



# Investor Presentation

# OVERVIEW

- ❖ Broad Aim Investments Limited is a private company with over 10 years of experience in the manufacture and supply of school chinks and quality liquid soap.
- ❖ The company has a well experienced and competent management team which has been the driving force behind its success since inception.
- ❖ The business dictation to expand and attain more growth in consideration of the market dynamics has guided the management to a strategic decision of seeking more funding to meet the ever-increasing business opportunities. Funding will mainly be used as working capital to boost production of school chinks and liquid soap, and hence be in position to meet the ever increasing demand.



**MULTI-PURPOSE CLEANER**

- URINAL CLEANING
- GENERAL MOPPING
- WASHING CLOTHES
- WASHING UTENSILS
- DISINFECTANT DETERGENT

**CAUTION**

- ★ Store in a cool place
- ★ Keep reach out of children
- ★ Proper storage after use

**INGREDIENTS**

Ungarol, Sodium Chloride, Sulphonic, Urea, CMC, STPP, Costic Soda, Water, Colour & Perfume.

**Perfect LIQUID SOAP CONCENTRATED CLEANER**

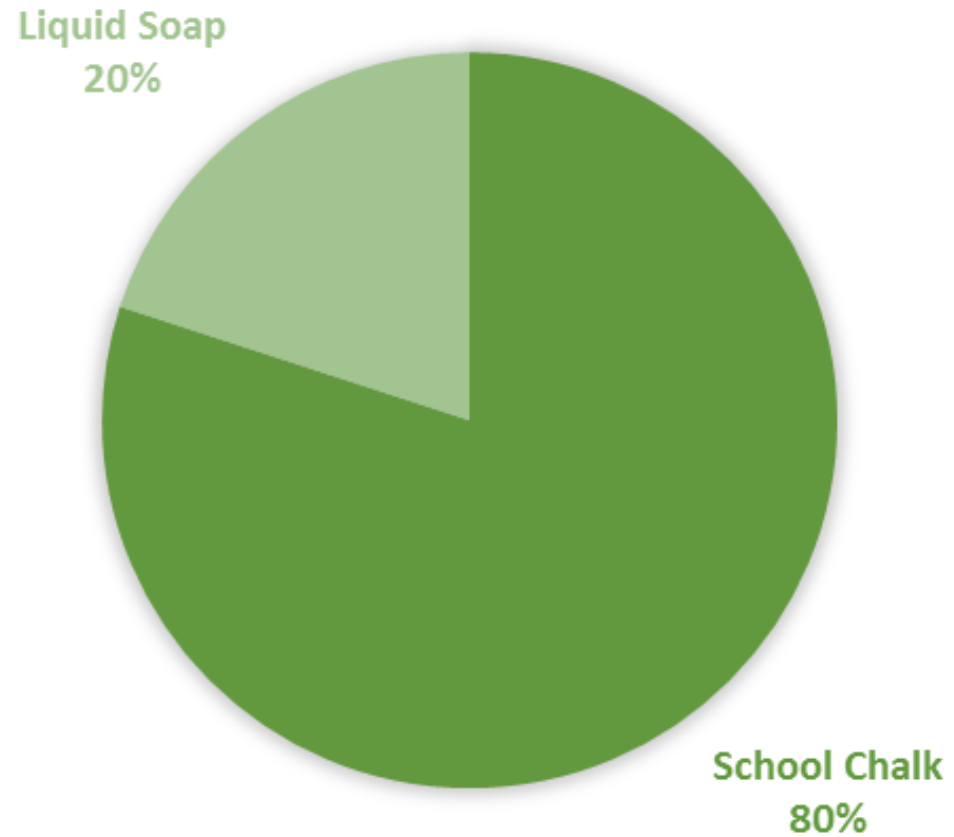
**BROAD AIM INVESTMENTS LTD**  
"SERVICE BEYOND LIMIT"

