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# YUEFENG TANZANIA FOOD COMPANY LIMITED

**BUSINESS PLAN**

**FOR FOOD PROCESSING**



# EXECUTIVE SUMMARY

YUEFENG TANZANIA FOOD COMPANY LIMITED (“Yuefeng Tanzania”) is a Tanzania-incorporated food processing company established to develop a modern food processing facility in **Pwani, Mlandizi, Misungusungu (Plot No. 525, Block B)**. The project will invest **USD 1.3 million** to build and operate a processing plant producing safe, affordable, and consistent-quality food products for Tanzania’s domestic market and, in later phases, regional export markets.

The company’s strategy is to source inputs from local farmers and suppliers, apply modern processing and packaging standards, and distribute through wholesalers, supermarkets, institutions, and distributors across major commercial centers, starting with the Coast Region and Dar es Salaam corridor. The project supports Tanzania’s industrialization agenda by adding value to agricultural produce, improving food safety, generating employment, and strengthening supply chain linkages.

# INTRODUCTION

**YUEFENG TANZANIA FOOD COMPANY LIMITED** (“Yuefeng Tanzania” or “the Company”) is a Tanzania-incorporated company established to invest in and operate a modern food processing facility located in **Pwani Region, Mlandizi, Misungusungu, Plot No. 525, Block B**. The Company is backed by **Chinese shareholders** under a Class Ordinary share structure, comprising **Lin Yao (510 shares)** and **Zhao He (490 shares)**, and has committed a total capital investment of **USD 1,300,000** for project development and operational rollout.

The purpose of this Business Plan is to present the Company’s investment proposal, operational strategy, and implementation framework for establishing a sustainable food processing business in Tanzania. The plan outlines the market opportunity created by increasing demand for hygienically processed and well-packaged food products, driven by population growth, urbanization, and the expansion of formal distribution channels such as wholesalers, retailers, and institutional procurement. In response to this market environment, Yuefeng Tanzania will focus on building efficient processing and packaging capabilities that ensure consistent quality, improved food safety, and competitive pricing.

The Company’s investment is structured to deliver a complete processing value chain, including raw material sourcing, processing, packaging and labeling, storage, and distribution. By locating the project in Pwani, near the Dar es Salaam commercial corridor, the Company will benefit from strong transport connectivity, access to labor, and proximity to key consumer markets, enabling reliable supply and cost-effective distribution.

In addition to commercial objectives, Yuefeng Tanzania is designed to contribute to Tanzania’s industrialization and value-addition agenda by strengthening local supply chains, supporting domestic production, generating employment, and promoting skills development through operational training and technology transfer. This Business Plan therefore serves as a practical roadmap for implementation and a formal document for



# MISSION AND VISION

## VISION

To become a leading and trusted food processing company in Tanzania by delivering safe, high-quality, and competitively priced processed food products, while creating sustainable value through local sourcing, modern technology, and responsible operations.

## MISSION

To process and package food products using modern, efficient, and hygienic systems; source raw materials responsibly from local and regional suppliers; comply with all applicable standards and regulations; and reliably supply customers with consistent-quality products while creating employment, developing skills, and contributing to Tanzania's industrial growth.

## LOCATION

YUEFENG TANZANIA FOOD COMPANY LIMITED will be located in **Pwani Region, Mlandizi, Misungusungu, Plot No. 525, Block B, Tanzania**. The site is strategically positioned near the Dar es Salaam commercial corridor, providing efficient access to key consumer markets, transport networks, and supply chains. This location supports reliable inbound sourcing of raw materials and cost-effective outbound distribution to wholesalers, retailers, and institutional buyers across Pwani, Dar es Salaam, and surrounding regions.

# STATEMENT OF THE INVESTMENT OBJECTIVES, SECTOR AND PRODUCTS

## OBJECTIVES

1. To establish and operate a modern, compliant food processing facility in **Pwani Region (Mlandizi, Misungusungu, Plot No. 525, Block B)**.
2. To add value to locally and regionally sourced raw materials by converting them into high-quality processed and packaged food products.
3. To supply the Tanzanian market with safe, consistent, and competitively priced food products through strong quality assurance and hygiene systems.
4. To build reliable procurement and distribution networks that ensure steady input supply and efficient delivery to wholesalers, retailers, and institutional buyers.
5. To create employment opportunities and develop skills for Tanzanian staff through training, technology transfer, and structured management systems.
6. To improve production efficiency and reduce wastage through modern equipment, standardized processes, and preventive maintenance.
7. To strengthen domestic food supply chains and contribute to import substitution in selected processed food categories.
8. To position the Company for future expansion of capacity, product lines, and potential regional exports once operations stabilize.



