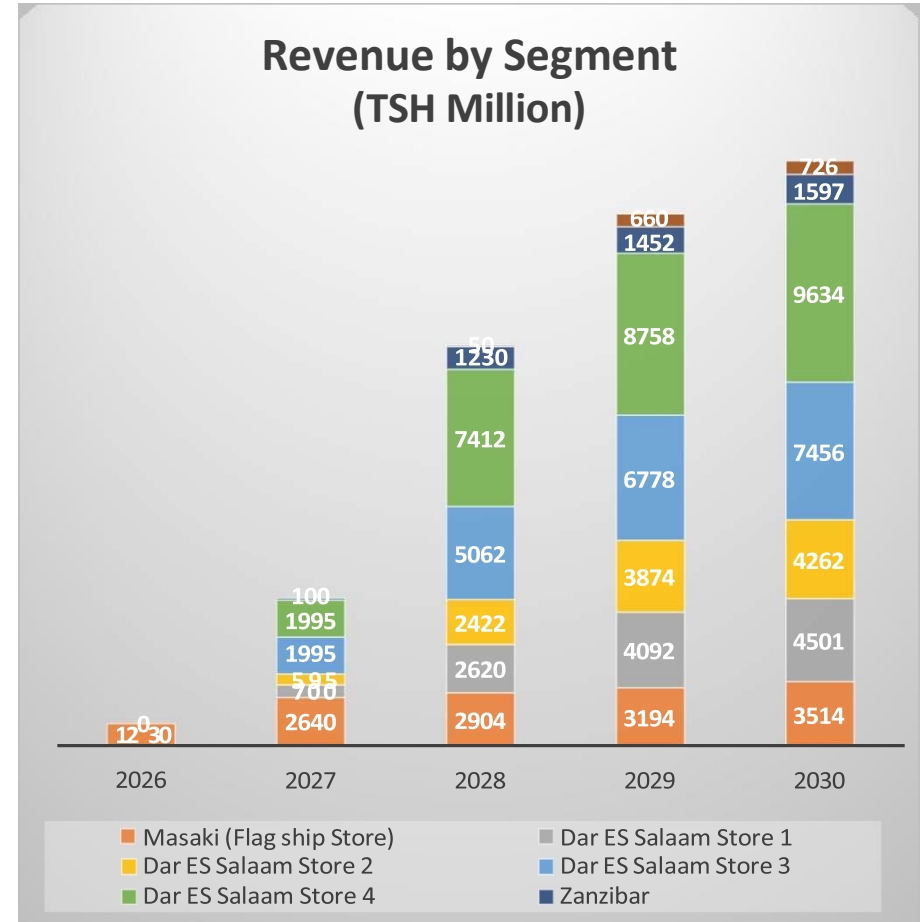
Store rollout – Site selection, build-out, & capex execution

Local marketing – Execution of approved promotions and partnerships

Regulatory compliance – Food safety, labor laws, and taxation

Financial Plan: Projections

Item (TSH Million)	2026	2027	2028	2029	2030
Revenue	1,230	8,025	21,700	28,809	31,690
Gross Profit	369	2,408	6,510	8,643	9,507
Gross Profit/ Margin %	30%	30%	30%	30%	30%
Net profit	53	470	1,410	1,880	2,231
Net Profit %	4.3%	5.9%	6.5%	6.5%	7.0%



Financial Plan: Investment Ask USD 550,000/-

Fund Utilization

Investment Breakdown	USD
Land/Building	198,000
Plant	16,500
Vehicles	33,000
Furniture & Fittings	66,000
Pre-expenses	16,500
Others	-
Working Capital	220,000
Total	550,000

Goals in 24th Month

- TZS 1,075 Million Monthly Revenue
- 4 Stores
- 30 Employees

Financial Plan: Monthly Unit Economics (Typical Store at Maturity)

Metric	Amount (TZS Million / Month)	% of Revenue	Notes
Gross Revenue	50 – 200	100%	Depends on location type (Flagship / Standard / Tourism)
Cost of Goods Sold (COGS)	35 – 140	~70%	Ingredients, packaging, wastage
Gross Profit	15 – 60	~30%	As per conservative assumption
Staff Costs	6 – 15	7–10%	Scales by store format
Rent & Utilities	5 – 12	6–8%	Location dependent
Marketing & Promotions	2 – 4	2–3%	Digital + local activations
Other Operating Costs	2 – 4	2–3%	Maintenance, admin, consumables
Store-Level EBITDA	8 – 25	5-6%	Healthy QSR benchmark

Payback in 31 months

Implementation Schedule: Our 5-Year Expansion Roadmap

Year	Locations Added / Active	Key Cities	Monthly Revenue per Location (TZS Mn)	Strategic Focus
2026	1 Active Store	Masaki, Dar es Salaam	150–200 (Jun–Dec ramp-up)	Flagship launch, brand establishment, unit economics validation
2027	3 Active Stores	Dar es Salaam	Masaki +10% growth; 2 new stores at 50 each	City clustering, operational leverage
2028	6 Active Stores	Dar es Salaam + Zanzibar	All existing +10%; Zanzibar at 100; 2 new Dar at 50 each	Tourism-led growth + metro scale
2029	7 Active Stores	Dar es Salaam + Zanzibar	All locations +10%; 1 new store at 50	Controlled network expansion
2030	7 Active Stores	All existing locations	All locations +10%	Maturity phase, margin optimization

