



COMPANY NAME: BIASHARA JITANGAZE TRADERS (BUSINESS SELF ADVERTISING)

PROJECT NAME: DIGITAL MARKETING HUB.

CITY: DODOMA

COUNTRY: TANZANIA

# ABOUT BIASHARA JITANGAZE (BUSINESS SELF ADVERTISING).



- ▶ ABOUT BIASHARA JITANGAZE (BUSINESS SELF ADVERTISING).
- ▶ REGISTRATION NUMBER: 573216
- ▶ YEAR OF REGISTRATION: 17/05/2024
- ▶ STAFF: 4 STAFF. 2 WOMEN AND TWO MALE
- ▶ SERVICE PROVIDED: BUSINESS ADVERTISING THROUGH DIGITAL MARKETING.

# ABOUT THE PROJECT.

- ▶ Digital Marketing Accelerator HUB
- ▶ It is to train and create digital marketers
- ▶ To bring Dodoma closer as a single village in business, investment all through education provided by digital marketing accelerator hub.
- ▶ To open up Dodoma to investment, business ideas and other potential in Dodoma.
- ▶ Create better living to disadvantaged student during holiday where they can work study in our project so that they can generate income to provide for their welfare reduce university students drop out because of fees and income.
- ▶ Living no one behind. (Sustainable development goal) minimize higher learning education inequality because they should be able to generate income out of digital marketing



# OUR LINKAGE TO BRICS INITIATIVE.



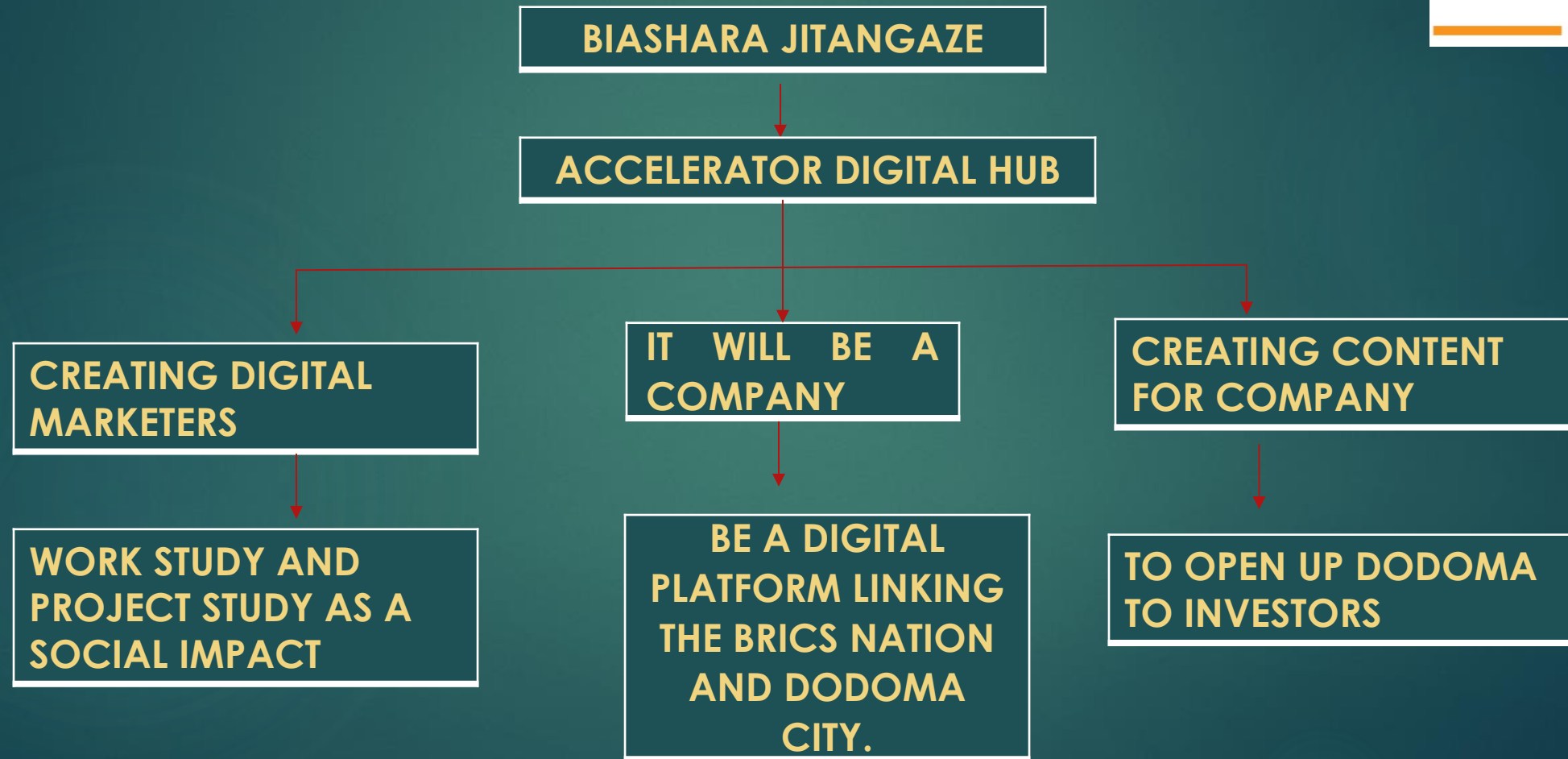
- ▶ Dodoma is the new story for Tanzania, it is the new capital city for Tanzania. there is scarcity of digital marketing and the Signifance of digital marketing to reach the boarders and across places since Tanzania is a big space but marketer, investors demand can meet through digital platform. this project can be the link between Dodoma and the BRICS countries. marketing Dodoma, business landscape, investment opportunity for the BRICS investors. and BRICS nation can use platform to advertise what they have and products and services for this land.