**BROAD AIM INVESTMENTS LIMITED**  
"Service beyond Limit"  
Albertine Region  
Tel: +256 394 835 871  
+256 787 988 235  
+256 756 336 785  
Email: broadaiminvest@gmail.com  
Website: www.broadaiminvest.com

# PRODUCT

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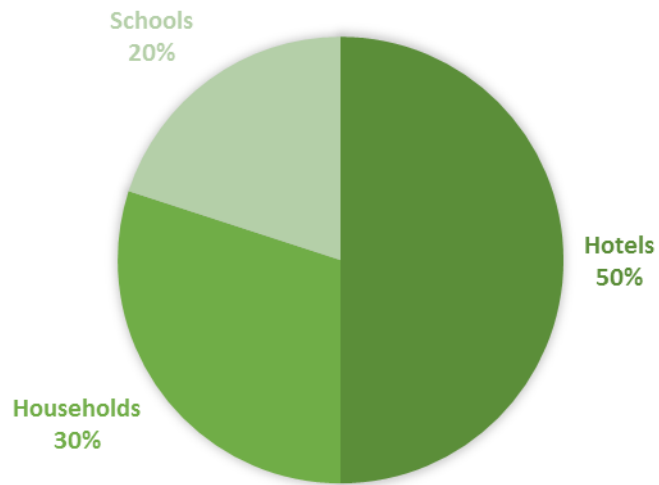
❖ The company deals mainly in manufacture of school chinks and liquid soap, products that have a significant market demand.



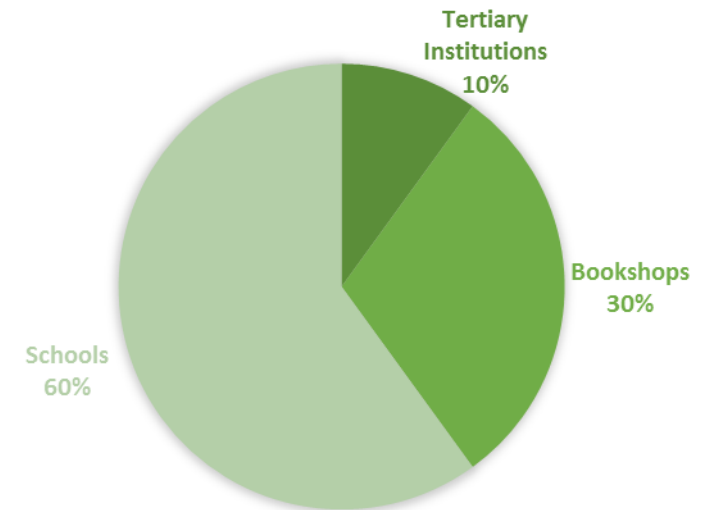
# MARKET

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- ❖ Market trend for quality school chalk and liquid soap is upward moving both locally and nationally due to exponential increase in number of schools and households.
- ❖ Many companies dealing in such business in Uganda are over whelmed by the increase in demand. However, despite the high demand, the supply side is still faced with the challenges of meeting the quantities demanded and quality standards required by the same markets.
- ❖ Undeniably, there is a need for quality products to maintain productivity and sustainability of such an increasing market demand.



Liquid Soap



School Chalks

# COMPETITIVE LANDSCAPE

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- ❖ There are quite a number of business factors which many at times exert forces on the way how we should address them effectively and stay in business. These may include, ineffective regulatory system on entry and exit of players in this market, poor rivalry tendencies with already existing big players in the market and strong bargaining powers from our customers on prices. Many companies dealing in such business in Uganda are over whelmed by the increase in demand. However, despite the high demand, the supply side is still faced with the challenges of meeting the quantities demanded and quality standards required by the same markets.
- ❖ Considering the said business factors' implications on business continuity mechanism, Broad Aim Investments Limited competitive advantage hinges mainly on the assurance of providing affordable high quality products to our customers as well as the strongly established mutual benefit relationships with all our business associates that is to say, our customers, business regulatory agencies and the community in areas of our operations.

