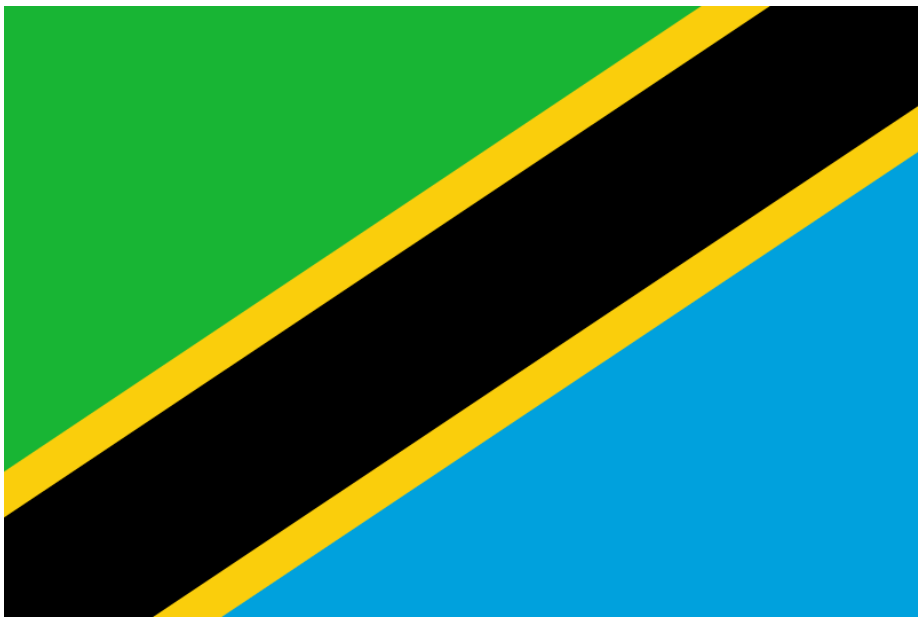
Instant Brands Air Fryer

Instant Brands®

Made for together.





Tanzania Export Plan - Global Marketing

December 2023

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Table of Contents

Executive Summary **1**
Cultural Analysis **3**
Instant Brands 3
History of Tanzania 4
Geographical Setting and Climate 6
Social Institutions 7
Family 7
Education 9
Political and Legal System 10
Business Customs and Practices 14
Religion and Aesthetics 15
Religious Impact 15
Aesthetics and the Arts 16
Living Conditions 17
Diet and Nutrition 17
Housing 18
Clothing 19
Recreation, Sports, and Other Leisure Activities 19
Healthcare 20
Language 21
Cultural Analysis Works Cited 22
Economic Analysis **24**
Population 24
Economic Statistics and Activity 24
Gross National Product (GNP) and Gross National Income (GNI) 24
Distribution of Wealth 25
Natural Resources 26
Surface Transportation 26
Communication Systems 27
Principal Industries 27
Imports and Exports 27
Currency and Exchange Rates 28
Trade Restrictions 29
Unemployment and Inflation 29
Developments in Science and Technology 30
Channels of Distribution 31
COVID-19 Impact on Supply Chain and Distribution Stores 31
Media 32
Economic Analysis Works Cited **33**
Market Audit and Competitive Analysis **35**

The Product....35
The Market....37
Dar es Salaam: Location, Transportation, and Communication....37
Consumption Habits and Retailers in Dar es Salaam....38
Competition: Traditional Methods and E-Commerce Air Fryers....40
The Government....42
Market Audit and Competitive Analysis Works Cited....43
Preliminary Marketing Plan....45
Target Market....45
Anticipated Market Penetration and Sales....45
Size of Target Market....45
Market Penetration....46
Estimated Profit....46
Product Adaptations and Support....46
Promotion Mix....48
Advertising....48
Sales Promotions....49
Celebrity Endorsement and Other Promotion....51
Distribution....51
Ports, Transport Method, and Packing....51
Retailers....53
Street Stands....53
Price Determination....53
Preliminary Marketing Plan Works Cited....55
Appendix I - Product and Packaging Modifications....56
Appendix II - Promotional Materials....57
Billboards....57
Television Advertisement Script....61
Appendix III - Recipe Pamphlet....62

Executive Summary

This report discusses the implications involved in selling the *Instant Brands* Air Fryer in Tanzania. We have investigated relevant cultural, economic, and market components of Tanzania to prepare a relevant marketing plan allowing for the successful deployment of our product in the country.

Cultural Analysis

The culture in Tanzania is important to consider when introducing our product. We analyzed many aspects of life in both rural and urban settings and found the following elements to be significant to consider for the marketing of our product. First, gender roles play a large role in their society. Women primarily handle the cooking duties in the household. Additionally, Tanzania offers a strong and relatively stable political framework to expand to the African market. The government is focused on innovation and should support our business operations. We want to partner with Tanzanian businesses and incorporate local companies into our distribution chain, therefore, it will be important to learn and follow specific customs. We found major differences between urban and rural demographics in the country. A significant portion of the urban population lives above the poverty line, is well-educated, and has the opportunity to save money for "luxury" items beyond those needed for daily survival. Additionally, most of the local diet consists of fried and grilled foods. It is common to see pop-up corner vendors cooking dishes on the streets of Dar es Salaam. Most of these staple dishes can also be prepared in an air fryer, which we have ensured is comparable to traditional meals in terms of taste, texture, and nutritional value. Although our product can be utilized for any meal of the day, dinner is the biggest meal in Tanzanian culture.

Economic Analysis

In Tanzania, a 10% growth rate for real GNP in the country suggests a rapidly growing economy, creating a promising opportunity for businesses exporting products to Tanzania. Additionally, the current exchange rate and the recent stability of the Tanzanian Shilling against the U.S. dollar are also positive indicators for business potential. In terms of media, the most popular channel is ITV: *Independent Television*, which reaches more than half the urban population daily. This is why we chose to advertise

our product through this specific channel. We chose to mainly advertise on buses, trucks, and billboards due to road transportation being the most widely used form of transportation in Tanzania.

Market Audit

Based on the economic and cultural implications of Tanzania, the product we are promoting is the *Instant Brands* Air Fryer due to its simplicity, versatility, and compatibility with our target market's lifestyle. Tanzania's traditional diet could be easily adapted to our Air Fryer as they are more accustomed to cooking rather than eating out. We chose to introduce our product to the major port city of Dar es Salaam based on its population, location, transportation, and communication. It is the biggest city in Tanzania with a population of over 6 million and is near the Indian Ocean coast.