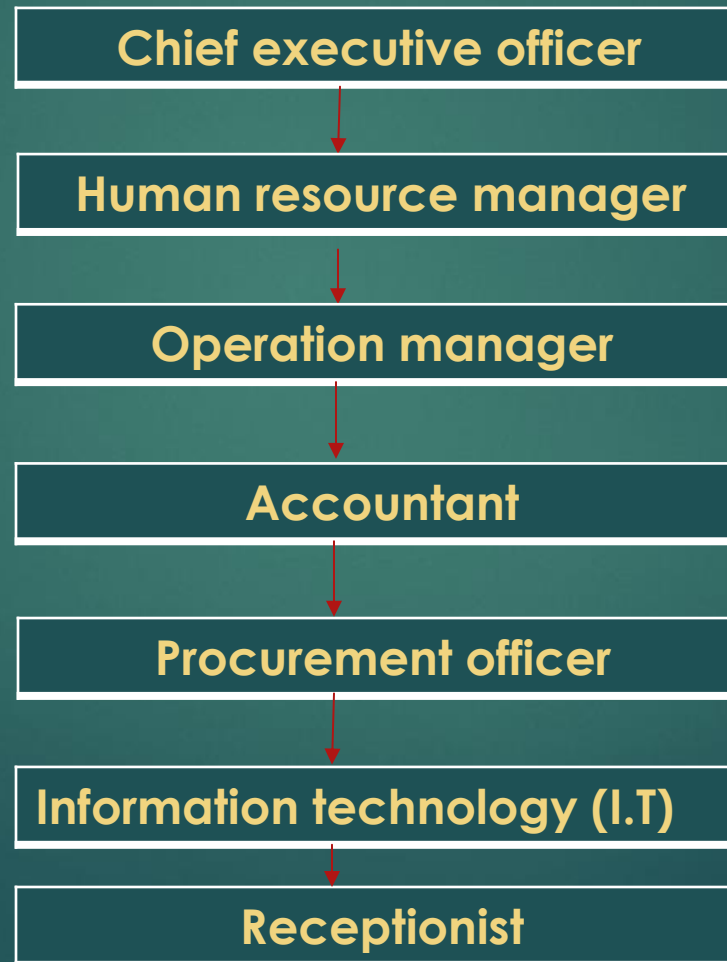
# FUTURE LINKAGE TO BRICS INITIATIVE.



# OPERATING MODEL FOR BIASHARA JITANGAZE



# PROJECT OPERATING STRUCTURE





# PROJECT SOCIAL IMPACT USING DIAGRAM



**First Women Empowered**

Encourage more women to digital marketing to create awareness and adding value to the group in the society.

Digital marketers that I can create and linking Dodoma

Creating digital marketers using the accelerator hub

Creating social impact to university students who will earning money during holidays and making use of the money to schools reducing in equality in higher education and access and affordability

Increase efficiency in business arena to generate more income by reaching new target through knowledge of digital marketing.

Create job opportunities to qualified personnel who will contribute to the nations revenue.



