

# **BUSINESS PLAN**

**2025**

**SAMANGA INVESTMENT COMPANY LIMITED**

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## **BUSINESS PLAN**

**PROJECT NAME: PIG SLAUGHTERING AND PACKAGING  
PROJECT SPONSOR: SAMANGA INVESTMENT COMPANY  
LIMITED**

### **1.0 Introduction**

In our highly competitive global environment today, business has to establish and develop formal and a well-articulated business plan as an essential element in achieving business success. A business plan serves as a primary tool for communicating the business idea. The business plan can serve as a strategic plan which can help the developer travel smoothly through different stages of growth.

**Samanga investment company ltd** (the Developer) will put together a team of experienced personnel in business management that will ensure customer satisfaction through maintaining honor and integrity. With increasing client needs and unique requirements, the developer will establish a family built to provide quality and efficient services in the slaughtering and packaging of pig meat business.

Specifically, the developer will provide services in a wide spectrum in that will cater for local clientele in corporate and commercial services.

However, this business plan describes the developers strategy on how it intends to meet customer care demands in the project of pig-meat slaughtering and packaging

The management of **Samanga Investment Company Ltd** has made an in depth analysis of its opportunities and weaknesses and apparently has come to the conclusion that the project is sustainable and has an excellent chance to succeed. It is the developer's goal to ensure the operations are organized in the way to serve time in slaughter and delivery procedures.

The expertise embodied in the management allows the developer to provide fully customers tailor-made solution by ensuring their needs are met.

## **1.2 About samanga investment company ltd**

Samanga investment company ltd (the Developer) is a medium –size economic entity completely owned by citizen of Tanzania. The company is an established domestic business entity that aims at providing clients with the most efficient and quality services. The head office is located at Busoka area in Kahama Municipality of shinyanga region.

As a business company, it envisages to become one of the leading pig slaughtering company in the region; based on the mission to provide effective solution to clients at locally acceptable standards and quality.

The overall objective of the company is to provide better services to customers at reasonable prices, maximize efficiency and contribute towards national economy.

To achieve excellence in undertaking the project, the company vests its ambitions and operations on the three values which are quality, innovation and integrity.

### **1.3 Available investment and facilities.**

- There is land registered as plot number 500/G located at Busoka in Kahama Municipality  
The land size is 2088sqm. The area registration number is 102041
- Slaughter house
- An area for keeping livestock (Pigs)
- An area to keep pigs specially for veterinary observation.
  
- Available infrastructure already at the project site include; clean water, sanitation, electricity and all weather accessible road

Furthermore, meat experts (relevant Board) from Tabora zonal office paid a visit on the site and issued a licence after being satisfied with the available arrangement.

### **1.4 sources of investment funds**

1. Member's share contribution
2. Loan from financial institutions
3. Government grants.

## **2.0 Decision to venture into Pig-slaughtering business.**

The concept and decision to venture into the business of pig slaughtering, packaging, sale and distribution has been prompted by the number of factors including;-

- The growing demand of pig-meat to the general public in and outside Kahama
- The price and margins are attractive
- Change in meat consumption culture from use of red meat to white meat.

## **2.1 unique SMART Goal Solution**

In order to achieve its vision and mission, **Samanga Investment Co.ltd** resorts to adopt the SMART Goal Solution mode of project development and implementation. The company must identify the values and relationship that are important in its own life. This approach will be used as a guide in describing the management of pig –slaughter and packaging project.

The mode embraces goals which are specific, measurable, attainable, relevant and time bound. By doing this, the developer has to be so specific to working towards increasing revenue while cutting down expenses by doing away of the unnecessary expenditure.

### 3.0 PROCUREMENT, MARKETING AND MARKET ANALYSIS

#### 3.1 Introduction

This section provides for the details relating to the project and its marketing analysis. It discusses the procurement market analysis and marketing strategy. Traditionally, this business venture is placed into two business lines, the slaughtering and packaging.