Preliminary Marketing Plan

Our target market in Tanzania is primarily young, female homemakers who have the traditional roles of cooking and taking care of the family. To appeal to our new market, we are simplifying the traditional Vortex 6-Quart model by modifying the language, cooking modes, as well as packaging around the product. We will offer a few different support methods such as training programs, a user's manual through a QR code, repair services, and more. Due to the use of bus and taxi transportation as well as the population of urban areas in Tanzania, we will have ads placed on the sides of vehicles, such as buses and taxis in the city, as well as traditional billboards near roadways. We are also utilizing Chef Fred Uisso for a celebrity endorsement. Additionally, we will utilize many demonstrations around the streets of Dar es Salaam and offer food samples cooked in our product. In terms of distribution, we are choosing ocean carriers as our main form of transport. We will ship from the Port of Singapore to the Port of Dar es Salaam. We will utilize trucks for the transport between warehouses. Based on our estimated costs, we have decided to price the Air Fryer at $100 USD, equivalent to 250,000 Tanzanian shillings. Our middle estimate for market penetration would result in a first-year profit of $4 million USD, with strong growth expected as the Air Fryer becomes a staple of life in Tanzania.

Cultural Analysis

Instant Brands

Our company, *Instant Brands*, Inc. designs, manufactures, and owns a vast portfolio of well-known kitchen brands, including *CorningWare* ceramic bakeware, *Corelle* tableware, and their most popular line: *Instant* appliances. *Instant Brands* was founded in 2009 by a group of five men in Canada and is now headquartered in Illinois. Since being founded, they have acquired many household brands, including *Pyrex* glassware, which has existed for over one hundred years. They state that "our brands help create moments of togetherness" and that "our brands help in different ways, with one goal: to make togetherness easier." They focus on creating affordable, high-quality products that can be used by families across the world. Each brand has many unique products that are tailored to specific audiences, with many variations of the same product to appeal to different consumer bases. Products are sold online through the company website and e-commerce sites like *Amazon*, as well as in retailers around the world. *Instant Brands* employs over 2,400 employees and has business operations in America, Asia, Europe, and Australia.

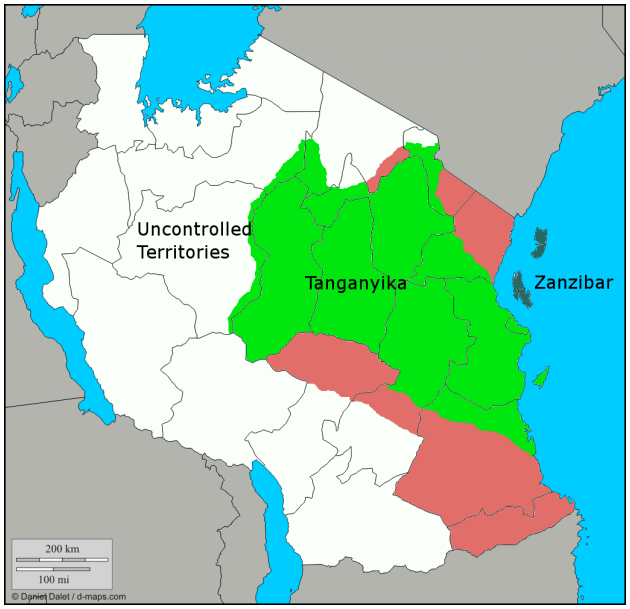
As a company, *Instant Brands* is dedicated to bringing innovative products to food-loving people everywhere. They aim to find solutions for busy consumers who want quality meals in less time and attempt to provide the best cooking experience with user-friendly products that aim to bring people together while also promoting healthier eating habits. Within the *Instant* appliances line, they sell many variations of the Instant Pot Multi-Cooker and the Instant Vortex Air Fryer, as well as coffee makers and even air purifiers. Instant Pot is one of the highest-selling brands on Amazon with one of the highest overall customer ratings, and was the first breakout product sold by the company. The Instant Vortex Air Fryer line contains 21 different versions of air fryers, with different sizes, functionalities, and cooking capabilities. This line includes the Instant Vortex 6-quart Air Fryer, which we will be modifying for introduction into the bustling city of Dar es Salaam, located within the country of Tanzania.

History of Tanzania

The history of Tanzania starts with two regions: Zanzibar and Tanganyika. Archeological discoveries date human activity in the region of Zanzibar back over 20,000 years ago to the Later Stone Age. Zanzibar consisted of two large, as well as many small, islands located in the Indian Ocean off the coast of the Tanganyika territory. Both areas were first settled by the Bantu peoples at the start of the first millennium. Over time, civilization developed free from external influence, and the area became a major trade hub for the African continent. European influence in the area started when the island of Zanzibar was discovered by Portugal in 1498. While the region remained mostly independent over the next centuries, the island was loosely controlled by the Sultanate of Oman from the 1700s into the 1800s. The region was extremely attractive to Arabic traders, as it provided access to the continent of Africa. In 1856, the Roman Empire split with the death of the former Sultan, which resulted in the creation of the Sultanate of Zanzibar. The leaders of this new principality sought to expand into the African continent, into the region of Tanganyika. While doing so, they built a new city on the coast of the Indian Ocean: Dar es Salaam (*house of peace*). Prior to colonialism in the late 1800s, the region was inhabited by various ethnic groups such as the Chaga, Zaramo, and Sukuma, each separate and holding their own government systems.

The next major development in the area now known as Tanzania came with colonialism through the late 19th century. Back in the 1850s, the region of Tanganyika was first officially named by German explorers. Throughout the second half of the 19th century, European explorers and colonists traveled through the African interior from Zanzibar. In 1885, the German Empire declared intent to establish a colony on the mainland named German East Africa (GEA). Despite objections from the Sultanate of Zanzibar, the coast and mainland were conquered and split between Germany and Britain, with Dar es Salaam serving as the administrative and commercial center of German East Africa. Meanwhile, Zanzibar became a protectorate of Britain in 1890, though it was still controlled by the Sultanate. Through the early 20th century, Germany and England developed the region by cultivating cash crops and building railroads, despite major resistance from locals. Under European occupation, many aspects of life were

altered: traditional religious huts were destroyed, rites and ceremonies were ridiculed, and traditional gender roles were introduced and developed when indigenous men were enslaved and sent to work.



After the conclusion of World War 1, the regions of Tanganyika and Zanzibar were both influenced by the British Empire. The mainland colony was officially named the Tanganyika Territory in January 1920, with the initial boundaries and governor being established. During this time, Zanzibar was still a British protectorate, governed by the Sultanate. Their rule was maintained in the area through World War 2 into the 1960s. Through this time, the African nationalist movement became centered in the region, through the Tanganyika African National Union (TANU). This movement led to Tanganyika declaring and gaining independence in 1961, while Zanzibar was granted independence in 1963 and full control was given to the Sultanate of Zanzibar. Not long after, in early 1964, the Sultan was overthrown during the Zanzibar Revolution, and replaced by a social government. The newly formed People's Republic of Zanzibar united with Tanganyika a few months later to form the United Republic of Tanganyika and Zanzibar (later renamed the United Republic of Tanzania).



