

BUSSINESS PLAN

FOR

OLI SUPERMARKET LIMITED

FOR

SUPERMARKET

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1.0 INTRODUCTION

OLI SUPERMARKET LIMITED is a Tanzanian-based retail and distribution company specializing in the operation of modern supermarkets offering a wide range of fast-moving consumer goods and household products. The Company is engaged in the sourcing, supply, and sale of food and non-food items, including groceries, fresh fruits and vegetables, beverages, dairy products, meat and frozen foods, toiletries, cleaning supplies, kitchenware, and other essential household items designed to meet the daily needs of local communities.

Positioned to serve the rapidly growing demand for affordable, high-quality, and conveniently accessible consumer goods in Tanzania and the wider East African region, OLI SUPERMARKET LIMITED is committed to providing customers with a reliable shopping experience characterized by product variety, quality assurance, competitive pricing, and excellent customer service.

The Company's strategic plan is supported by a total 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 and operation of fully equipped supermarket outlets, including modern shelving systems, cold storage and refrigeration facilities, inventory management systems, and logistics infrastructure to ensure efficient supply and distribution.

The target clientele includes households, individual consumers, retail buyers, institutions, and corporate clients seeking consistent access to quality consumer products at competitive prices. In line with its growth strategy, the Company will generate approximately 200 local employment opportunities across store operations, procurement, warehousing, logistics, sales and customer service, finance, and administrative functions.

Through a strong focus on customer satisfaction, operational efficiency, and sustainable business practices, OLI SUPERMARKET LIMITED aims to become a trusted and leading supermarket brand, contributing to improved retail services, job creation, and economic development in Tanzania and the region at large.

1.1 Mission and Vision Statement

1.1.1 Vision

To be recognized as a leading and trusted supermarket brand across Tanzania and East Africa, delivering high-quality, affordable, and diverse consumer goods. We aspire to set the benchmark in modern retail by providing a convenient, reliable, and customer-focused shopping experience that enhances everyday living, supports households and businesses, and contributes to sustainable economic growth in the region

1.1.2 Mission

Our mission is to provide high-quality, affordable, and safe consumer goods that meet the everyday needs of households, institutions, and businesses. We are committed to delivering excellent customer service through efficient supply chains, modern retail practices, and a customer-centered approach. By promoting local employment, supporting local suppliers, and embracing sustainable business practices, we aim to contribute to improved living standards, retail sector growth, and economic development in Tanzania and the wider East African region.

1.1.3 Location

The Company, will be located at Plot number. 30, Block number "Medium Density", Sinza Mori, Ubungo, Dar es Salaam, 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 and operate modern, fully equipped supermarket outlets offering a wide range of high-quality and affordable consumer goods. The Company focuses on the sourcing, stocking, and retail of food and non-food products, including groceries, fresh fruits and vegetables, beverages, dairy products, meat and frozen foods, household cleaning supplies, personal care items, kitchenware, and other essential daily-use products. By implementing efficient inventory management systems, modern shelving and refrigeration facilities, and strong quality control measures, the Company is committed to providing safe, reliable, and competitively priced products that meet the needs of households, businesses, and institutions across Tanzania. Within the first year of operation, the Company aims to establish a strong market presence by ensuring consistent product availability, efficient store operations, and high standards of customer service.

As part of its social and economic contribution, the Company plans to create at least 150 employment opportunities for skilled and semi-skilled workers in areas such as retail operations, procurement, warehousing, logistics, customer service, and administration. Through continuous training and staff development, the Company seeks to build local capacity, enhance service quality, and contribute to employment growth within the retail sector. A strategic objective is to secure a strong foothold in key urban and peri-urban markets within the first year of operations, with an expansion plan targeting additional regions within Tanzania and selected East and Central African markets within three years. This growth will be supported by efficient supply chains, strategic supplier partnerships, and a product mix tailored to regional consumer preferences.

The Company is fully committed to quality assurance, food safety, and environmental responsibility. All operations will comply with applicable national laws, health and safety regulations, and industry standards, while adopting environmentally responsible practices such as proper waste management,

energy-efficient refrigeration, and responsible sourcing.

Continuous improvement and innovation are central to the Company's strategy. By adopting modern retail technologies, data-driven inventory systems, and customer feedback mechanisms, the Company will enhance operational efficiency, improve the shopping experience, and remain responsive to evolving consumer needs and market trends.

Ultimately, the Company seeks to create long-term value for its stakeholders through a sustainable, ethical, and growth-oriented business model. With transparency, community engagement, and customer satisfaction at its core, OLI SUPERMARKET LIMITED aims to become a trusted and leading player in Tanzania's retail and supermarket sector and the wider region.

1.2.2 Activities

To achieve its strategic objectives, the Company will engage in integrated retail and distribution activities focused on the sourcing, stocking, marketing, and sale of high-quality food and non-food consumer goods. The core activities of the Company include the retail of groceries, fresh produce, beverages, dairy products, meat and frozen foods, household cleaning products, personal care items, and other essential household goods designed to meet everyday customer needs.

The Company operates modern supermarket outlets equipped with efficient shelving systems, cold storage and refrigeration facilities, and digital inventory management systems to ensure product quality, availability, and operational efficiency. These facilities are designed to support a wide range of consumer products while allowing scalability to meet growing customer demand.

Strong emphasis is placed on supplier selection, quality assurance, and inventory control to ensure that all products meet applicable health, safety, and quality standards. The Company works closely with manufacturers, wholesalers, and local producers to maintain consistent supply and competitive pricing.

Customer service is a key operational priority. The Company maintains trained staff to support customers, manage inquiries, and ensure a smooth and convenient shopping experience. Efficient logistics and distribution systems are in place to support timely replenishment and reliable store operations.