# SWOT ANALYSIS

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## Strength

- ❖ Provision of quality products
- ❖ Good company reputation
- ❖ Wide market experience
- ❖ Strong relationship with schools and tertiary institutions
- ❖ Competent management team

## Opportunities

- ❖ Enormous local and national market for school chalk and liquid soap.
- ❖ Government import substitution initiative to support the manufacturing sector in the country.
- ❖ A number of private partnerships in the manufacturing sector

## Weaknesses

- ❖ Insufficient working capital
- ❖ Lack of automated financial system
- ❖ Personnel gaps in marketing and finance departments

## Threats

- ❖ Unhealthy competition from the big players in the market.
- ❖ Ineffective regulatory system in the manufacturing sector.

# TRACTION

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- ❖ Our experience as a company in manufacturing business touches back in 2017 when we secured the first business to supply school chalks to a number of schools in Masindi district. Since 2017, we have worked with schools in Mid-western, Western and Northern Uganda.
- ❖ In 2019, the business took a strategic decision to expand and grow after carrying out business intelligence and established market requirements and this made the company venture into supply of liquid soap mainly to partner schools and households.

Revenue Structure	2021		2022		2023	
	Volume	% of total	Volume	% of total	Volume	% of total
School Chalk	8,456,700	84%	14,362,400	89%	18,291,100	86%
Liquid Soap	1,592,300	16%	1,790,600	11%	2,983,700	14%

# PROJECTIONS

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- ❖ Since the company took the strategic decision to expand and grow, a number of business opportunities have presented themselves to this drive. However, these business opportunities have stretched the financial requirements for the company leading to another strategic decision as a business to seek for external funding.
- ❖ The company has projected that a loan facility would grow its revenue by 40% and continue at the same rate year on year.
- ❖ The company is seeking external funding or loan of Ugx.33, 000,000 at a projected interest rate of 20.5% for a period of 36 months to meet the extremely high demand for school chalk and quality liquid soap. The investment from the loan is projected to grow the company's operation by 40% per annum. The cost of sales represents the cost of producing school chalk and liquid soap.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	UGX 113,661,500	UGX 159,126,100	UGX 222,776,500	UGX 311,887,100	UGX 436,641,900
Cost of Sales	UGX 60,135,600	UGX 85,132,400	UGX 115,843,700	UGX 174,289,800	UGX 236,514,300
Gross Margin	UGX 53,525,900	UGX 73,993,700	UGX 106,932,800	UGX 137,597,300	UGX 200,127,600

# IMPACT

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- ❖ There have been jobs created and economic, social, educational, environmental impact improvement.
- ❖ Through our partnership with schools, we've spearheaded the formation of various Environment and Entrepreneurship clubs. These clubs educate students to conserve the environment, but also provide them with key business skills and knowledge to be job creators.
- ❖ Currently, we are working with 21 clubs each of a minimum of 50 students (1,050 students). We hope to continue forming more clubs as we encourage the existing ones to expand.

# TEAM

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- ❖ Leonard Katusiime-Leonard is the Founder and Chief Executive Officer at Broad Aim Investments Limited. He has over 10 years of experience in business management, having worked for Brac Uganda as Sales Personnel officer, Educate Uganda as a Mentor in field training and Business Teacher at Jordan Secondary School. He holds a Bachelors' Degree in Business Education from Kyambogo University.
- ❖ Miriam Nkojo-Miriam is the Co-Founder and Head of Sales and Marketing at Broad Aim Investments Limited. She has over 7 years of experience in Sales and Marketing where she has worked for Altar Events as the head of sales and White Ark Traders as the Senior Sales Personnel. She holds diploma in Marketing from Kabalega College Masindi.
- ❖ David Asobora-David is the Head Of Production at Broad Aim Investments Limited. He has over 5 years experience in Manufacturing Sector where he worked as Production Officer at Riki Industries Limited. He holds a Diploma in Agronomy from Bukalasa Agricultural Institute.