

**BUSINESS PLAN FOR THE
INVESTMENT ON FOR
INDUSTRIAL PARK FOR LEASE**

JU YE CONCRETE

COMPANY LIMITED



EXECUTIVE SUMMARY

JU YE CONCRETE COMPANY LIMITED is a limited company incorporated in Tanzania under the Companies Act of 2002 with registration number 133839 incorporated on 10/03/2017.

JU YE CONCRETE COMPANY LIMITED is located at **Plot 14 and 16** in Kiromo area at **Bagamoyo District, Coast Region**. The outreach office will be located at **Kiromo–Bagamoyo**.

COMPANY GOALS AND OBJECTIVES

In summary, JU YE CONCRETE COMPANY LIMITED aims to establish an **Industrial Park for Lease** to provide serviced industrial facilities and space for businesses, including light manufacturing, warehousing, logistics, processing, and related industrial activities. The objectives include:

- Develop and lease **industrial plots, warehouse units, and factory shells** to local and foreign investors.
- Manage the company through human resource policies that encourage and reward performance, provide training and personal development opportunities, and create a supportive working environment.
- Build relationships with investors and tenants in the industrial and manufacturing sectors.
- Achieve profit levels sufficient to provide reinvestment and suitable returns to shareholders and investors.
- Comply with statutory legislation and all relevant regulatory authorities, and keep company policies under review while allowing flexibility for local requirements.
- Adopt best commercial practice and ethical standards in dealing with clients, suppliers, and other stakeholders.

The project promoter and operator will be **JU YE CONCRETE COMPANY LIMITED**, which is owned by a company from China and another company from Dubai with the following share distribution:

NAME OF SHAREHOLDERS	NATIONALITY	SHARES %
HONGJUAN XU	Chinese	8%
ZHEJUN CAO	Chinese	43%

NAME OF SHAREHOLDERS	NATIONALITY	SHARES %
MINJIE XU	Chinese	39%
XIAOXUE XU	Chinese	10%

PURPOSE OF BUSINESS PLAN

The objective of this business plan is to establish an **Industrial Park for Lease** in Tanzania to meet the increasing demand for properly planned industrial spaces. The project will provide affordable and high-standard industrial infrastructure to tenants in sectors such as manufacturing, warehousing, logistics, assembly, agro-processing, and other industrial services.

The industrial park will be developed with a focus on **safety, environmental compliance, reliable utilities, accessibility, and long-term sustainability**. The project will target both domestic and international investors seeking leased industrial space.

INDUSTRY OVERVIEW

The industrial real estate sector in Tanzania is growing due to:

- Increased domestic and foreign investment in industrial activities
- Growth in trade, logistics, and distribution businesses
- Rising demand for warehouse and factory spaces near Dar es Salaam and Coast Region corridors
- Preference by investors and SMEs to **lease ready industrial facilities** rather than incur high upfront construction costs

However, there remains a gap in the supply of **well-organized industrial parks with reliable utilities and security**, creating strong opportunity for this project.

MARKET ANALYSIS

The target market for the industrial park includes:

- Light manufacturing companies

- Warehousing and logistics providers
- Assembly and processing firms
- Packaging, FMCG, and distribution companies
- SMEs looking for secure industrial premises

Tanzania's population is growing, business activity is expanding, and demand for industrial and storage facilities continues to rise—especially in the Dar es Salaam–Coast Region industrial corridor. This project will position the company to capture steady rental income and long-term tenant demand.

INVESTMENT OBJECTIVE

The primary investment objective is to develop a modern **Industrial Park for Lease** with stable revenue from:

- Lease/rental income (factory shells, warehouses, serviced plots)
 - Service charges (security, maintenance, waste management, utilities management)
 - Facility management and support services
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PROJECT COMPONENTS / FACILITIES (INDUSTRIAL PARK OUTPUTS)

The proposed industrial park will include:

- **Serviced industrial plots** for tenant development (where applicable)
 - **Standard factory shells** for light manufacturing and assembly
 - **Warehouses and storage facilities**
 - **Internal roads and drainage system**
 - **Water supply and sanitation system**
 - **Power connection and internal distribution** (including backup options where feasible)
 - **Security infrastructure** (perimeter wall/fence, gatehouse, guards, CCTV where applicable)
 - Parking, loading/unloading areas, and common service areas
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INVESTMENT COSTS AND SOURCES OF FINANCE

The total investment required for the project is estimated at **USD 2,000,000**. The funding will be through **equity financing from shareholders**.

JOB CREATION

The proposed industrial park is expected to create:

- **Direct jobs** (construction period and operational phase) including management, security, maintenance, administration, and utilities supervision.
 - **Indirect jobs** created by tenant businesses operating within the park and through supply chains such as transport, logistics, and services.
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INVESTMENT FUNDS EXPENDITURE BREAKDOWN (USD 2,000,000)

TABLE: INDUSTRIAL PARK INVESTMENT COST PLAN

NO.	Project/Charges	Total (USD)
1	Land preparation and site clearance	200,000
2	Internal roads and drainage	350,000
3	Utilities infrastructure (water, sanitation, power distribution)	400,000
4	Construction of warehouse units / factory shells (phase 1)	700,000
5	Security infrastructure (fence, gatehouse, basic CCTV/lighting)	120,000
6	Professional fees (design, permits, consultancy, supervision)	80,000
7	Marketing, tenant onboarding, leasing setup	30,000
8	Working capital (operations, maintenance startup)	120,000
	TOTAL CAPITAL	2,000,000

SOURCES OF SUPPLY OF INPUTS (FOR CONSTRUCTION & OPERATIONS)

The key inputs for industrial park development and operations include:

- Construction materials (cement, steel, aggregates, blocks, roofing) sourced locally
- Contractors and skilled labor sourced locally and regionally
- Utility connections coordinated with relevant authorities and service providers
- Security, cleaning, and maintenance services sourced locally

The project will comply with environmental and regulatory requirements, including waste management and drainage planning.

MARKETING PLAN (LEASING STRATEGY)

The marketing plan for the industrial park will focus on:

- **Target market:** local and regional companies, SMEs, logistics firms, manufacturers, and foreign investors needing industrial space.
 - **Value proposition:** secure location, reliable utilities, flexible leasing options, competitive pricing, and professional facility management.
 - **Promotion channels:** direct tenant outreach, partnerships with investment agencies and brokers, online marketing, and industry networking.
 - **Leasing strategy:** offer flexible lease terms (short/medium/long term), phased occupancy, and tailored space options.
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IMPLEMENTATION SCHEDULE

The implementation schedule for the industrial park is estimated at **12 months**, as follows:

- Pre-development phase (planning, permits, site readiness): **2 months**
 - Design and procurement phase: **2 months**
 - Construction and infrastructure development: **7 months**
 - Final inspection and tenant onboarding: **1 month**
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CAPACITY OF THE PROJECT

The industrial park capacity will be defined by:

- Number of factory shells/warehouse units constructed
- Total leasable area (sqm) available for tenants
- Serviced plots available (if included)

The project will be implemented in phases, allowing expansion based on tenant demand and occupancy levels.

CONCLUSION

The proposed **Industrial Park for Lease** in Coast Region, Tanzania presents a strong investment opportunity with sustainable long-term returns. With a capital investment of **USD 2,000,000**, the project will address the growing demand for organized industrial spaces, promote industrial development, and create employment opportunities. With careful implementation and professional management, JU YE CONCRETE COMPANY LIMITED can achieve stable occupancy and strong profitability.