Through its commitment to quality, efficiency, and customer-focused service, OLI SUPERMARKET LIMITED aims to become a trusted and reliable supermarket brand, contributing to improved access to essential goods, job creation, and sustainable economic growth in Tanzania and the region.

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 the Super Market 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

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 Electrical Equipments and Accessoriess 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, approximately 85 positions will be dedicated to supermarket operations, warehousing, and logistics, forming the core of the Company's retail activities. These roles will primarily be filled by local employees and will include cashiers, store attendants, warehouse assistants, loaders, and cleaners. On-the-job training will be provided to equip staff with skills in customer service, inventory handling, food safety, and workplace health and safety standards.

The Company will also employ about 20 supervisory and technical staff responsible for store management, procurement, inventory control, quality assurance, and compliance with health and safety regulations.

In addition, 30 sales and customer service personnel will be engaged to support customer relations, in-store promotions, and marketing activities aimed at strengthening the Company's market presence across Tanzania. Administrative efficiency will be supported by 15 finance and support staff responsible for human resources, procurement, accounting, and regulatory compliance.

The Company is committed to continuous staff training, capacity building, and performance-based incentives to promote employee development, long-term career growth, and inclusive economic development

SOURCE OF SUPPLY INPUT

To ensure consistent product quality, availability, and reliable supply to its customers, the Company will establish strong and strategic sourcing partnerships with reputable suppliers of food and non-food consumer goods. The core inputs for the Company's operations include groceries, fresh fruits and vegetables, beverages, dairy products, meat and frozen foods, household cleaning products, personal care items, kitchenware, and general household supplies.

The Company will adopt a balanced sourcing strategy by procuring products from both local and international suppliers. Locally, the Company will work closely with farmers, food processors, wholesalers, and distributors within Tanzania and the East African region. This approach will support local production, reduce transportation lead times, ensure freshness of perishable goods, and lower logistics costs.

For specialized or imported products not readily available in the local market, the Company will engage reputable international suppliers that meet recognized standards for quality, safety, labeling, and packaging. This diversified sourcing approach will help minimize supply chain risks and ensure uninterrupted product availability.

The Company will prioritize long-term relationships with suppliers who can provide consistent supply, competitive pricing, and compliance with applicable food safety, health, and environmental standards. Regular supplier evaluations, product inspections, and quality assurance checks will be conducted to ensure all goods meet the Company's specifications and regulatory requirements.

Through this structured sourcing framework, the Company will maintain efficient operations, ensure product safety and customer satisfaction, and continuously meet the evolving needs of consumers across Tanzania and the region

4.0 IMPLEMENTATION SCHEDULE

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

4.1 Registration of the Projects and Compliance Phase

The Company intends at the beginning to register the Project with Tanzania Investment Centre and 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 build a factory for the Company to start operations.

5.0 FINANCIAL PROJECTIONS (5 YEARS)

The Company projects strong financial performance from its venture in the production and distribution of high-performance water-reducing agents for concrete. This forecast is based on rising demand driven by increased infrastructure development and the growing need for the supermarket 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%
Total	4,350,000	2,910,000	1,440,000	240% (5 yrs)

5.1 Key Assumptions:

Production stabilizes at full capacity by mid-Year 2.

Operating costs include products, labor, utilities, and maintenance.

Marketing and distribution scale up progressively with sales.

Conservative revenue growth based on demand trends in infrastructure and construction. Prices are benchmarked against competitive regional supplier

5.2 Break-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 availability of goods, equipment maintenance, workforce supervision, and ensuring that the goods meet 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 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 distribution and operations for high quality of goods. The company acknowledges that commercial 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 goods and promote resource-efficient distribution 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. 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 Company's project is designed with strong operational capacity to meet current customer demand and support future growth in the retail and supermarket sector. The initial supermarket operations are planned to handle high daily customer volumes while maintaining consistent product availability across food and non-food categories. Through efficient inventory management systems, warehousing facilities, and reliable supplier networks, the Company will ensure uninterrupted supply to meet consumer needs across its target markets in Tanzania.

The supermarket outlets will be designed for scalability, with expansion plans to increase store size, product range, and the number of outlets in response to growing market demand. Within the first year of operation, the Company aims to achieve stable sales volumes and operational efficiency, with plans to expand into

additional locations and distribution channels in subsequent years.

The Company will stock a wide variety of consumer goods, including groceries, fresh produce, beverages, dairy products, meat and frozen foods, household cleaning products, personal care items, and other essential household supplies. Modern shelving, cold storage, and refrigeration systems will be installed to maintain product quality, safety, and freshness in line with regulatory requirements.

With a workforce of approximately 150 employees across store operations, warehousing, logistics, and administration, the Company is well positioned to operate efficiently and scale its operations progressively in line with its strategic growth objectives.

09. CONCLUSION

The Company is strategically positioned to become a trusted and competitive player in the supermarket and retail sector in Tanzania and the wider East African region. With a clear vision, a strong operational framework, and a scalable retail model, the Company is well equipped to meet the growing demand for high-quality, affordable, and accessible consumer goods. The initial investment of USD 900,000, supported through a combination of foreign equity and local financing, will enable the Company to establish modern supermarket outlets, create approximately 150 employment opportunities, and offer a diverse range of essential food and household products to the market.

Through an effective marketing strategy, efficient supply chains, and a strong commitment to quality, food safety, and regulatory compliance, the Company aims to build long-term relationships with customers and suppliers while contributing to improved retail services and economic development in the region. Supported by a capable management team and a skilled workforce, OLI SUPERMARKET LIMITED is confident in achieving its financial and operational objectives while promoting sustainable business growth, job creation, and community development. The Company is not just a retail business—it is a driver of convenience, affordability, and improved living standards for consumers.

