

**BUSSINESS PLAN**

**FOR**

**CPL APPAREL & TEXTILE CO.  
LIMITED**

**FOR**

**MANUFACTURING OF  
GARMENTS**

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## **1.0 INTRODUCTION**

**CPL APPAREL & TEXTILE CO. LIMITED** is a Tanzanian-based manufacturing company specializing in the production and supply of garments and textile products. The Company is engaged in the design, cutting, sewing, and finishing of a wide range of apparel including uniforms, casual wear, work wear, and other textile-based clothing products tailored to meet the needs of both local and regional markets.

Positioned to support the growing demand for locally manufactured clothing in Tanzania and the broader East African market, the Company is committed to delivering high-quality, durable, and affordable garments. By utilizing modern production techniques and quality control systems, the Company aims to supply reliable apparel products for schools, corporate institutions, government agencies, retailers, and export markets.

The Company's strategic plan is backed by a robust investment of **USD 900,000**, comprising **USD 450,000 in foreign equity and USD 450,000 in local financing**. These funds will support the establishment of a fully equipped garment manufacturing facility with an annual production capacity designed to meet large-scale orders for uniforms, fashion apparel, and customized textile products.

The target clientele includes **schools, corporate organizations, government institutions, retailers, wholesalers, and export buyers** requiring consistent and dependable garment supplies.

In line with its growth strategy, the Company will generate **150 local employment opportunities** across garment production, textile cutting and sewing, quality control, machine operation, logistics, sales and marketing, and administrative roles. Through a strong focus on innovation, quality craftsmanship, and operational efficiency, **CPL APPAREL & TEXTILE CO. LIMITED** aims to become a leading player in Tanzania's textile and garment manufacturing sector while contributing to industrial growth and job creation in the region.

### **1.1 Mission and Vision Statement**

#### **1.1.1 Vision**

To be recognized as a leading manufacturer of innovative, high-quality, and sustainable garments across East Africa. We aspire to set industry standards by consistently delivering well-crafted apparel that meets the evolving needs of consumers, supports local textile development, and contributes to employment creation and industrial growth in the region.

### 1.1.2 Mission

Our mission is to manufacture and supply high-quality, durable, and affordable garments that meet the evolving needs of local and regional markets. We are committed to delivering well-crafted apparel through efficient production processes, modern technology, and strict quality control standards. Through continuous innovation, customer-focused service, and responsible manufacturing practices, we aim to support the growth of the textile and garment industry while promoting employment creation and sustainable industrial development in the region.

### 1.1.3 Location

The Company, will be located at Plot number 2/1-2/4, Block number "B", Kwala, Kibaha, Pwani The The Company is also expecting to expand and establish other branches in different parts of Tanzania

## 1.2 Statement of the Investment Objectives, Sector and Products

### 1.2.1 Objectives

The primary objective of the Company is to establish a modern and fully operational **garment manufacturing facility** specializing in the production of high-quality apparel such as uniforms, workwear, casual clothing, and other textile products. Through efficient production processes and modern sewing technology, the Company will supply durable and affordable garments to meet the needs of schools, corporate institutions, retailers, and government organizations across Tanzania.

Within the first year of operation, the Company aims to achieve a strong production capacity capable of fulfilling large-scale garment orders while maintaining high standards of quality, efficiency, and timely delivery.

In line with its commitment to social and economic development, the Company plans to create **at least 150 employment opportunities** for skilled and semi-skilled workers in areas such as garment cutting, sewing, finishing, quality control, logistics, and administration.

A key strategic objective is to establish a strong presence in major urban markets across Tanzania during the first year, followed by expansion into **regional markets within East and Central Africa within three years** through efficient distribution networks and strategic partnerships.

The Company is committed to maintaining strict compliance with national and international standards for **product quality, workplace safety, and environmental responsibility**. Continuous improvement, innovation in garment design, and responsible manufacturing practices will enable the Company to deliver reliable products while contributing to the growth of Tanzania's textile and garment industry.

