

NAWADA TANZANIA COMPANY LIMITED (NTCL)
P.O. BOX 2361
MWANZA - TANZANIA

**BUSINESS PROPOSAL FOR PHONES, ACCESSORIES AND ELECTRONICS SELLING AROUND
MWANZA REGION IN PAMBA STREET**

1.0: EXECUTIVE SUMMARY:

The mobile phone accessories market in Tanzania is growing alongside the increasing adoption of smartphones. This market includes products such as cases, chargers, headphones, and screen protectors. The demand for mobile phone accessories is driven by the need for device protection, enhanced functionality, and professionalization. Factors such as the rising disposable income, the popularity of mobile devices, and the trend towards accessorizing phones to reflect personal style contribute to market growth.

The Mobile Phone Accessories market in Tanzania is driven by the rapid adoption of smartphones and the demand for complementary accessories such as cases, chargers, and headphones. Consumer preferences for customization, device protection, and enhanced functionality drive the market for mobile phone accessories.

The Tanzania Mobile Phone Accessories market faces challenges such as counterfeit products and supply chain disruptions. Maintaining product quality standards and ensuring reliable distribution channels are critical for market sustainability.

Government policies in Tanzania concerning the mobile phone accessories market focus on quality standards, consumer protection, and promoting local manufacturing capabilities. The government mandates compliance with safety and environmental regulations for accessories such as chargers, cases, and batteries. Policies also support industry growth through incentives for local production, import regulations, and consumer awareness programs on purchasing genuine and certified accessories.

2.0: BUSINESS SUMMARY

2.1: Industry overview.

The market share of imported phone accessories remains over 90% and increasing steadily in Tanzania. Research actively monitors the Tanzania mobile phone accessories Market and publishes its comprehensive annual reports, highlighting emerging trends, growth drivers, revenue analysis and forecast outlook. Our insights help businesses to make data - backed strategic decisions with ongoing market dynamics. Our analysts track relevant industries related to the Tanzania Mobile Phone Accessories Market, allowing our clients with actionable intelligence and reliable forecasts tailored to emerging regional needs.

It is estimated that the average person in Tanzania uses two to three phones every Six (6) months

Nawada Tanzania Company Limited (NTCL) Accessories started off with very small varieties and very determined to end it up with large quantities and varieties in order to satisfy the needs of the niche market and customers. In all segment of the markets, the average consumer primarily considers the following:-

Factors when making purchase decisions.

1. Income level
2. Origin (location of the accessories)
3. Quality (originality or fake/inferior etc.)
4. Price. (affordability)
5. Availability 6. Promotion

3.0: Business Goals

3.1: Short Term

The company's short-term goal is to increase sales by expanding our customer base from 541 to 1,000 by the end of June and 1,500 by the year end 2027. This will be accomplished through the revised marketing and sales strategy which focus on strong business and product branding for the year 2027. Long Term **Nawada Tanzania Company Limited (NTCL)** Accessories will become the leading cell phones and accessories sales and marketing company in Mwanza region, Tanzania by the end of 2026. It will also be a major distributor in the market and engage return missionaries to deliver the items to other stores/outlets. This in the end will help reduce the unemployment rate among return missionaries in Tanzania.

4.0: COMPANY HISTORY.

Nawada Tanzania Company Limited (NTCL) is a company Incorporated in Republic of Tanzania under the Companies Ordinance (Cap. 212) Act No 11 of 2002. Certificate of Incorporation No. 190146022 issued on 15th October, 2025. It is 100% owned by eight shareholders including the current managing director **Mr. Namulanda Daniel** who is a Ugandan who is experienced in Business Management for over Two years. The company has headquarters in Mwanza region, the company was established after the managing Director **Mr Namulanda Daniel** decided to put his business in a legal entity by observing the business growth. **Nawada Tanzania Company Limited (NTCL)** is one years old with full of recipe for success, based on a clear vision and strategy, which are geared towards benefits to customers. Our mission is to offer customers more than goods and services make them always get genuine added value goods and services from **Nawada Tanzania Company Limited (NTCL)** drives its innovation leadership through constant innovation and Business development. The central focus is always the benefit to customers. To ensure customer requirements always remain at the center of objective.

