



GMF-Fundraising programs. "Thrive"

PROPOSAL

RICE PRODUCTION IN MBEYA-2024

Potential of:

18.4 Million/Season
In Tanzania



Prepared By :
Arip Kinasha



Harvesting Success: Green Masai Foundation's Pioneering Rice Venture in Rujewa, Mbeya

Green Masai Foundation

Business Proposal: Rice Production Project, 04/January/2024.

Project Overview:

Green Masai Foundation aims to venture into the field of food production by investing in rice farms in Rujewa, Ubaruku, Mbeya, Tanzania. The project envisions establishing a 5-acre production site with a focus on rice cultivation. The proposed project is expected to yield 168 sacks of rice from 6 acres within an 8-month period.

SWOT Analysis:

Strengths:

- Sales expertise available.
- Low competition in the targeted market.
- Close monitoring of operations.
- High demand for rice across East Africa.

Weaknesses:

- High security requirements.
- Moderate creativity.
- Average productivity speed.

Opportunities:

- Large-scale buyers as potential customers.
- Outbound logistics for wider distribution.
- Retailing products in major cities and export opportunities.

Threats:

Manpower demand is moderate.

Short-term productivity time.

Techniques targeting large-scale buyers may face challenges.

Financial Evaluation:

Capital Investment: 6.4 Million TSH

Running Cost: 6.4 Million TSH

ROI Duration: 9 Months

Sales Revenue: 18.4 Million TSH

Yearly Revenue: 18.4 Million TSH (for a 1/1 season)

Net Profit/Season: 12.1 Million TSH

Project Management Structure:

Project Manager:

Oversees overall project planning and execution.

Manages day-to-day operations and ensures adherence to timelines.

Sales Expert:

Utilizes sales expertise to target large-scale buyers.

Develops outbound logistics for efficient product distribution.

Security Team:

Ensures high-level security measures are in place to protect the production site.

Monitoring Team:

Closely monitors all aspects of production, addressing issues promptly.

Manpower Management:

Responsible for recruiting and managing the workforce required for cultivation.

Financial Management:

Manages the financial aspects, including capital allocation and expenditure tracking.

Creative Team:

Introduces creativity in marketing strategies and product presentation.

Logistics Team:

Handles outbound logistics for product distribution in major cities and exports.

Projected Timeline:

Establishment Start Date: Early 2024

First Harvest: Anticipated within 8 months.

Return on Investment (ROI):

The investor can expect a net profit of 12.1 Million TSH per season, with a projected ROI duration of 9 months.

Green Masai Foundation is committed to sustainable and profitable ventures, contributing to food security in Tanzania while fostering economic growth. This rice production project aligns with our mission to make a positive impact on local communities. We invite potential investors to join us in this journey towards a greener and more prosperous future.

PROJECT SCREENING AND RISK ASSESSMENT

SN	Project title/Name	Supply stage	Scale	Project short profile (SWOT)	Projected Capital
6.	Rice production in Mbeya, rental land. RUJEWA FARMS MBEYA (5 Acres production site) Products: 168 Sacks of rice from 6 Acres/8 Months.	Raw materials	S	Experts available: Sales expert Competition: Low Monitoring: Closely Security required: High Population served: East Africa Manpower demand: Medium Demand: High across East Africa Creativity: Medium Productivity speed: Average Productivity time: Short term Techniques: Targeting large scale buyers, outbound logistics, retailing our own products in all major cities and exportation.	Capital: 6.4Mil Tsh Running cost: 6.4Mil Tsh ROI duration: 9 Months Sales revenue: 18.4Mil Tsh Yearly revenue: 18.4Mil Tsh = 1/1 Seasons Percentage distribution: Open discussion Net Profit/Season: 12.1Mil Tsh

For further details and breakdown for the project.

Innocent Ngoli

Contact: +255 716 080 976/+255 742 051 450

Email: greenmasaifoundation@gmail.com

Member of Board of Directors, Green Masai Foundation (**Signatory**)



Green Masai Foundation: “Green horizons- Sustain. Thrive. Conserve.”

04/January/2024