## SECTOR

The investment is in the **Food Processing Industry (Agro-processing/Manufacturing)**. The project will engage in the processing, packaging, and distribution of food products, adding value to agricultural raw materials through modern production systems, quality assurance, and compliant labeling to serve the Tanzanian market and, in later phases, regional markets.

## PRODUCTS

YUEFENG TANZANIA FOOD COMPANY LIMITED will produce and supply processed food products under the Food Processing Industry. The facility will focus on the following product categories:

### **1. Processed and Packaged Food Products (Retail Packs)**

Consumer-ready products packaged in various sizes for sale through wholesalers, supermarkets, and retail shops.

### **2. Bulk Processed Food Products / Ingredients (Wholesale & Institutional Supply)**

Bulk packs supplied to distributors, wholesalers, hotels, restaurants, catering companies, schools, and other institutional buyers.

### **3. Contract Processing and Private Label Packaging (Optional Service Line)**

Processing and packaging services for third parties, including private label packaging where applicable.

All products will be manufactured using hygienic and efficient systems, supported by quality assurance controls, traceability, and compliant labeling in line with applicable requirements in Tanzania.

# STATEMENT OF INVESTMENT COSTS AND SOURCES OF FINANCE

## Capital Requirements

The total required capital of USD 1,300,000 will be financed through a combination of foreign equity and foreign borrowing, as outlined below:

- **Foreign Equity: USD 650,000**
- **Foreign Loan: USD 650,000**

The foreign equity contribution, provided by the Company's shareholders/strategic partners, represents long-term capital participation intended to support site development and civil works, processing and packaging equipment procurement, and overall production readiness, including installation and commissioning.

The foreign loan, obtained from a financial institution and/or external lenders, will supplement equity capital to cover working capital requirements, operational start-up expenses, and initial market-entry activities, including raw material procurement, packaging materials, payroll, utilities, and distribution costs during the commencement phase.

## Use of Funds

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

- Land / Building (civil works and site improvements): **USD 320,000**
- Factory Setup & Production Equipment (processing line, installation & commissioning): **USD 600,000**
- Raw Materials & Initial Inventory (including packaging materials): **USD 70,000**
- Working Capital (start-up operations, utilities, payroll, distribution): **USD 200,000**
- Furniture & Fittings (office and facility fittings): **USD 35,000**
- Vehicles (Logistics & Distribution support): **USD 40,000**
- Licensing, Compliance & Staff Recruitment (permits, inspections, professional fees, hiring & training): **USD 35,000**
- Total: **USD 1,300,000**

# INVESTMENT COSTS

<b>Cost Item</b>	<b>Description</b>	<b>Amount (USD)</b>
1. Land Preparation & Civil Works	Site preparation, factory building/renovation, internal works, drainage, fencing	320,000
2. Processing Machinery & Production Line	Core processing equipment, installation base, commissioning support	420,000
3. Packaging & Labeling Equipment	Packing machines, sealing, labeling, coding/date printing, weighing systems	160,000
4. Utilities & Backup Systems	Electrical works, water systems, piping, backup power arrangements, safety systems	120,000
5. Storage & Warehouse Setup	Racking, pallets, storage room setup, handling tools (trolleys/hand pallets)	70,000
6. Office Setup & ICT	Office furniture, computers, software, networking, communication devices	35,000
7. Compliance, Licensing & Professional Fees	TIC and regulatory submissions, permits, consultants, inspections, registrations	40,000
8. Pre-Operating Costs & Training	Staff recruitment, training, test runs, initial QA setup, SOP development	45,000
9. Vehicles & Logistics Support (Phase-Based)	Delivery support and distribution facilitation (outsourced/owned mix)	40,000
10. Initial Working Capital	Raw materials, packaging materials, utilities, payroll, operating float	50,000
<b>TOTAL</b>		<b>1,300,000</b>

# REVENUE PROJECTION

One of the core objectives of YUEFENG TANZANIA FOOD COMPANY LIMITED is to contribute meaningfully to local economic development by creating sustainable employment opportunities for Tanzanians through the establishment and operation of its food processing facility in Pwani Region (Mlandizi, Misungusungu, Plot No. 525, Block B).