The leader of TANU and the first president of Tanzania, Julius Nyerere, controlled the new nation for the next two decades. His socialist policies led to the collectivization of agriculture, such as communal farming villages and state control of key industries, alongside the promotion of self-sufficiency. They faced challenges, which resulted in economic reforms in the 1980s, when Tanzania shifted towards capitalist, free-market policies, trade liberalization, and privatization. As a result, Tanzania experienced improved economic growth. Today, Tanzania's economy revolves around agriculture, mining, manufacturing, and services. Tanzania has experienced consistent economic growth but still faces challenges such as income inequality, hunger, and poverty. They have a broad culture, with over 120 ethnic groups, including the Sukuma, Chaga, and Zaramo, as well as strong cultural traditions in areas like music, dance, and art as well as storytelling and cuisine. Tanzanian traditional music, known as the "Bongo Flava" genre, has gained international recognition. They also have numerous artistic festivals, such as the Zanzibar International Film Festival and the Bagamoyo Arts Festival.

Geographical Setting and Climate



Tanzania is located in Eastern Africa, near the Indian Ocean, between the countries of Kenya and Mozambique. Tanzania is the 13th largest country in Africa and features the highest mountain on the continent (Mount Kilimanjaro), around 880 kilometers of coastline, and the 6th most-populated city in Africa (Dar es Salaam). The country consists of the mainland and the semi-autonomous island of Zanzibar. Most of the mainland consists of plainlands around the coast, mountains and forests in the Northeast, and a large central savannah plateau. The port of Dar es Salaam is the 5th-largest in the country, connecting the region to Asia and the rest of the world. Inland, Tanzania also borders three major lakes: Lake Victoria (the largest in Africa, and the source of the Nile river), Lake Tanganyika, and Lake Nyasa. Tanzania is neighbored by Kenya, Uganda, Rwanda, Burundi, Congo, Zambia, Malawi, and Mozambique.

	Average Temp [High / Low]	Average Rainfall
January	82° / 55°	2.6 in.
February	82° / 57°	3.0 in.
March	81° / 59°	5.4 in.
April	77° / 61°	8.8 in.
May	73° / 59°	3.3 in.
June	72° / 55°	0.7 in.
July	72° / 54°	0.3 in.
August	73° / 54°	0.2 in.
September	77° / 55°	0.3 in.
October	81° / 57°	0.9 in.
November	81° / 57°	4.7 in.
December	81° / 57°	4.1 in.

Tanzania has a generally comfortable climate year-round despite significant regional variations. For instance, the tropical coast stays quite hot and humid with heavy and reliable rainfall, the central plateau is cooler and arid, and Mount Kilimanjaro in the northeast is covered with snow. There are two rainy seasons—the heaviest rains (called Masika) usually fall from mid-March to May, and a shorter period of rain (called Yuli) lasts from November to mid-January. The dry season, with cooler temperatures, lasts from May to October. Some natural disasters that are common in Tanzania are drought periods, as well as flooding in the central plateau during the rainy season.



Social Institutions

Family



In Tanzania, the average number of people living in a house is 4.7 members, while families average 5 children. A household typically consists of a traditional nuclear family, but it is not uncommon for extended families to live together. Extended families, even if not living together, are still very close and often live in the same village or community. Family is a key value held by the Tanzanian people: Cousins are often referred to as brothers and sisters and uncles and aunts are referred to as fathers and mothers. This value is rooted in the origins of the independent nation of Tanzania, as the initial socialist economic system was named "*ujamaa*", Swahili for "family" and focused on cooperation between communities. Extended family members are treated the same as immediate family, and family units will support and assist each other. Recent modernization has resulted in a slow shift towards a more traditional nuclear system, especially in cities.

Growing up, children in Tanzania are raised "by the village" –while parents are the primary influence, other community members such as relatives, friends, and neighbors support the child throughout adolescence. Mothers carry babies in a *kanga* (sling) even while working. At a young age, daughters are expected to help care for younger siblings. Children are typically raised by female figures, including their mothers, sisters, and other female relatives and neighbors. Boys are prioritized in attending school, while the females often stay home to help their mothers until marriage.

Dating back to colonial times, the gender roles in Tanzania are very traditional. The father is the leader of the house and has primary authority over the family. He typically works outside the home to earn income while the mother does more housekeeping and domestic duties. Especially in rural areas, labor is divided along gender lines. Females handle the household chores, children, and agriculture, while men prepare the land, work with livestock, sell produce, and make decisions for the family. The father is considered the traditional head of the family, though mothers are seen as the managers of the family and have a significant role in the household. Typically, women have a lower standard of living compared to men. For example, a woman is not considered fully grown until the birth of her first healthy child, which occurs on average when the mother is less than 20 years old. Few women are formally educated, and men have power in marriages.

Young women, typically from poorer families, are often forced to marry: Tanzania permits the marriage of fifteen-year-old girls, while the minimum age for boys to marry is eighteen. Around 5% of 15-year-old girls and over 30% of 18-year-old girls are married, while less than 4% of men are married by age 18. Women in urban areas tend to marry later (median age of 19.8 years) than their counterparts in rural areas (median age of 18.3). There was also a law passed (The Law of Marriage Act) that allowed for men to have polygamous marriages. Traditionally, custom states that marriages are prearranged by the parents, though they can be either voluntary or involuntary. The popularity of polygyny and arranged marriages is decreasing across the country, especially in urban areas. Unfortunately, domestic violence within these arranged marriages is common. Marriage customs vary by ethnic group. However, marriages outside of groups are common. Traditional customs include a dowry payment made to the family of the

bride by the groom. This can take the form of livestock, money, clothing, and more. The amount is negotiated, and preparations for the wedding can take several months. In some cases, marriages are celebrated in a church with traditional ceremonies. Most weddings take place on Sundays and the bride is typically not present at the wedding celebration. However, her family and relatives attend.

Education



Tanzania recognizes the central role of education in achieving the overall development goal of improving the quality of life for its citizens. It is recognized that education has a vital role in poverty reduction and economic and social development. Although Tanzania has made progress, there is a lack of available resources. Roughly 3.3% of GNP is spent in the education sector. The basic education system consists of 2 years of pre-primary education, 7 years of primary education, 4 years of secondary education, and potentially higher education. Primary education is taught in Kiswahili and is intended to be free, but the cost of uniforms and supplies, as well as the long distance from schools, pose a barrier to many. Tanzania has almost universal access to primary education. Students start learning English and eventually take national exams to determine placement in secondary education institutions.



