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ZANZIBAR

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BUSINESS PLANE

CLOVE AROMATIC. CO. LTD



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EXECUTIVE SUMMARY.

CLOVES AROMATIC COMPANY LTD. is a company that is planned to be established to produce soap and oil made from cloves. These products will be safe for home use and made with the best ingredients. The goal of Cloves Aromatic Company Ltd. is to provide high-quality products that are easily available. The company aims to launch appealing and fragrant products that will be distributed both locally and internationally, offering quality and innovation to customers.

Key Benefits of Cloves Aromatic Company Ltd.

- 1. **High-Quality Products**: Made with the best ingredients for safe home use.
- 2. **Pleasant Fragrances**: Products with appealing and lasting scents.
- 3. Wide Availability: Distributed locally and internationally.
- 4. **Innovation**: Regular introduction of new and exciting products.
- 5. Customer Satisfaction: Focused on quality and reliability.

The image appears to contain content or text related to a proposal. I can extract the text from the image to understand its details and provide help. Should I proceed with text extraction?

Introduction.

Cloves Aromatic Company Ltd. is a proposed business that aims to specialize in producing soap and oil made from cloves. With a vision to deliver high-quality, aromatic, and safe products, the company seeks to position itself as a leader in the industry.

The purpose of this proposal is to outline the business plan for Cloves Aromatic Company Ltd. This includes details on how the company intends to develop, market, and distribute its products both locally and internationally. The proposal is presented in the context of addressing the growing demand for natural and eco-friendly household products.

This proposal reflects the company's commitment to innovation, quality, and customer satisfaction. It seeks to provide a clear roadmap for achieving sustainable growth while meeting customer expectations.

Goals And Objectives.

- ❖ Promote the commercial competitive market for future success.
- To promote the quality of our products to earn customer trusts and being the trusted brand in the country.
- Start exporting in nearby countries like Kenya, Uganda, Rwanda, Burundi and Zambia.
- ❖ To creating a world of pleasure through best products and positive principle.

1 Mission

Our mission to creating better and safer products for everyday uses as well as to keeping those products at a quality level with a low price for every customer to be able to get those products. Everybody can desire to use and enjoy to using this products have a good aromatic cloves smell. Our intention to make products so good that customer have desire to use for better life.

2 Vision

CLOVES AROMATIC COMPANY LTD. Has a vision of to creating a world of pleasure through best and quality products and to solving health problems such as skin and teeth.

Business Description.

Our products are used in different places in the world like at Home, hostel and Hospital. CLOVES AROMATIC COMPANY LTD. They were started to produce aromatic clove oil. Aromatic clove soap and aromatic clove toothpaste.

How Our Product Are Make

- ❖ Aromatic clove oil
- **❖** Aromatic clove soap

Aromatic Clove Oil (Ingredient)

- ♣ WATER
- CLOVES
- COCONUTS
- **↓** COLOUR
- **LOVES PERFUME**



How To Make Aromatic Clove Oil

To start by unroasted cloves and to grind the coconut and take a several minutes over a medium heat and some water let your mixture mix well until the coconut color to turns brown. Then put your cloves in the mixture. Let your mixture mix well until the mixture turns from water to oil. Set aside from heat and wait for your mixture to cool and then put clove perfume its read to uses



Aromatic Cloves soap(Ingredients)

- CLOVES OIL
- ♣ WATER
- **♣** SODIUM HAYDROXIDE



How to Make Aromatic Clove Soap

Boil the oil at a temperature of about 55C. mix water and sodium hydroxide and let this mixture cool to the same temperature. After preparing your mixture mix the two liquids while stirring as hard as you can gradually the soap will become soft. Before the soap hardens pour the soap into a wooden box lined with a thin plastic sheet, wait 3 hour and level the soap with a ruler while processing on the top wide it smooth with moistened cloth. Its read to uses



Marketing Analysis

Our products are will be used for bathing and applying a cloves oil for human skin in home also we focus on Tanzania community as they will be able to understand more easily the truth of our products. The market will focus on the products they choose and they will become the promoters of our products.

Market growth

Positioning ourselves at the top of the market and entering some of the largest produce chains we will be able to give our audience a big boost in providing profits. We also have the ability to expand and advertise the market using media advertising.

Market strategy

CLOVES AROMATIC COMPANY LTDs is plane to expand its business products into successful sales on the business cycle for the first year. The following the planning for first year of the business:-

- ♣ To hiring the good management.
- ♣ To find market for both wholesales and retails for our products.
- ♣ To establishing a fast service.
- **↓** To brings the new idea in the markets.
- ♣ To produce quality products
- ♣ To looking at more needs that the customer wants.

Sources of business idea

- Experience of work
- Through research
- Mass media

Competitive Analysis:

Factor	Cloves Aromatic	Competitors
	Company Ltd.	11.120
Product Offering	Clove-based soap and oils, natural, eco-friendly	General natural soaps, oils, and skincare
Pricing Strategy	Premium pricing justified by quality and sustainability	Varies (local low-cost to premium imported)
Target Market	Local and international, eco- conscious, wellness-focused	Local budget consumers, expats, and tourists
Brand Presence	Strong local branding with emphasis on sustainability	Local presence, possibly weak digital marketing
Distribution	Local markets, retail stores, online, international	Local shops, retail outlets, imported brands
Sustainability	Emphasis on local sourcing, eco-friendly packaging	May not focus on sustainability or local impact



Financial Plan

- Plane total estimated income.
- Cost of opening business.
- Business cash flow.
- The salaries are divided equally.

Financial Planning During Production

ITERMS	BUDGET	ACTUAL
CLOVES 100kg	5,000,000 TZS	5,210,000 TZS
WATER 500L	500,000 TZS	520,000 TZS
PERFUME 20L	350,000 TZS	365,000 TZS
COCONUT 100	175,000 TZS	190,000 TZS
COLOUR 5kg	55,300 TZS	60,000 TZS
SODIUM HAYDROXIDE 50kg	3,000,000 TZS	3,220,000 TZS
TOTAL	9,080,300 TZS	9,565,000 TZS

Price of Selling Product

PRODUCT	CUSTOMER	PRICE
SOAP	WHOLESALER	1 PACKAGE 50,000 TZS
	RETAILER	1 PIECE 1,000 TZS
CLOVES OIL	WHOLESALER	1 PCKAGE 100,000 TZS
	RETAILER	1 BOTTLE 2,500 TZS

Management Team

The key manager of company is executive director who is the final decision maker for those activities of managing the whole organization and ensuring the efficient.

PRODUCTION EXECUTIVE OFFICER

NAME: AHMED HASSAN SALEH

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OPERATING MANAGER

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SALES MANAGER

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FINANCE MANAGER

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