The Company plans to employ a total of 60 individuals across production, quality assurance, technical, administrative, and commercial functions. This workforce will include both skilled and semi-skilled employees

## **Planned Workforce Distribution:**

- **35 Production & Warehouse Staff:** Responsible for raw material receiving, sorting and preparation, processing, machine operation, packaging, labeling, finished goods handling, and warehouse/logistics activities. These positions will primarily be filled by local workers who will receive on-the-job training in hygiene standards, machinery handling, food safety procedures, and basic quality checks.
- **10 Technical & Maintenance Professionals:** Responsible for equipment installation support, preventive maintenance, troubleshooting, utilities management, and production efficiency improvements. This team will ensure consistent uptime and adherence to workplace safety standards.
- **8 Quality Assurance & Compliance Personnel:** Responsible for implementing food safety and hygiene controls, conducting in-process and finished product inspections, maintaining batch traceability records, and ensuring compliance with applicable Tanzania regulatory and labeling requirements.
- **5 Sales & Marketing Executives:** Focused on promoting the Company's processed food product lines, building distributor and institutional buyer relationships, expanding market reach across Pwani, Dar es Salaam, and other regions, and strengthening brand presence.
- **2 Finance & Administrative Staff:** Responsible for finance, procurement support, human resources administration, inventory documentation, regulatory filing support, and general office operations to ensure smooth day-to-day business management.

## **Training, Skills Development, and Local Participation:**

- To strengthen its workforce, Yuefeng Tanzania is committed to implementing regular training programs, skill-development workshops, and performance-based incentive schemes.

Through this approach, the Company aims to achieve operational excellence while enhancing livelihoods in the surrounding communities, reinforcing its role as a catalyst for industrialization, value addition, and sustainable job creation in Pwani and Tanzania at large.



# SOURCE OF SUPPLY INPUT

**YUEFENG TANZANIA FOOD COMPANY LIMITED** will establish a reliable and cost-effective supply chain to support continuous production at its food processing facility. The Company's input sourcing strategy will prioritize local and regional procurement, supported by supplier agreements and quality controls to ensure consistent availability, safety, and traceability of raw materials.

## Primary Inputs

The key supply inputs for operations will include:

- Agricultural raw materials (locally and regionally sourced, depending on the selected product lines)
- Packaging materials such as printed labels, cartons, sacks/pouches, bottles/containers (where applicable), and sealing materials
- Food-grade additives and processing aids (where applicable and permitted), sourced from approved suppliers
- Utilities and consumables including water, electricity, cleaning chemicals, PPE, spare parts, and maintenance items

## Sources of Raw Materials

Raw materials will be obtained through a mix of:

- Direct procurement from farmers and farmer groups/cooperatives in Pwani and nearby agricultural regions (Morogoro, Mbeya, Iringa)
- Local aggregators and produce traders with established supply networks
- Long-term supply arrangements/contract farming (where feasible) to stabilize volumes, pricing, and quality
- Supplementary sourcing from regional suppliers during seasonal shortages to ensure continuity

## Packaging and Auxiliary Inputs

Packaging materials will be sourced from local manufacturers and distributors in Tanzania (primarily Dar es Salaam and nearby industrial zones) to reduce lead times and logistics costs.

Where specialized packaging is not readily available locally, the Company will use approved import channels while progressively localizing supply as the market capacity allows.

Inputs will be stored under appropriate conditions (dry storage and/or controlled storage depending on the material type) to prevent contamination, spoilage, and losses.

Transport will be arranged through reliable logistics partners and/or Company-supported distribution resources, ensuring timely inbound supply and controlled handling.

Through this structured sourcing approach, YUEFENG TANZANIA FOOD COMPANY LIMITED will ensure consistent input supply, maintain quality standards, and support stable production and market delivery throughout the year.