# Social impact of the project will correct the following in Tanzania

## STUDENTS' DROPOUT IN UNIVERSITY INSTITUTIONS

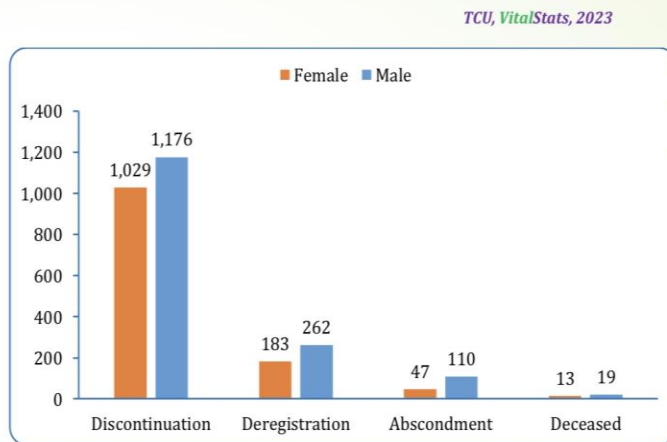


Figure 40: Dropout in university institutions by reason and sex of student, 2022/23

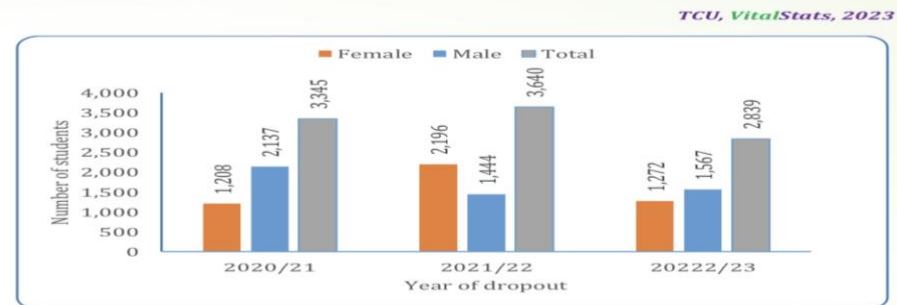


Figure 38: Student dropout in university institutions, 2020/21 -2022/23

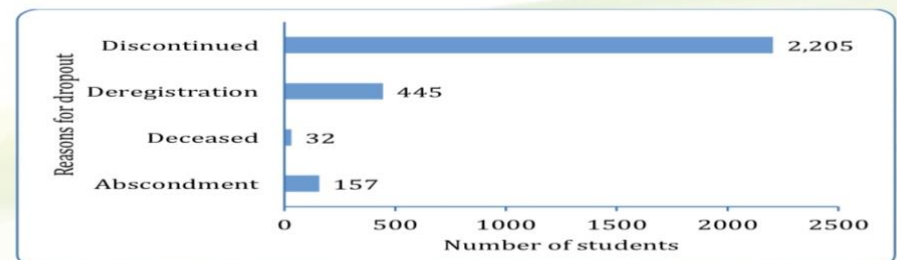


Figure 39: Dropout in university institutions by reason, 2022/23

# FINANCIAL PROJECT ASK

ESTIMATE BUDGET				
SN	ITEM	QUANTITY	PRICE	EXTENDED PRICE
1	TABLES	100 Pcs	500000	50000000
2	CHAIRS	100 Pcs	250000	25000000
3	OFFICE TABLES	10 Pcs	1000000	10000000
4	OFFICE CHAIRS	10 Pcs	500000	5000000
5	RENT	12 Months	10000000	120000000
6	OFFICE PRINTERS	8 Pcs	5000000	40000000
7	HEAVY DUTY PRINTER	2 Pcs	15000000	30000000
8	MacBook COMPUTER	110 Pcs	5000000	550000000
9	EXTENSION CABLES	100 Pcs	50000	5000000
10	AIR CONDITIONERS	6 Pcs	10000000	60000000
11	OFFICE AC	8 Pcs	5000000	40000000
12	TEACHING SCREENS	4 Pcs	15000000	60000000
13	WiFi CONNECTION	1 Pc	5000000	5000000
14	SALARIES	12 Months	46000000	552000000
15	TAXES	Instalment	5000000	5000000
16	OPEX	12 Months	5000000	60000000
17	ADVERTISEMENT TV/RADIO	12 Months	20000000	240000000
	<b>TOTAL</b>		<b>148,300,000</b>	<b>1,857,000,000</b>



# CONTACT



- ▶ NAME :WINNIE WILSON RUGUMAMU
- ▶ POSITION: MANAGING DIRECTOR
- ▶ ADRESS:
- ▶ EMAIL :*winyrugumam@gmail.com*
- ▶ Brics Dodoma is waiting for you and **Biashara Jitangaze** through accelerator hub can integrate you into Dodoma Tanzania.
- ▶ KARIBU (WELCOME) BRICS.