Mr Rajabu sospeter Malima is a Tanzanian who was born in year 1987 in Ngudu Mwanza, Mr. Rajabu started his journey in the mobile phone business in 2015. After completing his secondary education, he developed a strong interest in technology and communication devices. Inspired by the rapid growth of smartphone s brands such as Samsung and Apple, he decided to enter the mobile phone sales industry.He began working as a sales assistant in a small mobile phone shop. His responsibilities included, Assisting customers in choosing suitable phones, Explaining phone features and specifications, Selling accessories such as chargers, earphones, power banks, and phone covers,Managing stock and recording daily sales, the director is very much experienced in cellphones and accessories,Through daily interaction with customers, he gained strong communication and marketing skills.

He developed knowledge about different phone operating systems like Android and iOS and understood the market demand for brands such as Tecno Mobile and Infinix Mobile, which are popular in Tanzania markets especially in the village area. **Mr Rajabu Sosprter Malima** will make the company expands because of the Experience he has.

5.0: **FORMATION OF A COMPANY, LEGAL STATUS AND OBJECTIVES:**

5.1: **FORMATION OF A COMPANY:**

Nawada Tanzania Company Limited (**NTCL**) was incorporated in 2025 under the companies Ordinance Cap. 212 issued with certificate of incorporation number 190146022 dated 15th October, 2025. This company was formed for the purpose of carrying different types of business including to carry on electronic business of home appliance, mobile phones, tablets, laptops audio speakers, televisions, smart home devices, music system and all other electrical appliances and all other electrical appliances and its accessories in wholesale and retails.

The subscribers of shares of this company including Eight shareholders including the following;

No	Name	Number of shares	Nationality
1	Rajab Sospter Malima	30	Tanzanian
2	Namulanda Daniel	30	Ugandan
3	Agnes Namulanda	06	Ugandan
4	Wafula Emmauel	06	Ugandan
5	Wafula Daniel	10	Ugandan
6	Wafula Elvis	06	Ugandan
7	Namulanda Jesse Rashel	06	Ugandan
8	Nafula Mercy	06	Ugandan
	TOTAL	100	

6.0: **COMPANY MISSION, VISION AND VALUE**

a) **Our Mission**

Nawada Tanzania Company Limited (NTCL) Our mission is to provide high-quality mobile phones and accessories at competitive prices while delivering exceptional customer service, reliable after-sales support, and innovative solutions that meet the communication needs of our community.

b) **Our vision**

Nawada Tanzania Company Limited (NTCL) Is to become the leading and most trusted mobile phone and accessories and Electronics retailer along Karuta Street and surrounding areas, recognized for quality products, affordable prices, and excellent customer service.

c) Company values

Nawada Tanzania Company Limited (NTCL) electronic business of home appliance, mobile phones, tablets, laptops audio speakers, televisions, smart home devices, music system and all other electrical appliances and all other electrical appliances and its accessories in wholesale and retails.

company's core values are as follows:-

❖ **Customer-First Commitment**

We prioritize customer needs, offering honest advice, responsive support, and solutions that truly fit.

❖ **Quality & Reliability**

We deliver products (phones, cases, chargers, etc.) that meet high standards for performance, durability, and safety.

❖ **Integrity & Transparency**

We operate with honesty in pricing, warranties, and product information—no hidden fees or misleading claims.

❖ **Innovation & Adaptability**

We embrace new technology and trends, constantly improving our product range and services.

❖ **Value for Money**

We provide great products at fair prices, giving customers genuine value without compromising quality.

❖ **Community & Trust**

We build lasting relationships with customers and partners based on trust, respect, and shared success

❖ **Sustainability & Responsibility**

We promote eco-friendly practices (recycling old devices, reducing waste) and ethical sourcing.

7.1: LEGAL STATUS:

Tanzania Revenue Authority (TRA)

The company ensures the collection of fees, levies, charges, or any other tax collected by any Ministry, Department or Division of the Government as revenue for the Government. The company is issued with Taxpayer Identification Number (TIN) **190-146-022**

7.2: Business License

The company is legally licensed with **B.L.No BL01713442025-2604340286** which was issued by local governments (**Nyamagana District Council**) which allows the company to legally operate with the electronic business of home appliance, mobile phones, tablets, laptops audio speakers, televisions, smart home devices, music system and all other electrical appliances and all other electrical appliances and its accessories in wholesale and retails

7.3: Fire Safety Certificate:

The company Obtained a fire safety certificate confirms that our business premises meet the necessary fire safety standards. This is important due to the flammable nature of the business Faulty wiring can easily cause fire

7.4: Environmental Compliance:

The company also comply with environmental regulations and obtain permits related to air quality, waste management, and hazardous materials. The company ensures that our business operates in an environmentally responsible manner.