### 1.2.2 Activities

To achieve its strategic objectives, the Company engages in integrated activities focused on the **design, manufacturing, and supply of high-quality garments and textile products**. The core activity of the Company is the production of apparel including **uniforms, workwear, casual clothing, and customized garments** for schools, corporate institutions, retailers, and government organizations.

The Company operates **modern garment production facilities** equipped with advanced sewing, cutting, and finishing machines to ensure efficiency, consistent quality, and scalable production capacity.

Strong emphasis is placed on **product quality, design innovation, and efficient production processes** to deliver durable, comfortable, and affordable garments that meet market demand.

To support its clients, the Company maintains reliable **distribution and customer service systems** to ensure timely delivery and efficient order management across Tanzania and the wider East African region.

Through its commitment to **quality, innovation, and customer satisfaction**, the Company aims to become a reliable manufacturer in Tanzania's growing **textile and garment industry**, contributing to employment creation and industrial development.

## **2.0 STATEMENT OF INVESTMENT COSTS AND SOURCES OF FINANCE**

### **2.1 Investment Costs**

To successfully launch and operate The Company, a total capital investment of USD 900,000 is required. This funding will establish a modern manufacturing facility, procure essential equipment, support staffing, and enable operations to meet growing market demands for garments in Tanzania and beyond.

### **2.2 Capital Requirements**

The total required capital of USD 900,000 will be financed through a combination of foreign equity and local borrowing, as follows:

Foreign Equity: USD 450,000 Local

Loan: USD 450,000

Provided by international partners or strategic investors, the foreign equity injection represents long-term capital participation in the business and will support infrastructure development, equipment procurement, and start-up operations.

A commercial loan from a domestic financial institution will supplement the equity capital, enabling the The Company to manage operating costs, working capital needs, and market entry expenses.

### **2.3 Use of Funds**

The investment will be allocated as follows to ensure efficient and sustainable operations:

Land/Building: USD 160,000

Factory Setup and Equipment: USD 300,000 Raw

Materials and Initial Inventory: USD 20,000

Working Capital: USD 300,000 Furniture

and Fittings: USD 50,000 Vehicles: USD

50,000

Licensing, Compliance, and Staff Recruitment: USD 20,000

These allocations are designed to cover all critical aspects of business setup and initial operations, ensuring that The Company can enter the market effectively and meet its performance objectives.

## **2.4 Revenue Projections**

The Company anticipates robust growth driven by increasing infrastructure development and demand for garments in the region. Projected revenues for the first three years are:

Year 1: USD 450,000

Year 2: USD 900,000

Year 3: USD 1,200,000

These forecasts are based on conservative market penetration estimates and the The Company's expected monthly production capacity of 12000 tonnes, strategic pricing, and a growing customer base across Tanzania and the broader East African region.

## **3.0 JOB CREATION**

One of the core objectives of The Company is to contribute significantly to local economic development through the creation of sustainable employment opportunities. The The Company plans to employ a total of **150 individuals** across various operational, technical, and administrative roles. These employment opportunities will be distributed across the production, quality

control, logistics, marketing, sales, and finance departments, providing a balanced workforce that supports both skilled and semi-skilled labor.

Out of the total workforce, **85 positions** will be dedicated to production and warehouse operations, forming the backbone of the manufacturing process. These roles will primarily be filled by local workers, offering on-the-job training to equip them with specialized skills in handling chemicals, operating machinery, and maintaining safety and quality standards. The The Company will also hire **20 technical and engineering professionals**, responsible for overseeing product development, production optimization, and ensuring adherence to regulatory and quality requirements.

In addition, **30 sales and marketing executives** will be recruited to promote the The Company's products, build client relationships, and expand market reach across Tanzania and the broader East and Central African region. Administrative efficiency will be ensured by **15 finance and support staff**, handling human resources, procurement, accounting, and regulatory compliance. The Company is committed to implementing regular training programs and performance-based incentives, with a focus on capacity building and employee development, ultimately aiming to foster

long-term careers and promote inclusive economic growth.