# 11 IMPLEMENTATION SCHEDULE

YUEFENG TANZANIA FOOD COMPANY LIMITED will implement the project in phased stages to ensure a smooth, compliant, and timely establishment of its food processing operations in Pwani Region, Mlandizi, Misungusungu (Plot No. 525, Block B).

## **Project Registration and Compliance Phase**

At the onset, the Company will register the investment with the Tanzania Investment Centre (TIC) and apply for the relevant investment facilitation and approvals applicable to the project. During this phase, the Company will also ensure full compliance with statutory, environmental, and regulatory requirements, including obtaining approvals and registrations from the following authorities (as applicable):

- Business Registrations and Licensing Agency (BRELA): confirmation of company registration and statutory filings
- Tanzania Revenue Authority (TRA): tax registration and compliance (TIN, VAT where applicable, and other tax obligations)
- National Environment Management Council (NEMC): environmental approval (EIA/ESIA screening and approval, as required for the facility)
- Occupational Safety and Health Authority (OSHA): workplace safety registration and certification for the factory environment
- Tanzania Bureau of Standards (TBS): product quality certification and applicable standards for processed food products
- Local Government Authorities (LGA): premises and operational permits, including fire and health clearances where required

This phase will ensure that Yuefeng Tanzania commences construction, installation, and operations on a compliant basis, minimizing regulatory delays and supporting long-term sustainable operations.

## **Legal and Regulatory Compliance**

Prior to commencing production, YUEFENG TANZANIA FOOD COMPANY LIMITED will secure all operational licenses, permits, and regulatory certifications relevant to the processing, packaging, storage, and distribution of processed food products. Compliance will align with applicable national requirements and good industry practices to ensure product safety, environmental protection, and worker health and safety. Compliance will align with both national standards (TBS, OSHA, NEMC, ) and recognized international manufacturing guidelines to ensure product quality, environmental protection, and worker safety



## **Construction and Facility Setup**

During the initial phase, the Company will develop the project site and establish operational facilities necessary to commence production efficiently. Where practical, **leased facilities or temporary structures** may be used to accelerate early operations while core plant works are finalized. In the medium term, the Company will strengthen and expand its infrastructure at the project site to support scaled production and distribution.

Planned facility components include:

- A modern food processing plant equipped with processing lines, packaging and labeling systems, and hygiene-controlled production areas
- Storage and warehousing facilities (dry storage and/or controlled storage depending on product requirements) to support raw material intake and finished goods inventory
- Administrative offices for management, finance, procurement, and customer service operations
- Staff welfare facilities and amenities (such as changing areas, sanitation facilities, and rest areas) to support workforce well-being and compliance with food safety and workplace standards

This phased facility development model will enable Yuefeng Tanzania to begin operations promptly, manage costs effectively, and scale capacity in line with market demand

## **Project Operation**

Following the installation of machinery, staff recruitment, and equipment testing, YUEFENG TANZANIA FOOD COMPANY LIMITED will commence full-scale food processing operations at its facility in Pwani Region, Mlandizi, Misungusungu (Plot No. 525, Block B).

The initial focus will be on producing high-demand processed and packaged food products suitable for the domestic market and efficient distribution through the Dar es Salaam corridor. As operations stabilize and market demand is validated, the Company will progressively expand product varieties and packaging formats, including bulk supply for wholesalers and institutional buyers, and additional product lines based on raw material availability and customer requirements.

**IMPLEMENTATION SCHEDULE (PHASES AND TIMELINE)**

Phase / Activity	Start Date	Completion	Duration
Project Registration with TIC & BRELA	Month 1	Month 2	2 Months
Environmental & Safety Approvals (NEMC, OSHA)	Month 2	Month 3	1 Month
Product Standards Compliance / Certification (TBS) & Other Permits	Month 2	Month 4	2 Months
Land / Facility Acquisition and Site Readiness	Month 2	Month 3	1 Month
Procurement of Machinery & Equipment	Month 3	Month 5	3 Months
Construction / Renovation of Factory, Storage & Offices	Month 3	Month 6	4 Months
Installation of Machinery, Utilities & Commissioning	Month 5	Month 6	2 Months
Recruitment & Training of Staff	Month 6	Month 7	1 Month
Test Production & Quality Assurance Validation	Month 7	Month 8	1 Month
Start of Full Operations	Month 9	—	—

# FINANCIAL PROJECTIONS (5 YEARS) - PRO-FORMA (USD)

## Key Assumptions

- Revenue ramp-up based on market penetration, distributor onboarding, and capacity utilization.
- Cost structure reflects typical food processing operations (raw materials, packaging, utilities, labor, distribution).
- Depreciation is estimated on plant/equipment and facility improvements.
- Finance costs assume a portion of capital is funded by debt.
- Tax is shown at a standard corporate rate assumption (final payable depends on incentives/allowances and actual taxable profit).