Secondary school is taught primarily in English and consists of students aged 15-20. While primary enrollment is often equivalent among boys and girls, only one in three girls continue to secondary education. Tanzania has made progress in providing access to education for children, especially girls, to reduce poverty and encourage growth. They are looking to reduce gender disparity in education and also improve preprimary and primary education. To do so, the World Bank Board of Directors is

attempting to make Tanzanian primary schools safer and enhance teacher's knowledge and subject content. BOOST, which is a primary student learning program, is helping schools meet infrastructure requirements, implement professional development policies for teachers, and improve the quality of education services through education financing. Most students with this education level can speak both English and Swahili.

After the 13th year of secondary school, students can take the advanced certificate exam and attend college for 3 to 4 years. Tanzania is estimated to have about 44 higher education institutions which include 12 public universities and colleges, 21 private universities and colleges, and 11 other institutions. However, this is typically reserved for wealthy and well-educated students, who come from higher-class families. The average school expectancy is only 9 years for both men and women in the country. Due in part to the prioritization of education in Tanzania, the country has experienced an improved literacy rate in recent years. Around 82% of those aged 15 and older can read and write, with a male rate of 85.5%, and a female rate of 78.2%.

In the major city of Dar es Salaam, the literacy rates are even higher, as individuals have much better access to educational services. The literacy rate in the city reached 94% in 2021, while the travel time to primary schools is far below average for the country. 48% of children in urban areas were enrolled in pre-primary education, 87% were enrolled in primary school, and 67% of eligible children were enrolled in secondary school. This benefits the introduction of our product in Dar es Salaam, as most of the population is educated and can read and write in English or Swahili, or both in some cases. Most of our target market will be able to understand our promotional materials and instructions for using our air fryer.

Political and Legal System

Tanzania has a three-branch system similar to that of the United States. The United Republic of Tanzania is a Presidential Democratic Republic, with executive, legislative, and judicial branches. The executive branch consists of the president, who is elected every five years by popular vote, serving a maximum of two terms. The current president, Samia Suluhu Hassan (sworn in March 2021) is the first

female president of Tanzania and took power after the death of her predecessor, who won the 2020 election with 84% of the vote. She controls the armed forces and is the head of government. The judicial branch consists of five levels of courts that interpret and enforce laws to maintain peace and order. The highest court is aptly named the High Court, where members are appointed by the president and serve until the mandatory retirement age of 60. Finally, the legislative branch deals with passing laws and balancing the executive branch of government. The National Assembly (Bunge) has a total of 393 seats: 264 elected members, 113 seats reserved for women based on electoral popular vote, and additional members appointed by the president or other groups. Members serve for 5 years before being up for re-election.

By far the most prominent political party is Chama Cha Mapinduzi (formerly the TANU), which has been in power ever since the unification of Tanzania. While the party started as a firmly left-wing, socialist group, its current approach is more centrist and focused on the modernization of the country. The party focuses on economic diplomacy and peaceful coexistence within Africa. Their primary challenger is Chadema (the Party for Democracy and Progress), a center-right group that has won as much as 40% of a presidential election, and currently holds 20 seats in the Bunge. Other less popular groups include the Alliance for Change and Transparency, the National Reconstruction Alliance, and the Civic United Front, each winning less than 1% of the presidential vote.

Tanzania is generally quite stable and peaceful, especially for the continent of Africa. They have never experienced a civil war, elections are free and fair, and the political system is set up with balances and limits on power and term length. Their political stability index score was -0.44, above average for the continent of Africa. They boast one of the strongest economies in sub-Saharan Africa, with a development-oriented government. They have good religious freedom and ethnic tolerance. After years of autocratization, the country is now moving towards democracy and is opening up internationally and socially. However, some tensions exist surrounding the archipelago of Zanzibar, as a movement for independence is being pushed by some political groups within the island. Also, despite high scores for the area, general stability and economic risk levels are not ideal on a global scale.

Mainland Tanzania follows the English Common Law System, with some accommodation for Islamic laws. There are two different judicial structures, one for the mainland, and one for Zanzibar, which has a predominantly Islamic populace and therefore employs an Islamic law system. The highest courts on the mainland are the Court of Appeals of the United Republic of Tanzania and the High Court of the United Republic of Mainland Tanzania, while the High Court of Zanzibar is the highest court on the island.

Tanzania is a member of the African Regional Intellectual Property Organization (ARIPO) and the World Intellectual Property Organization (WIPO). The Constitution of the United Republic of Tanzania allows ownership of intellectual property and guarantees its protection. Laws have been passed to promote and protect intellectual property rights. Copyrights, trademarks, and patents are all supported, though Tanzania employs a first-to-file system. Copyrights are regulated by the Copyright and Neighboring Rights Act 5, through the Copyright Society of Tanzania (COSOTA). Trademarks are governed by the Trade and Service Marks Act 13, as the registration of trademarks and patents is administered by the Business Registration and Licensing Agency (BRELA). Patents are protected under the Patent (Registration) Act 17.

Social Organization

The class system in Tanzania is informal but operates similarly to the class system in the United States. Though there is not one distinct factor defining class borders, Tanzania has citizens living at many different wealth levels. At the top of the hierarchy are the elite, either descendants of kings and chiefs or government officials and highly educated business people. A larger portion of the population lives comfortably, has some further education, and works well-respected jobs within cities or large farms in rural areas. The “middle” class consists of those with some decent education who work socially necessary jobs to support themselves and their families. Down the social chain, a large population of Tanzania did not have the opportunity for formal secondary education, and support themselves on a day-to-day basis working low-level, low-wage jobs, focusing on meeting their needs to survive. Finally, there is a population, primarily sick, disabled, and poverty-stricken, who are reliant on begging and family

members. There are no large differences from class to class, as wealth and living conditions better fit a spectrum rather than rigidly defined groups. As such, the mixing of classes is natural using the wealth metric. There is no significant taboo between minor class mixing, though the elite and those below the poverty line would not naturally interact.

A more relevant divide of the population would be between the urban and rural demographics. There are many significant differences between groups, as well as many commonalities for each population. The majority of the population lives in rural areas, but multiple large cities, including Dar es Salaam, house millions of people in suburban areas. The rural population, as well as the country in general, relies heavily on agriculture for both employment and food. The industry encompasses 65% of the nation's workforce. However, in urban areas, a majority (50-60%) of the population works informal jobs, in markets, services, or the industrial sector. Urbanization is trending in the positive direction in Tanzania, with consistently increasing population share for each of the last ten years, reaching around 37% of the total population of the country in 2022. Some major differences exist between the two population groups. First, 33% of the rural population lives below the national poverty level, while only around 16% are below that line in cities. 88% and 45% of urban children attend primary and secondary school respectively, while rural rates are 79% and 19%. Furthermore, healthcare is more developed in urban areas, with 79% of clinics having access to clean water and electricity as opposed to only 36% of rural clinics. Overall, it is clear that the urban population is significantly better served and has greater opportunities, which results in better economic, social, and health outcomes.