8.0: OBJECTIVES:

The main objective of the company is to have a good share in the market of producing and selling phones and accessories in the country items in order to improve the company turnover. This is possible because, demand of these items is always rising following increase in population commensurate with increase in people's standard of living. There are several economic activities in Mwanza region and its suburbs as well as other areas.

8.1: SALES AND PROFIT OBJECTIVES

- ❖ To achieve steady growth in monthly and annual sales revenue.
- ❖ To maintain a healthy profit margin on phones and accessories.
- ❖ To increase market share within the target location (e.g., Pamba Street or surrounding area).

8.2: CUSTOMER SATISFACTION OBJECTIVES

- ❖ To provide high-quality and genuine mobile phones and accessories.
- ❖ To offer affordable and competitive prices.
- ❖ To deliver excellent customer service before and after sales.
- ❖ To build long-term relationships with customers through trust and reliability.

8.3: PRODUCT AND SERVICE OBJECTIVES

- ❖ To stock a wide range of smartphones (Android and iOS) and accessories such as chargers, earphones, power banks, phone cases, and screen protectors.
- ❖ To introduce the latest models from brands like Samsung, Apple, Tecno Mobile, Infinix Mobile, and Xiaomi.
- ❖ To provide additional services such as phone repairs, screen replacement, and software installation.

8.4: GROWTH AND EXPANSION OBJECTIVES

- ❖ To expand the business to additional branches in the future.
- ❖ To introduce online sales and delivery services.
- ❖ To build strong relationships with reliable suppliers and distributors.

8.5: OPERATIONAL OBJECTIVES

- ❖ To maintain proper inventory management to avoid stock shortages.
- ❖ To ensure secure storage and safety of products.
- ❖ To keep accurate financial and sales records.

8.6: SOCIAL AND COMMUNITY OBJECTIVES

- ❖ To create employment opportunities within the community.
- ❖ To contribute positively to the local economy.
- ❖ To conduct business ethically and honestly.

9.0: THE PROJECT:

9.1: DESCRIPTION:

The project involves establishing a retail business that specializes in the sale of mobile phones and related accessories. The business will offer a wide range of products including smartphones, feature phones, phone chargers, earphones, power banks, phone covers, screen protectors, memory cards, Bluetooth devices, and other mobile gadgets.

The shop will serve individuals, students, business people, and organizations who need reliable communication devices and quality accessories. The business will focus on selling both new smartphones from brands such as Samsung, Apple, Tecno, Infinix, and other popular brands, depending on customer demand and market trends.

9.2: Products and Services offered

- ◆ Sale of smartphones and feature phones
- ◆ Sale of phone accessories
- ◆ SIM card registration support
- ◆ Phone setup and software installation
- ◆ Minor phone repairs and screen replacement
- ◆ Customer after-sales support

9.3: Target Market

- ◆ Students
- ◆ Business people
- ◆ Government and private employees
- ◆ Walk-in customers within the local area

9.4: Business Purpose

The purpose of this project is to:

- ◆ Provide affordable and quality mobile devices
- ◆ Meet the growing demand for communication technology
- ◆ Generate profit and create employment opportunities
- ◆ Offer reliable customer service and technical support

9.5: SWOT Analysis

SWOT analyses are great strategic tools that are useful in project planning, business development, financial strategics, and personal advancement. Simple, honest, and to-the-point, they facilitate a profound understanding of your or your business's current standing. Essentially, a SWOT analysis is a comparative list of all your strengths, weaknesses, opportunities, and threats.

i. **Strength**

Our location, the business model we are operating on, varieties of payment options, wide range of cell phone accessories from different manufacturing brands and our excellent customer service culture counts as a strong strength. So also, our team of highly qualify and experienced members is also a plus for us. We also have flexible pricing strategy with our ever Quality and Reliable cell phone accessories.