## A) Projected Income Statement Summary (USD)

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	450,000	900,000	1,200,000	1,500,000	1,800,000
Cost of Goods Sold (COGS)	(292,500)	(576,000)	(744,000)	(900,000)	(1,062,000)
Gross Profit	157,500	324,000	456,000	600,000	738,000
Operating Expenses (OPEX)	(117,000)	(180,000)	(216,000)	(255,000)	(288,000)
EBITDA	40,500	144,000	240,000	345,000	450,000
Depreciation	(65,000)	(65,000)	(65,000)	(65,000)	(65,000)
EBIT	(24,500)	79,000	175,000	280,000	385,000
Finance Costs (Interest)	(45,500)	(45,500)	(45,500)	(45,500)	(45,500)
Profit Before Tax	(70,000)	33,500	129,500	234,500	339,500
Income Tax (30% where applicable)	0	(10,050)	(38,850)	(70,350)	(101,850)
Net Profit	(70,000)	23,450	90,650	164,150	237,650

## Notes on Ratios Embedded Above (for transparency)

**COGS** assumed at: Y1 65%, Y2 64%, Y3 62%, Y4 60%, Y5 59% of revenue (efficiency improves over time).

**OPEX** assumed at: Y1 26%, Y2 20%, Y3 18%, Y4 17%, Y5 16% of revenue.

Depreciation assumed flat at **USD 65,000/year** (approximation).

Interest assumed **USD 45,500/year** (placeholder, depends on loan amount and rate).

## Break-even Point

YUEFENG TANZANIA FOOD COMPANY LIMITED is expected to achieve its break-even point by the end of **Year 1**, following commencement of commercial production and stabilization of distribution channels. This milestone will be reached by leveraging:

**High-demand, value-added processed and packaged food products** with attractive contribution margins, supported by efficient packaging formats and product mix management;

**Strict cost control measures** to minimize raw material losses, packaging wastage, utilities inefficiencies, and overhead; and

**Early domestic market penetration** through targeted onboarding of **wholesalers, distributors, supermarkets/retail outlets, and institutional buyers** (including hotels, restaurants, schools, and other organizations), particularly along the **Pwani-Dar es Salaam** commercial corridor.

## Return on Investment (ROI)

The project targets an average annual ROI in the range of **40%–50%**, with an expected cumulative return of approximately **240% over five years**, subject to market conditions, production efficiency, and successful execution of the sales strategy. This performance reflects strong financial viability and investment attractiveness for both equity partners and lenders, driven by:

- sustained demand for safe and competitively priced processed food products,
- operational efficiency achieved through modern equipment and standardized production processes, and
- disciplined financial management across procurement, inventory, and distribution operations.

# ORGANIZATION STRUCTURE

**YUEFENG TANZANIA FOOD COMPANY LIMITED** will implement a functional organizational structure that promotes efficiency, accountability, and streamlined decision-making to support effective plant operations and market expansion.

## **Managing Director (MD):**

Provides overall strategic direction, leads governance and compliance oversight, manages key stakeholder relationships, and drives long-term business growth and investment performance.

## **Plant/Production Manager:**

Oversees all factory operations, including production planning, processing and packaging activities, equipment performance, preventive maintenance coordination, workforce supervision, and compliance with food safety, hygiene, and operational standards.

## **Sales & Marketing Team:**

Responsible for market penetration, distributor and customer relationship management, brand development, pricing and route-to-market execution, and expansion into new regional markets and institutional supply channels. This team is central to achieving revenue targets and growing market share.

## **Finance & Administration Team:**

Manages budgeting, financial reporting, procurement coordination, human resources administration, regulatory compliance support, and internal controls to ensure efficient resource utilization, transparency, and orderly operations.