There are over 120 different ethnic groups native to Tanzania. 99% have African origins, and about 95% have Bantu heritage. The main ethnic groups in Tanzania include the Sukuma (over three million, around 14% of the population), and the Chagga, Haya, and Nyamwezi (over one million each, 4-5% of the total population). Main ethnic groups are united by the use of a common language (Swahili) and a sense of national identity. Ethnicity is grouped primarily by geography, assisted by colonial divisions being created mostly along ethnic lines. Most ethnic groups coexist peacefully, partially because ethnic identities have weakened over recent years. The majority of tension within the country stems from

religious differences, as the mainland population has a strong Christian population while the Island of Zanzibar is largely Muslim. A population of refugees can be found in Tanzania, coming primarily from the neighboring countries of Rwanda, Burundi, and Uganda. Less than 1% of the population is non-African, coming from Europe, Asia, and Arab countries.

Business Customs and Practices

General international business customs apply. Tanzanians strongly value face-to-face meetings and the respectful exchange of business cards. Patience and flexibility are essential, as personal relationships are developed before business is discussed, due in part to the emphasis placed on family and community within the country. It is not uncommon for business owners to have close relationships with their suppliers and customers. Respect is an important part of Tanzanian culture and within business interactions, as formal written letters of introduction and requests for meetings are expected. Connected to respect, public appearances are quite important. Tanzanians do not show anger or openly disagree with colleagues, especially superiors, in public business settings. While Swahili is the official language of the country, English is widely spoken in business discussions. Business culture is hierarchical, with an emphasis on seniority. This makes the business culture very male-dominated.

Specific customs to note are as follows. First, it is essential to greet the most senior person in the room. Introductions are typically done with a handshake, but it is important to wait for women to offer their hand for a handshake, as some Muslim women are not permitted to shake hands with men. In this case, a nod can be sufficient as a formal greeting. Business attire is formal, suits for men and long skirts for women. Small gifts are also commonly exchanged, especially in international business, though flowers are reserved for mourning and as a sign of condolence and should be avoided. Questioning or disagreeing with superiors or business partners in public settings is avoided. Discussions should be calm and free from personal attacks and criticisms. Patience is key, and directness can be mistaken for rudeness. The decision-making process can be slow, and business can be delayed. However, punctuality is still important as a sign of respect.

Religion and Aesthetics

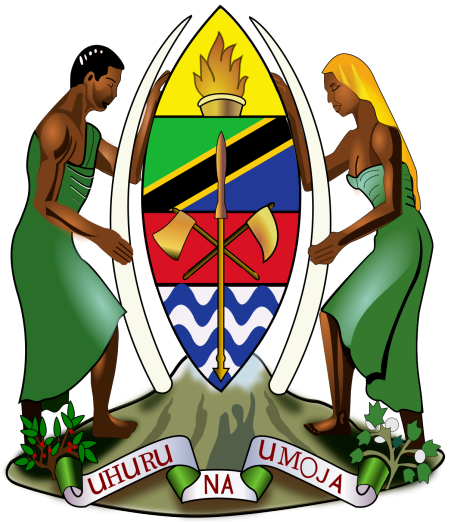
Religious Impact

Christians and Muslims are the most common religious groups in Tanzania. Of the population, 63.1% is Christian, 34.1% of the population is Muslim, 1.1% of the population is Folk Region and 1.7% of the population is either Buddhist, Jewish, or unspecified. The majority of Christians in Tanzania are either Roman Catholic or Protestant. Christianity has influenced different parts of everyday lives including culture, education, and social organization, though not to a major extent. The mainland population is strongly Christian, while the island of Zanzibar is over 99% Muslim, and is considered the Islamic center of the country. The majority of Muslims are Sunni and the remainder consists of several Shia groups.

Religion plays a major role in daily life and is frequently discussed. Many religious organizations provide social services and other positive contributions to society. There are regular religious practices including daily prayers and worship in religious institutions or community centers. Religion also impacts morality and ethics and guides the decision-making of the people in society. People of the Christian faith have Sunday worship services every week. Regarding monthly rituals, there are monthly prayer and fasting events as well as congregational gatherings. Some examples of yearly rituals for the Christian faith include Christmas celebrations and Easter observances while people who are Muslim celebrate Eid-al Fitr which marks the end of Ramadan fasting. In addition, Basata is a Muslim festival celebrated in July. It is a feast honoring Abraham's willingness to sacrifice his son Ishmael instead of Isaac. Mawlin is celebrated as the birth of Muhammad on December 12 or 13 each year. Vaisakhi is celebrated on April 14 and commemorates the beginning of the farming season. One important tradition in the country is that Christian presidents will appoint Muslim prime ministers, and vice versa. This has existed since independence, though law prohibits religious groups from registering as a political party.

Aesthetics and the Arts

Tanzania takes pride in its musical culture. Music comes from traditional instruments such as the Gnoma, a drum used in traditional dances. Their music is known as the "Bongo Flava" genre and has gained international recognition. Tanzania also has numerous artistic festivals, such as the Zanzibar International Film Festival and the Bagamoyo Arts Festival. Other important methods of artistic expression include storytelling traditions and the colors green, blue, yellow, and black, found on the flag and coat of arms. Green is linked to growth, development, and nature, blue symbolizes harmony, peace, and love, yellow is associated with wealth and life, and black has deep spiritual significance and connections to grief, sorrow, and personal growth. The flag has a black and yellow stripe representing the citizens, their wealth, and their struggles. This stripe separates green (agriculture and nature) and blue (lakes, rivers, and the Indian Ocean). On the coat of arms, a burning torch symbolizes enlightenment, knowledge, and freedom. Because there are so many ethnic groups within the country, we couldn't find any major shared folktales or symbols beyond colors.









Living Conditions

Diet and Nutrition

The traditional Tanzanian diet consists of largely plant-based foods high in fiber, and fermented products. The most common food in rural areas is Ugali, a doughy, maize-based dish that is boiled. The average person eats it about three to four times per week, served on the side with stews, vegetables, or meat. Spicy foods are common and ginger and coconut milk are used in many dishes. Meat is not widely consumed in comparison to other areas because cattle and sheep are raised for the value they contribute to social status or for very special occasions. Tanzanians eat a lot of vegetables and starchy cereals. Starchy staples like cereal and rice make up 70% of Tanzanian diets. However, in urban centers, diets are modified. Food in cities is typically deep-fried and processed, compared to grilled and unprocessed foods popular in rural areas. City diets contain more good fats, and 96% of the urban population reached the recommended protein intake. In Dar es Salaam, common dishes include grilled meat kebabs (mishkaki), BBQ meat (nyama choma), and a french fry omelet called Chips Mayai. Indian cuisine is also popular.