## **SOURCE OF SUPPLY INPUT**

To ensure consistent product quality and timely delivery of garments, the Company will establish reliable sourcing partnerships for all essential **textile raw materials and production inputs**. The core materials required for production include **fabrics, threads, buttons, zippers, labels, and other garment accessories**.

The Company will adopt a balanced sourcing strategy by procuring materials from both **local and international suppliers**. Locally, the Company will collaborate with textile distributors and accessory suppliers within Tanzania and the East African region to reduce logistics costs and support local industries.

For specialized fabrics and accessories not readily available locally, the Company will engage reputable **international suppliers** that maintain high standards of quality and compliance. This diversified sourcing approach will help ensure stable supply and continuous production.

The Company will also prioritize **long-term partnerships with suppliers** who can guarantee consistent quality, competitive pricing, and reliable delivery schedules. Regular quality checks will be conducted to ensure all materials meet the Company's production standards.

## **4.0 IMPLEMENTATION SCHEDULE**

The The Company intended to implement the project in the following schedule and phrase

### **4.1 Registration of the Projects and Compliance Phase**

The The Company intends at the beginning to register the Project with Tanzania Investment Centre and Export Processing Zone to apply for certificate of Incentives. The Company shall also comply with other requisites laws, local and international standard and requirements.

### **4.2 Legal and Regulatory Compliance**

The company will comply with all local and international regulations, including NEMC (environmental), OSHA (safety), and TMDA or TBS (standards for chemical manufacturing). All operational licenses and permits will be secured prior to production commencement.

### **4.3 Constructions**

The The Company at initial phases intended to lease land for factory, warehouse, offices and staff houses and later later the The Company intend to buy land for

construction of of factory, warehouse offices and staff houses.

#### 4.4 Project Operation

That after obtaining all necessary licence and installation of plants and machinery the The Company intend to start operations.

### 5.0 FINANCIAL PROJECTIONS (5 YEARS)

The Company projects strong financial performance from its venture in the production and distribution of garments. This forecast is based on rising demand driven by increased population and the growing need for garments in Tanzania and the surrounding region.

The company expects production to reach 12,000 tonnes per year, with steady market growth and expanding client base. Revenue projections are based on conservative market penetration, stable pricing, and efficient operations.

Year	Revenue (USD)	Operating Costs (USD)	Net Profit (USD)	ROI (%)
Year 1	450,000	430,000	20,000	3%
Year 2	900,000	550,000	250,000	42%
Year 3	1,200,000	750,000	450,000	75%
Year 4	1,000,000	900,000	450,000	67%
Year 5	900,000	580,000	320,000	53%
<b>Total</b>	<b>4,450,000</b>	<b>2,910,000</b>	<b>1,440,000</b>	<b>240% (5 yrs)</b>

#### 5.1 Key Assumptions:

Production stabilizes at full capacity by mid-Year 2.

Operating costs include raw materials, labor, utilities, and maintenance. Marketing and distribution scale up progressively with sales.

Conservative revenue growth based on demand trends in population.

Prices are bench marked against competitive regional suppliers.

#### 5.2 reak-even Point:

The company is expected to reach break-even by the end of Year 1, recovering initial working capital and operational expenses by leveraging high-margin sales and controlled costs.

#### 5.3 Return on Investment (ROI):

With an average annual ROI of 40%–50%, the project projects a total return of 240% over five years, demonstrating significant financial viability and investment appeal for both equity partners and lenders.

## 6.0 ORGANIZATION STRUCTURE

The Company will adopt a functional organizational structure that promotes efficiency, accountability, and strategic alignment across its operations. The Company will be led by a **Managing Director**, who will oversee the overall strategic direction, governance, stakeholder engagement, and long-term growth of the Company. The Managing Director will coordinate closely with departmental heads to ensure smooth execution of the Company's mission and objectives.

The **Production Manager** will be responsible for overseeing all plant operations, including manufacturing processes, equipment maintenance, workforce supervision, and ensuring that production meets the required quality and safety standards. The **Sales and Marketing Team** will handle market penetration, customer relationship management, brand promotion, and expansion into regional markets. This team will play a key role in achieving revenue targets and growing the Company's market share.

