

BUSINESS PLAN

MW RICE MILLERS LIMITED

1. Executive Summary

MW Rice Millers Limited is engaged in rice milling and packaging in Morogoro Region. The company plans to expand operations by increasing production capacity and introducing modern packaging materials. The expansion project is valued at USD 600,144.

2. Company Overview

Company Name: MW Rice Millers Limited
Incorporation No: 131018
Year Established: 2016
Location: Morogoro, Tanzania
Director: Umer Murtaza

3. Project Description

The expansion includes installation of new milling machines, improved packaging systems, and increased production capacity.

4. Market Analysis

Rice demand in Tanzania is growing due to population increase and urbanization. Target markets include wholesalers, retailers, and export markets.

5. Products

Milled rice, packaged rice, and rice by-products such as bran and husks.

6. Operations Plan

Procurement from local farmers, processing, packaging, and distribution.

7. Management

Led by Director Umer Murtaza with a workforce of 15 employees.

8. Financial Plan

Total Investment: USD 600,144 with local and foreign financing.

9. Economic Impact

Job creation, support to farmers, and contribution to Tanzania's economy.

10. Risk Analysis

Risks include raw material shortages and competition, mitigated through partnerships and quality improvement.

11. Conclusion

The expansion will enhance production, improve quality, and strengthen market position.