Breakfast in Tanzania is light and eaten early in the day. Meals can consist of tea or coffee, bread, or porridge. Lunch is the first shared meal, as many people eat with each other. Tanzanians often eat dinner late in the day, even as late as 9 PM. This stems from traditional meal times in villages, where women worked in the fields until sundown and then would return home to prepare dinner. In rural areas, meals bring people together, with families telling stories while food cooks over a fire. In recent times, industrialization and modernization have shifted this tradition. In cities, dinner is served around 8 PM. This aligns with the showing of the evening news on TV, which most people watch while eating. Meals are often eaten by hand.

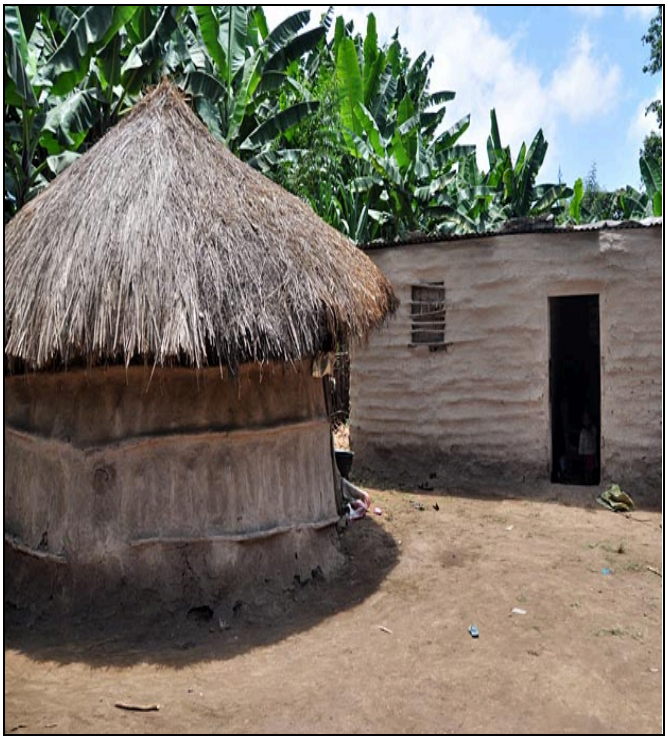
In regards to malnutrition, 14% of children under 5 are underweight. The lack of nutrients over long periods leads to growth failure or stunts. There are also high rates of anemia and low body mass. Food insecurity in Tanzania is primarily driven by prolonged dry spells or inconsistent rainfall, affecting livestock production. 15% of rural households are insecure with an additional 15% in danger of food security. This is due to a lack of financial and operational means as well as weak infrastructure for their

agriculture sector. One approach to tackle malnutrition in Tanzania is school gardens which help children develop valuable skills while providing for their families and communities.

Housing

Major housing differences exist between urban and rural areas. There are two main types of circular houses that are popular in the countryside: Cylindric huts and one-story houses with brick or mud walls and straw or metal roofs. Communities live in villages and often will build their houses themselves, and therefore own their housing. Both one-family dwellings and larger structures are common. In urban areas, housing shortages are a serious problem in recent times due to the influx of people migrating to cities. 60% of the urban population lives in unplanned settlements, such as temporary shelters or slums. These “houses” hold family units, and families will typically rent the structure from a wealthier businessman who owns the land and building. For those who can afford nicer housing, apartments are common with more traditional houses being found in suburban areas.

Rural:

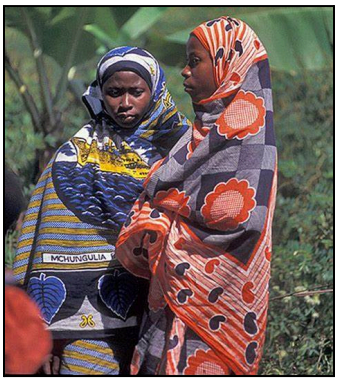


Urban:



Clothing

Traditional clothing in Tanzania speaks of modesty and brightness. Tanzanians are conservative and this is shown in their dressing styles. The traditional dress for both males and females includes women wearing the Konga which is a cotton cloth while men wear a Kanzu, a white or beige colored robe with a traditional cap. Men typically dress in less colorful fabrics than women. It is common for men to wear pants and dress shirts, as shorts above the knee are frowned upon. All shorts in general attract negative attention and should not be worn especially in religious buildings. Women wear skirts and dresses below the knees with tops that do not expose their chests. Kanga has printed patterns and sometimes words on it. The Kanga is not just a dress, but a form of expression and a way to honor tradition. At work, females typically wear a deeply conservative dress whereas males wear long trousers or skirts.





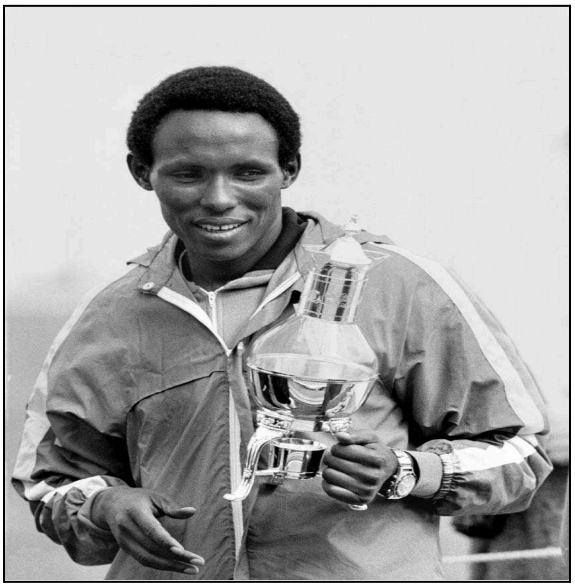
Recreation, Sports, and Other Leisure Activities

In Tanzania, most schools lack recreational facilities and equipment to play sports. Youth sports have been found to reduce crime, promote coordination and healthy development of children, and benefit social inclusion and community. While organized team sports do exist, formal support is lacking. Football (soccer) has a large fanbase in the country and is popular among the youth, though the Tanzanian national teams have never qualified for the FIFA World Cup. Basketball is a popular sport as well but is played mostly in schools and in the Army. Cricket and rugby are two sports currently growing in popularity within the country. Individual sports are more commonplace in Tanzania, and the country is known for its

distance runners. Some prominent athletes from Tanzania are Suleiman Nyambui and Filbert Bayi. Both of these athletes won Olympic medals for the country in 1980 in Track and Field. Additionally, Hasheem Thabeet was drafted with the second overall pick in the 2009 NBA draft and was the first Tanzanian-born player to join the NBA, but did not have a successful career. He is now playing basketball in Tanzania.