The **Finance and Administration Team** will manage budgeting, financial reporting, procurement, human resources, and regulatory compliance. This unit ensures efficient resource use and transparent financial practices. Supporting product development and continuous improvement, the **Research & Development and Quality Unit** will focus on the formulation and testing of construction material, maintaining high-quality standards and ensuring compliance with national and international specifications.

This structure is designed to facilitate coordination, ensure accountability, and enable the Company to scale efficiently as operations expand.

## 7.0 ENVIRONMENTAL AND SOCIAL IMPACT

The Company is committed to carrying out its manufacturing and distribution operations for high-performance garments. The company acknowledges that industrial activities can impact both the natural environment and the surrounding community, and has adopted proactive measures to ensure positive outcomes across all aspects of its operations.

### Sustainable Production Practices

The company will prioritize the use of environmentally friendly raw materials and promote resource-efficient production techniques to minimize emissions and waste. Preference will be given to suppliers who follow green manufacturing standards.

### Energy and Water Efficiency

Factory operations will integrate energy-saving equipment and systems, including high-efficiency motors, lighting, and production machinery. Water usage will be minimized through recycling systems and controlled consumption technologies.

### Waste Management

An industrial waste management plan will be implemented to ensure safe disposal and

treatment of chemical and packaging waste, in line with Tanzania's National Environmental Management Council (NEMC) regulations and global best practices.

#### **Emissions and Pollution Control**

Emission control systems and dust suppression measures will be put in place to mitigate air and environmental pollution. Routine monitoring will be conducted to ensure compliance with environmental standards.

#### **Green Landscaping**

The company premises will include green spaces and tree planting to improve air quality and contribute to carbon offset efforts.

### **08. CAPACITY OF THE PROJECT**

The The Company project is designed with a strong operational capacity to meet both current market demand and future growth in the construction m a t e r i a l sector. The core production facility will have an initial installed capacity to manufacture **12000 tonnes of water reducing agents (WRAs) per month**, translating to **1,200 tonnes annually**. This initial capacity will adequately serve a broad client base across Tanzania's

construction industry, including infrastructure contractors, real estate developers, and cement manufacturers. The facility is designed for scalability, with **plans to increase production to 15000 tonnes per month in Year 2 and 20000 tonnes per month in Year 3** to meet rising market demand.

In addition to WRAs, The Company will manufacture a wide range of concrete admixtures, cement additives, and precast concrete products such as blocks, tiles, and slabs. The production site will be equipped with modern blending, packaging, and quality control systems to ensure efficiency, consistency, and compliance with both national and international standards. With a dedicated workforce of **150 employees**, including engineers, production workers, and sales professionals, the The Company is well-prepared to operate at full capacity and scale progressively in line with its strategic growth objectives.

### **09. CONCLUSION**

The Company is strategically positioned to become a key player in the **garment and textile manufacturing industry** in Tanzania and the broader East and Central African region. With a clear vision, strong operational framework, and scalable production capacity, the Company is well prepared to meet the growing demand for **high-quality, affordable, and locally manufactured garments**. The initial investment of **USD 900,000**, supported by a combination of foreign equity and

local financing, will enable the Company to establish a fully operational **garment manufacturing facility**, create **150 employment opportunities**, and introduce a wide range of clothing products to the market.

Through a focused marketing strategy, reliable distribution networks, and a strong commitment to **quality and compliance**, the Company aims to build long-term partnerships with schools, corporate institutions, retailers, and government organizations. Backed by a dedicated management team and skilled workforce, the Company is confident in achieving its financial and operational goals while promoting **industrial growth, employment creation, and the development of Tanzania's textile and garment sector**.

Through a focused marketing strategy, robust distribution network, and commitment to quality and compliance, The Company aims to build long-term partnerships with clients and contribute meaningfully to infrastructure development in the region. Backed by a dedicated management team and skilled workforce, the The Company is confident in achieving its financial and operational goals while promoting sustainable industrial growth and job creation. The Company is not just a business venture it is a catalyst for progress in the construction sector