ii. **Weakness**

1. Limited capital to buy stock
2. Inadequate sales and marketing personnel
3. Single source of supply

iii. **Opportunities**

The fact that we are operating our cell phone accessories store in a corner piece property along a major road in Pamba street provides us with unlimited opportunities to sell our accessories to a large number of people. We have been able to conduct thorough feasibility studies and market survey and we know what our clients will be looking for when they visit our outlet; we are well positioned to take on the opportunities that comes our way using face book, whatsApp, ticktok and home delivery. We intend to create a feedback system to know how we are doing and how well our customers are utilizing our products.

iv. **Threats**

Just like any other business, one of the major threats that we do face is economic downturn. It is a fact that economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a new cell phone accessories outlet in same location where ours is located. So also, unfavorable government policies may also pose a threat to businesses such as ours.

v. **Competitors**

A close study of the retail market for the Smartphones industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, one has to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiff competition and we are prepared to compete favorably with other leading cell phone accessories stores. **Nawada Tanzania Company Limited (NTCL)** Accessories launched a standard phone accessories store that will indeed become the preferred choice of residence in Mwanza region and every other location where our outlets will be opened. We will ensure that we have a wide range of cell phone accessories from leading manufacturers available in our store at all times. It will be difficult for customers to visit our store and not see the type of cell phone and accessories they are looking for. One of our business goals is to make **Nawada Tanzania Company Limited (NTCL)** Accessories a one stop cell phone accessories retail and wholesale shop. Our excellent customer service culture, various payment options and highly secured facility will serve as a competitive advantage for us. Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

vi. **Service**

Quality service is the focus of the company and cornerstone of the brand's success. All customers will receive a conscientious, one-on-one and timely service in all areas of our business, be they transaction, conflict or complaints. This is expected to create a loyal brand and return business.

10.0: MANAGEMENT AND STAFF:

The company has the Board of Directors comprising Eight shareholders. The managing Director of the Company is **Namulanda Daniel**. He is an overall in charge of the business being helped hand to hand by another director who is **Mr, Rajabu Sospeter Malima**, The company has employed several staff at different positions. The company uses the services of professional Accountants with regard to proper records and Tax matters.

10.1: Administration and Accounting

General administration shall be handled by the Team Leader and the one team member responsible for HR, Administration and Accounting records. The process shall involve negotiating for and purchasing and maintaining Supply of internal office supplies and equipment. This will involve obtaining at least three quotes from different suppliers of equipment or services, execution of a supply contract and then supply of materials required based on the contract for a fixed period like six months to one year

All payments received by the company shall be deposited into the company `bank accounts. A fixed amount of petty cash shall be available within the office and shall be replenished when it falls below a set threshold. Any cash to be given to employee shall be paid to their bank accounts on the day of payments. There be a weekly count and accountability report for petty cash and depending on the level of transactions, there shall be bank reconciliation every two to four weeks.

There shall be a requirement for at least two signatories to the bank accounts regularly used for operational funds. All other funds beyond the foreseeable operational funds shall be transferred to restricted foreign currency accounts or to purchase of Government Bonds and Treasury Bills.

Funds required for internal official purposes by staff shall be accessed by a requisition form approved by the manager in charge of administration and another manager or officer under whose department the purported expenditure falls.

10.2: Direct jobs to be employed by the project.

The project expects to have a total of 31 employees temporary and permanent employees who will start working on the project.

PERMENANT JOB EMPOLYEEES		
Gender	Number of Tanzanians	Number of foreigners
Female	2	0
Male	2	2
Total	4	2

TEMPORARY JOB EMPOLYEEES		
Gender	Number of Tanzanians	Number of Foreigners
Female	1	0
Male	0	0
Total	1	0

11.0: MARKETS AND MARKETING:

11.1: PRODUCTS:

The cell phone market is increasing very fast with today's ever-emerging technology and innovation in improving cell phones. Today, society is living with advance technology and everyone wants to keep pace with the new technologies. Cell phone industry is growing larger because it has become a necessity. Parents are getting mobile phones for their teens because they want to communicate in case of an emergency and the wireless carriers have made it easy to add users to their existing plans. And carriers are becoming successful in getting parents to expand their plans to include their teens. This increases buyers and increases market size

12.1: MARKET

Your market is the group of customers who need phones and accessories.