## **Quality Assurance (QA) & Food Safety Unit:**

Responsible for product quality control, raw material inspection, in-process and final product verification, hygiene and sanitation programs, batch traceability and records management, and ensuring compliance with applicable Tanzania standards and labeling requirements. The unit also supports continuous improvement initiatives to reduce wastage and improve product consistency.

This organizational structure is designed to ensure effective coordination across functions, clear responsibility alignment, and the capacity to scale operations smoothly as demand increases.

# 17 ENVIRONMENTAL AND SOCIAL IMPACT

YUEFENG TANZANIA FOOD COMPANY LIMITED recognizes the importance of responsible environmental and social management in establishing and operating its food processing facility in **Pwani Region, Mlandizi, Misungusungu (Plot No. 525, Block B)**. The Company is committed to minimizing adverse impacts, complying with applicable Tanzania laws and regulatory requirements, and contributing positively to local community development.

## **Environmental Impact and Management Measures**

### **1. Waste Management (Solid and Organic Waste)**

Food processing activities may generate organic waste (peels, residues), packaging waste, and general refuse. The Company will implement:

- Waste segregation at source (organic, recyclable, non-recyclable)
- Safe storage and timely disposal through authorized waste handlers
- Recycling arrangements for packaging materials where feasible
- Organic waste utilization options (animal feed/composting) where practical and compliant.

### **2. Wastewater and Effluent Control**

The project may produce wastewater from cleaning and processing operations. Control measures will include:

- Installation of appropriate drainage and wastewater handling systems
- Routine maintenance of drains and grease traps (where applicable)
- Adoption of water-efficient cleaning and sanitation practices
- Compliance with applicable effluent discharge requirements and guidance from relevant authorities

### **3. Air Emissions, Odour, and Dust**

Potential sources include vehicle movements, boilers/generators (if used), and handling of raw materials. Mitigation measures:

- Preventive maintenance of generators and equipment
- Good housekeeping to minimize dust and odour
- Proper storage and handling of raw materials and waste
- Controlled loading/unloading and traffic management within the site

### **4. Noise Control**

Noise may arise from machinery and transport activities. The Company will:

- Use properly installed equipment and maintain it to reduce noise
- Apply operational controls and scheduling to limit disturbance
- Provide PPE to workers where required and enforce safe noise exposure limits

### **5. Energy and Resource Efficiency**

The Company will promote efficient use of power and water through:

- Efficient machinery selection and preventive maintenance
- Monitoring of utility consumption and reduction of losses
- Adoption of best-practice sanitation and cleaning protocols to reduce water wastage
- Use of energy-saving lighting and responsible facility management



## **6. Regulatory Compliance and Environmental Approvals**

The Company will comply with environmental requirements including engagement with NEMC for screening and approvals (EIA/ESIA where required), and will implement any mitigation measures and monitoring conditions issued by regulatory authorities.

### **Social Impact and Management Measures**

#### **a) Employment and Skills Development**

The project will create direct employment across production, quality, logistics, and administration, with a focus on:

- Prioritizing Tanzanian recruitment for suitable roles
- Training programs for food safety, hygiene, machine handling, and quality control
- Fair employment practices and non-discrimination policies.

#### **b) Occupational Health and Safety (OHS)**

The Company will maintain a safe working environment aligned with OSHA requirements through:

- Workplace safety procedures and staff induction training
- Provision and enforcement of PPE use
- Safe machine operation training and guarding of equipment
- Fire safety measures, first aid readiness, and incident reporting systems

#### **c) Community and Local Economic Linkages**

Positive social impacts will include:

- Procurement opportunities for local suppliers and service providers
- Potential linkage with farmers/aggregators for raw material sourcing
- Support for local transport and logistics service providers

#### **d) Public Health and Food Safety**

As a food processor, the Company will strengthen public health outcomes by:

- Producing hygienic, properly packaged food products
- Implementing sanitation programs and traceability systems
- Ensuring compliant labeling and safe distribution practices

#### **e) Stakeholder Engagement and Grievance Handling**

The Company will maintain constructive engagement with local stakeholders and will establish a basic grievance handling mechanism to address concerns from employees, suppliers, and surrounding communities promptly and transparently.