In 2023, the estimated consumer spending per capita on culture and recreation in Tanzania is $11.27, meaning On average, each person in Tanzania is expected to spend approximately $11.27 on activities related to culture and recreation. To put this amount in perspective, the estimated consumer spending per capita on culture and recreation in the United States in 2023 is $5.2k.





Filbert Bayi

Healthcare

Overall, Tanzania has a weak healthcare system challenged by high maternal mortality, child mortality, HIV/AIDS, pneumonia, and malaria. There are limited services available and most are located in Dar es Salaam. Over 60% of Tanzania's healthcare facilities are funded by the government and the rest are private. There are eleven clinics that provide dentistry in Tanzania, five main operating surgical care centers in Tanzania, and around three hundred total hospitals in Tanzania. Tanzania has some of the lowest rates of access to health personnel in the world. As of 2019, only 32% of Tanzanians are covered

by health insurance and only 1% are members of private health insurance. There is one hospital bed for every 1,400 people in Tanzania and one doctor for every 33,000 people.

Language

The official language of Tanzania is Swahili. English is widely spoken and other languages spoken are native to various ethnic groups. There are 126 languages spoken throughout the country, however, only 58 of them are considered to be in vigorous use with 18 developing and others dying. Most of the population can fluently speak both English and Swahili. English is the primary language of commerce, administration, and education which is a legacy of British colonial rule. Arabic was brought by Arab traders many centuries ago and is still spoken in some parts of Tanzania, particularly in Zanzibar. Some of the other languages include Bantu and Nilotic. Language is how the various ethnic groups can maintain and celebrate their distinct cultural practices and traditions.

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Economic Analysis

Population

When exporting a product internationally, it is important to understand the demographics and distribution of the community. For one, population data helps in understanding the size of the market. A larger population may indicate a larger potential customer base and vice versa. In Tanzania, the most recent total population for the country (as of 2023) is 65,642,682 with a growth rate of 2.75% and 32.9 yearly births per 1,000 citizens. Demographic information such as the distribution of the population by age, gender, and location can help in understanding consumer preferences and behaviors allowing the adaptation of exported products to meet the specific needs of the market. Below are demographic distribution statistics as of 2023 in Tanzania:

- By Age
    - 0-14 years: 41.5% of the population
    - 15-64 years: 55.15% of the population
    - 65 years and older: 3.35% of the population
- By Gender
    - At birth: 1.03 males/females
    - 0-14 years: 1.02 males/females
    - 15-64 years: 1 male/female
    - 65 years and over: 0.75 males/females
- By Geographic areas of population
    - Urban: 37.4% of the population (4.89% rate of urbanization)
    - Rural density: 63.3% of the population
- Migration rates and patterns of migration into and out of the country
    - Net mitigation rate: -0.39 migrants/1,000 population
    - Most mitigation is internal from rural to urban areas
    - There is some temporary labor migration from towns to plantations for seasonal harvests.

Economic Statistics and Activity

Gross National Product (GNP) and Gross National Income (GNI)

Exporting a product to Tanzania involves considering various economic indicators. The increasing trend in total GNP over the last five years indicates economic growth in Tanzania and an expanding market with increasing purchasing power. The yearly GNP and GNP per capita are as follows:

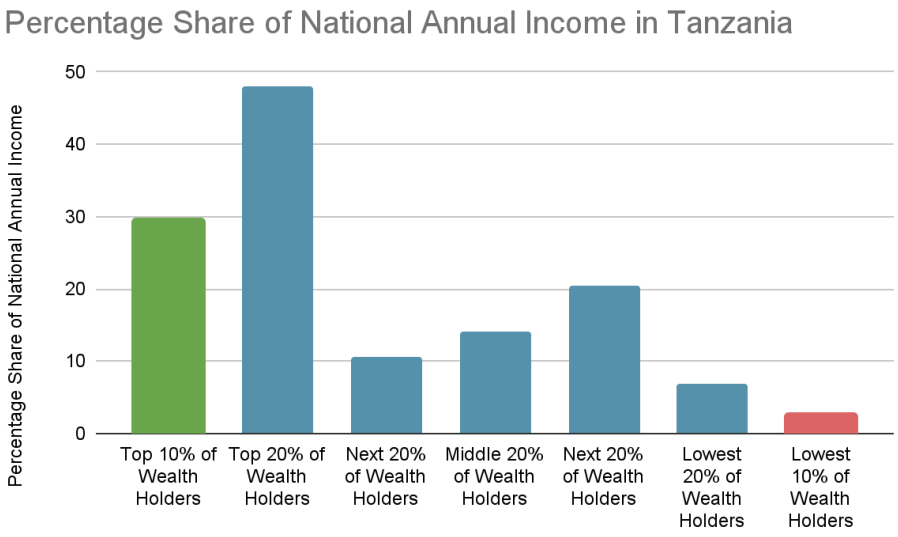
- 2022: $75.94 billion, $1,200 per capita
- 2021: $69 billion, $1,120 per capita

- 2020: $62.81 billion, $1,050 per capita
- 2019: $60.30 billion, $1,040 per capita
- 2018: $56.49 billion, $1,000 per capita

From 2020 to 2021 as well as from 2021 to 2022, Tanzania saw a roughly 10% growth rate for real GNP. This suggests a rapidly growing economy which can be an advantage for businesses looking to export products to Tanzania, and shows a strong recovery from COVID. The most recent GNI per capita in Tanzania was $1,200, reflecting the average income earned by Tanzanian residents. The Purchasing Power Parity (PPP) adjusted GNI per capita in Tanzania is $3,040 meaning that the PPP multiplier is around 2.5x. The PPP measures value adjusted for cost of living. It is essentially an adjustment for how much a dollar can purchase relative to other areas of the world. Because the PPP multiplier for Tanzania is around 2.5x, it means that the cost of living is about 2.5x lower than global averages, meaning that each dollar is actually able to purchase approximately $2.50 worth of goods and services in Tanzania.

Distribution of Wealth

The percentage share of national annual income in Tanzania for seven significant bands (separated by net worth) of the population is charted on the right.



Based on this data, it is clear that wealth and income are disproportionately distributed throughout the population. The top 20% of wealth holders receive almost half of the total income whereas the lowest 20% receive less than 7%. This disproportion suggests a level of income inequality in Tanzania as a small portion of the population holds a substantial share of the total income. For the middle 60%, we actually see that incomes increase as total wealth decreases. This could suggest that the upper-middle wealth band lives a

comfortable life and does not have to work as much (potentially due to retirement or being supported by others), while lower bands actually work harder and earn more income but are not able to save it to increase their wealth holding.