Target Market

- Students
- Business people
- Government workers
- Online sellers
- Travelers
- Parents buying phones for children

12.2: Market Segments

- **Low-income customers** – Looking for affordable smartphones
- **Middle-income customers** – Want quality and branded phones
- **High-income customers** – Prefer premium phones

You may sell popular brands like:

- Samsung
- Apple
- Tecno
- Infinix
- Xiaomi

13.1: PRODUCTS (WHAT A COMPANY SELLS)

■ Main Products

- New smartphones
- Used smartphones
- Feature phones (button phones)

■ Accessories

- Phone chargers
- USB cables
- Power banks
- Earphones & headphones
- Bluetooth speakers
- Phone covers & cases
- Screen protectors
- Memory cards
- Smart watches

■ Services we Can Offers

- Phone repair
- Screen replacement
- Software installation
- Phone unlocking
- Phone accessories installation

13.2: MARKETING (HOW CAN THE COMPANY ATTRACT CUSTOMERS)

■ Marketing Strategies

- Social media advertising (WhatsApp, Facebook, Instagram)
- Posters and banners
- Promotions and discounts
- Referral bonuses
- Good customer service
- Offering warranty

■ Smart Marketing Ideas

- “Back to School” phone offers
- Discount on accessories when buying a phone
- Free screen protector with every phone purchase

13.3: OUR COMPANY BUSINESS GOALS

- Increase daily sales
- Build customer trust
- Become the most reliable phone shop in your area
- Expand to wholesale supply in the future

14.0: MARKET ARRANGEMENTS:

A marketing plan is a crucial tool for any business or startup, helping to drive growth, increase brand awareness, and achieve business objectives. Here’s why a well-structured marketing plan is essential: The company is working hard to ensure that it does adequate marketing because it supplies phones and other accessories. Therefore, the company has very specialized people in the marketing department, so until now the product is known.

business, it’s crucial to develop effective marketing and branding strategies. These strategies will help our company to create a unique identity for our business, attract customers, and build a strong reputation in the market. In our business, we will explore two key strategies: **creating a unique value proposition** and **building an online presence**

15.0: PRICING AND COLLECTION:

Nawada Tanzania Company Limited (NTCL) Prices are determined by the market forces. our company fixes the prices of its commodities in such a way that it covers operating costs as well as imposes a slight profit margin. Prices are competitive and attract customers.

16.0: COMPETITION:

In Mwanza region, the business faces competition from established players and new entrants, requiring businesses to focus on quality, service, and competitive pricing to succeed. The competition is very stiff; however, the company has advantages over other dealers because of a long experience of its directors and good business relationship with its both suppliers and customers.

17.0 FINANCIAL ASPECTS

17.1: Investment and Financing Plan.

For what we expect to start with in investment, our capital is expected to start with the amount we currently have we are expecting to get financing from financing Institution such as banks.

Total investment will be as follow;

Shop Sales	Amount (TZS)
Smart phones 3pcs @ 320,000	960,000.00
Small Phones 5pcs@45,000	225,000.00
Iphones 1 @ 1,500,000.00	1,500,000.00
Small Services 150,000.00	150,000.00
Total shop sales/ week	2,835,000.00
Expense Type	Estimated Cost (TZS)
Shop Rent (weekly portion)	150,000.00
Employee Salary	150,000.00
Electricity	30,000.00
Internet/Data	20,000.00
Transport	340,000.00
Small losses/damages	20,000.00
Discount	45,000.00
Miscellaneous	40,000.00
Total Expenses	795,000.00
Profit / Week	2,040,000.00

18.00: Conclusion:

Through this, which was explained regarding the company limited, we are requesting the registration with TIC and also if there are companies who will be interested to invest in our company We are ready to receive them, because we have a plan to grow more and more in this industry.

CONTACTS DETAILS

NAWADA TANZANIA COMPANY LIMITED (NTCL)

P.O.BOX 2361

MWANZA - TANZANIA

DIRECTORS CONTACT

Mr. Namulanda Daniel (Director)

Mobile number: +256 757 610 686

Office hours from Monday – Friday 08:00 a.m – 5:00 p.m

Sunday 08:00 a.m – 5:00 p.m

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NAWADA TANZANIA COMPANY LIMITED (NTCL)

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