### **3) Overall Impact Statement**

Through careful environmental controls, strong food safety systems, and responsible employment practices, YUEFENG TANZANIA FOOD COMPANY LIMITED will minimize negative impacts while generating positive outcomes including job creation, local value addition, improved food safety standards, and strengthened supply chain participation in Pwani and Tanzania at large.

# CAPACITY

YUEFENG TANZANIA FOOD COMPANY LIMITED's project is designed with a robust operational capacity to meet current market demand and support future growth within Tanzania's food processing industry. The facility in Pwani Region, Mlandizi, Misungusungu (Plot No. 525, Block B) will be established to deliver consistent output, stable supply to key distribution channels, and scalable expansion as market penetration increases.

## **Initial Production Capacity**

The processing facility will commence operations with an initial capacity of approximately 12,000 consumer packs per month, equivalent to about 144,000 packs annually (depending on product type and pack size).

This capacity will support supply to wholesalers, distributors, supermarkets and retail outlets, hotels and restaurants, and institutional buyers across Pwani, Dar es Salaam, and other regions.

## **Scalability**

The facility is designed for scalability to accommodate growing demand and product line expansion. Planned production increases include:

15,000 packs per month in Year 2

20,000 packs per month in Year 3

Capacity expansion will be achieved through additional processing and packaging equipment, improved workflow automation, extended shift scheduling, and workforce scaling in line with production requirements.

## **Product Range**

The Company will focus on producing high-demand processed and packaged food products for domestic distribution, including both retail-ready packs and bulk supply formats for institutional and wholesale customers.

Future product diversification will be guided by market demand trends, raw material availability, and commercial viability, ensuring responsiveness to customer needs and evolving market requirements.

## **Facilities and Quality Assurance**

The production site will include processing lines, packaging and labeling units, storage facilities (dry and/or controlled storage as required), and quality control systems to maintain product integrity.

Strict quality management and food safety controls will be implemented to ensure compliance with applicable Tanzania standards and regulatory requirements, supported by sanitation procedures, batch traceability, and routine inspections.

## **Workforce**

The facility will be supported by a dedicated workforce of approximately 60 employees, including production and packaging staff, quality assurance personnel, technicians/maintenance staff, warehouse/logistics staff, sales executives, and administrative personnel.



Continuous training and skills development programs will be implemented to ensure staff remain competent in modern processing methods, hygiene practices, and quality control requirements.

Through its planned infrastructure, trained workforce, and scalable production systems, YUEFENG TANZANIA FOOD COMPANY LIMITED is positioned to operate efficiently, meet domestic market needs, and expand capacity and product offerings in line with long-term growth objectives.

## CONCLUSION

YUEFENG TANZANIA FOOD COMPANY LIMITED is strategically positioned to become a competitive and trusted participant in Tanzania's food processing industry, with strong potential for growth within the domestic market and future expansion into regional markets. With a clear strategic direction, a compliance-driven operational framework, and a scalable production model, the Company is equipped to meet increasing demand for safe, consistent, and competitively priced processed food products across Tanzania.

The initial investment of USD 1,300,000, supported through a structured mix of foreign equity and foreign borrowing, will enable YUEFENG TANZANIA FOOD COMPANY LIMITED to:

Establish a modern and fully equipped food processing and packaging facility in Pwani Region (Mlandizi, Misungusungu, Plot No. 525, Block B).

Create sustainable employment opportunities for Tanzanians across production, quality assurance, logistics, sales, and administration.

Supply a reliable portfolio of value-added processed and packaged food products to wholesalers, retailers, and institutional buyers, with progressive product diversification as demand grows.

Through a focused market entry strategy, strong distributor partnerships, and disciplined management of procurement, inventory, and production efficiency, the Company is prepared to build long-term commercial relationships and achieve stable operations. Yuefeng Tanzania's commitment to quality, hygiene, food safety, and regulatory compliance will support customer confidence and brand credibility, while responsible environmental and social practices will strengthen sustainability and community impact.

Backed by committed shareholders, a structured organization, and a growing skilled workforce, YUEFENG TANZANIA FOOD COMPANY LIMITED is confident in achieving its financial, operational, and socio-economic objectives. Beyond commercial success, the project will contribute to Tanzania's industrialization agenda by promoting local value addition, strengthening supply chains, supporting technology transfer, and enhancing food safety standard.