#### 3.2 Procurement data for capital items.

S/N	item	Unit	Quantity	Estimate price @	Total
1.	Land and Buildings	-	-	Existing	Not valued
2.	Refrigerator equiped vehicle (for distribution)	Pcs	2	25,000,000	50,000,000
3.	Refrigerator (for preservation of meat)	Pcs	10	600,000	6,000,000
4.	Water Bowser (for clean water)	Pcs	1	50,000,000	50,000,000
5.	Water Bowser (sanitary water)	Pcs	1	50,000,000	50,000,000
6.	Tipper (for removing waste)	Pcs	2	65,000,000	130,000,000
7.	Land cruiser (office use)	Pcs	1	32,000,000	32,000,000
8.	Meat slaughtering / processing equipment	Set	1	10,000,000	10,000,000
9.	Cement	Bags	8000	22,000	176,000,000
10.	Corrugated iron sheets 28g. (Bati)	Bundle		53,000	53,000,000
11.	Packing material	Set	1	10,000,000	10,000,000
12.	Excavator	Pc	1	100,000,000	100,000,000
<b>TOTAL</b>					<b>635,000,000</b>

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6	Tipper (for removing waste)	pcs	2	65,000,000	130,000,000
7	Land cruiser (office use)	pcs	1	32,000,000	
8	Meat slaughtering /processing equipments	Set	1		10,000,000
9	Cement	Bags	8000	22,000	176,000,000
10	Corrugated iron sheets 28g (Bati)	bundle		53,000	53,000,000
11	Packaging material				10,000,000
	<b>TOTAL</b>				<b>535,000,000</b>

### **3.3 Marketing**

The demand is consumer- reliant and the developer is aware of the nature of the industry as being the service sector. He has to ensure that its marketing and sales strategies win the market needs unique technic in order to patronize customers who get services at the first time.

The potential market during start-up period will be the general public residing in and out of Kahama.

The developer will have an advantage to use the negotiation and communication skills to easily get business connection, referrals and consequently control its market segment. The developer is looking to benefit after the acquisition of new high quality equipment and facilities.

### **4.0 security Policy Statement**

The main purpose of the security policy is to ensure the business continuity of the company. Its purposes to minimize the risk of damage by preventing insecurity incidents and reducing their potential impacts . The policy's goal is to protect the company's informational assets against all internal, external, deliberate or accidental threats. It ensure that ;

- Maintain the availability of information for business processes.
- Comply to all legislative and regulatory requirements
- Develop, maintain and test business continuity plans.
- Report all security risks, threats and incidents.

#### 4.1 Business Economic theory

The business theory shall have positive impact to the performance of the business, public and government as follows;

- i. Creation of employment by employing about 20 people during the first 24 months of operation.
- ii. Increasing the government tax revenue by paying all due taxes.

**Table 1.1 table of team summary (Human resource investment)**

s/n	position	No. of equipment	No. of employees	Duties & activities
1	Operator- Excavator	1	1	To operate the excavator during loading processes
2	Driver -Tipper	2	2	Drive truck
3	Driver - Water Bowser(clean water)	1	1	Drive truck
4	Driver - water Bowser(sanitary water)	1	1	Drive truck
5	Marketing officer		1	In charge of research marketing and distribution unit.
6	Security Guard		1	Security
7	Cashier		1	Bank issues, Receipts and payment.
8	Machine/ plant operator	4	4	Operating slaughtering processes.
9	Cleaners		9	Overall cleaning of business environments.

Source: Developers implementation plan 2025

## **5.0 ECONOMIC INFORMATION AND FINANCING PLAN**

### **5.1 Project Budget**

**Samanga investment co. ltd** as a developer of pig- slaughtering and packaging project is fully aware of the various aspects of both economic and financing nature and for which it is determined to address them all together before during, and after commencement of business operations.

They include; construction costs, start-up costs, operation costs (such as purchase of equipment's, utilities, salaries and wages, and transport costs e.tc) that are to be incurred in the daily operations. This should include payments of loan facility secured for start-up costs and at any level of project implementation.

The consideration should include the revenue projection especially how to price services to be rendered and assess what the estimated monthly revenue would be, the break-even analysis which would need to determine at what point the business begin to exceed the costs and there by start making profit. Another aspects is the financial source because the developer aspires that, the business won't be able to run only based on own equity-finances and hence would need to borrow money from a bank or other potential funding sources.