Risk Assessment & Mitigation



Key Risks

- Consumer education for premium pricing
- Supply chain dependencies
- Regulatory timelines



Mitigation

- Strong global brand pull
- Localized marketing strategy
- Proven franchise operating playbook



Community Engagement & CSR

Employment Generation

- Store-level employment
- Youth hiring & skill development

Economic Impact

- Local sourcing where feasible
- Retail ecosystem development

Community Engagement

- Family-focused brand positioning
- Youth-oriented events and activations

Expected Outcomes & Benefits

Broader Economic & Skills Impact/ Benefits

Local hiring & training	Global skills transfer	Indirect employment creation	National economic contribution
<ul style="list-style-type: none"> Majority of roles filled by Tanzanian youth with structured hospitality training. 	<ul style="list-style-type: none"> Staff trained on Cold Stone's international operating and service standards. 	<ul style="list-style-type: none"> Additional jobs generated across logistics, suppliers, and support services. 	<ul style="list-style-type: none"> Supports youth employment, skill development, and formalization of the F&B sector.

Direct Employment by Store Type (Planned)

Store Type	Number of Stores (by 2030)	Employees per Store	Total Direct Jobs
Masaki Flagship (Dar)	1	15	15
Zanzibar (Tourism Location)	1	10	10
Standard Dar es Salaam Stores	6	5	30
Total Direct Employment	8 Stores	—	55+ Jobs

Thank You !!



Arpan Mathur



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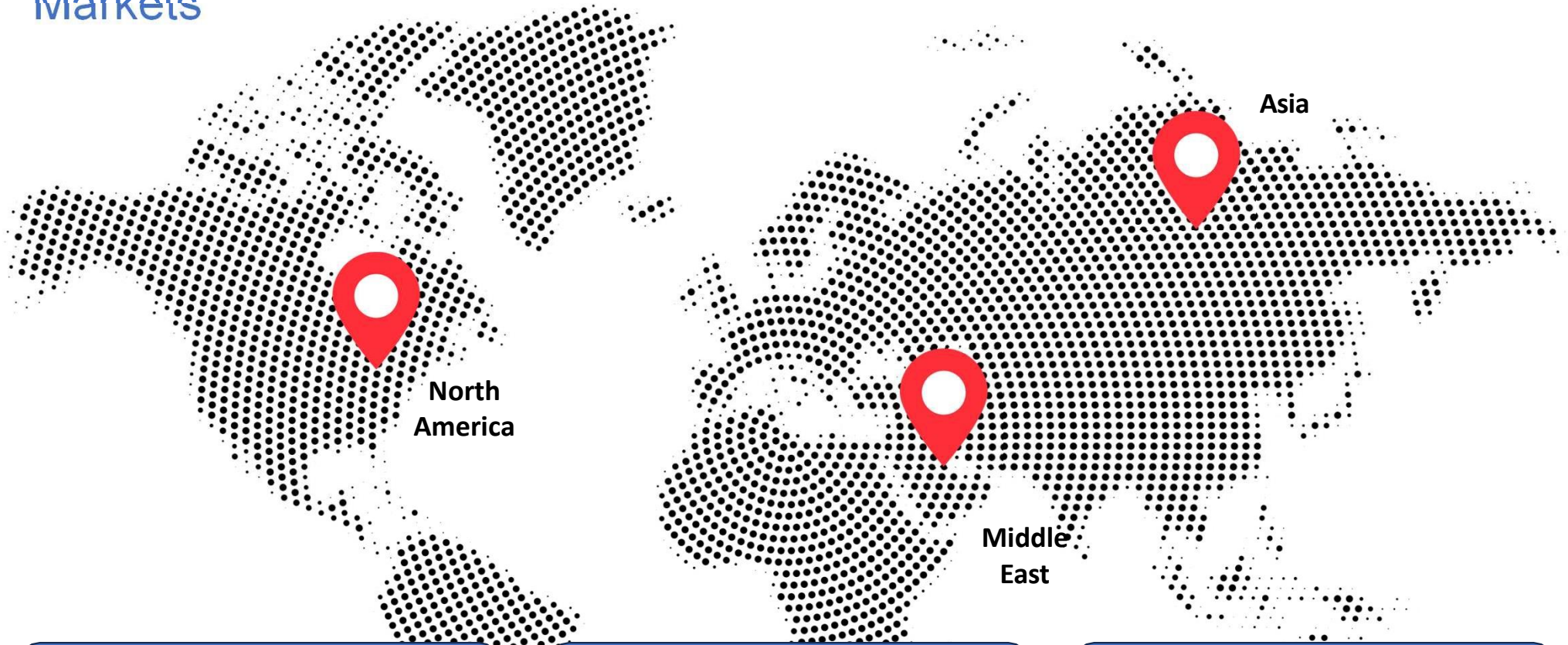


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Blue Print of Our Flagship Store



Global Proof of Concept: A Proven Model Flourishing in Diverse Markets



1,000+ Franchise stores

5 continents

\$406M revenue, 2021

Strategically Targeting Masaki: Launching in Dar Es Salaam's Premier Neighborhood and so on

Masaki (Dar es Salaam) is the Ideal Starting Point

Tanzania's largest city

- One of the biggest and busiest market in east Africa .

Affluent, cosmopolitan neighborhood

- High-income residents, expatriates, and professionals

Strong daily footfall

- Residents, tourists, and office crowd

Proven premium retail ecosystem

- Presence of international cafés and lifestyle brands