The Gini coefficient or Gini index is a measure of income distribution across a population. It can serve as a gauge of economic inequality. The coefficient ranges from 0 to 1, or 0% to 100%, in which 0% represents perfect equality (even distribution) and 100% represents absolute inequality (one person earning all of the income). In Tanzania, the Gini coefficient in 2017 was 40.5% and in 2019 it was 48.6%. This indicates a negative trend over time, as income inequality is increasing. A fair value is between 30-40%, while an ideal value is below 20%. It is clear that Tanzania is suffering from issues causing bad income inequality.

Natural Resources

The following natural resources are present in Tanzania: Hydropower, tin, phosphates, iron ore, coal, diamonds, gemstones (including tanzanite, found only in Tanzania), gold, natural gas, and nickel.

Surface Transportation

There are several different modes of transportation in Tanzania. Road transport is the most widely used form of transportation in Tanzania with roadways covering around 86,742 kilometers. 90% of all travelers and 75% of freight traffic use the roads, riding in cars, trucks, buses, and taxis. Rail transport is the second most used form of transportation and is a crucial method for shipping large freight items from ports into the central plateau and further West. Along with freight items, railways can transfer passengers between countries. There are two railway companies within Tanzania: The Tanzania Railway Corporation and the Tanzania–Zambia Railway Authority. The Tanzania-Zambia Railway (TAZARA) links east Tanzania to central Zambia. In total, railways cover 3,676 kilometers within the country. Next, there are nineteen airlines operating in Tanzania within fifty-eight different airports. There are also 300 private airstrips for certain corporations. In 2019, there were around 6.2 million passengers who utilized air transport. A new airport built in the country's capital is expected to handle a minimum of 50,000 aircraft and over one million passengers per year. Lastly, industrial water transport is mainly conducted out of a

large port in Dar es Salaam (on the Indian Ocean), connecting Tanzania to the rest of the world. Lakes Victoria, Tanganyika, and Nyasa are also used to transport people and products between bordering countries, including Uganda, Rwanda, Burundi, the Congo, and Zambia. The port of Dar es Salaam has a capacity of 10.1 million tons per year, taking up around 92% of Tanzania's total water-based shipping. All seaports are run by the Tanzania Port Authority.

Communication Systems

The most used communication systems in Tanzania are the telephone, internet, fax, and cellular. In 2021, there were 72,000 subscriptions for fixed telephone lines, representing less than 1 in 100 citizens. Around 85 in every 100 residents have access to mobile telephones with 54 million mobile plan subscriptions in 2021. There were 20.48 million users of the Internet as of 2021, with 32% of the total population having access to the Internet. Finally, there are 1,135,608 fixed broadband subscriptions as of 2021, resulting in around 2 of every 100 residents having access.

Principal Industries

The three largest sectors in Tanzania by GNP contribution are agriculture, industry and construction, and services. The economy of Tanzania is heavily reliant on agriculture, which contributes to approximately 27% of the country's GNP. The industrial and construction sector includes the manufacturing and processing of agricultural goods, as well as mining, and represents 31% of GNP. This includes wood processing, textile and clothing, chemicals, leather products, plastics, paper products, and publishing and printing. Mining and agriculture produce 85% of all exports in the country. Finally, the services industry contributes over 40% of the national GNP. Other contributing sectors and industries include tourism and transportation.

Imports and Exports

Major exports out of the country include gold, copper, legumes, rice, and tobacco. Total exports were valued at $8.55 billion in 2020, with gold contributing 37%, vegetable products 21.4%, other mined metals 14%, and other categories such as other foods, textiles, animals, and other mineral products making up the majority of the remaining 28%. Gold exports are actually trending downwards, while

vegetable exports including legumes, corn, and rice, and metals such as copper and precious metal scraps grew between 20-300%. Total exports have grown by 42.5% in the last five years.

Tanzania's major imports include petroleum, palm oil, and iron. Total imports in 2020 were valued at $15 billion. $2.41 billion (16%) was petroleum, $1.74 billion (12%) consisted of metals including iron, and another $500 million (3.2%) was palm oil. Other frequently imported sectors included transportation, chemical products, machines, food products, and more. All three top imports increased in volume from 2020 to 2021, and net imports have increased by over 33% in the last five years.

Tanzania has been operating under a trade deficit in each of the last ten years, with the 2022 deficit equaling over $7 billion. This shows that they are importing much more than they are exporting, despite exports growing at a quicker rate than imports in recent years.

Currency and Exchange Rates



The currency in Tanzania is the Tanzanian Shilling (TZS), which comes in the form of paper bills and coins. Paper bills/banknotes have values of 500, 1,000, 2,000, 5,000, and 10,000 shillings, while coins exist for values of 50, 100, 200, and 500 shillings. The current rate of exchange against the U.S. dollar is roughly $1 USD to 2,500 TZS and varies day to day. The Tanzanian Shilling has remained relatively stable in value against the U.S. dollar in recent years, though has generally weakened. The current exchange rate and the recent stability of the Tanzanian Shilling against the U.S. dollar are positive indicators for doing business. Coins feature animals on one side and former presidents on the other, while most bills feature animals and buildings. The first president of Tanzania (Julius Nyerere) is on multiple coins as well as the 1000 shilling note.



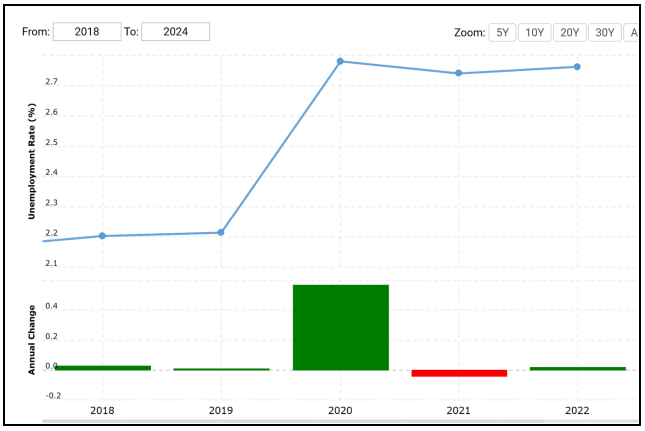
Trade Restrictions

In Tanzania, some sensitive goods have tariffs up to 100%. Typical tariffs range from 5-25%, including a 25% tariff on consumer goods. There is also a value-added tax of 18% charged on all non-EAC (East African Customs) imports. Tanzania participates in the following trade agreements: the East African Community (EAC); the South African Development Community (SADC); and the EAC-COMESA SADC Tripartite framework. These agreements reduce import and export barriers and protect local consumers and local and domestic producers. Multiple organizations influence trade, including the Tanzania Bureau of Standards (TBS). The TBS has jurisdiction over all standards issues in Tanzania and is a member of the International Organization for Standardization (ISO). They also are responsible for embargoes and bans, with most occurring as a result of trade disputes with Kenya and other neighboring countries, rather than impacting specific products from any country. The current government is hoping to increase global trade, by both exporting and importing more.

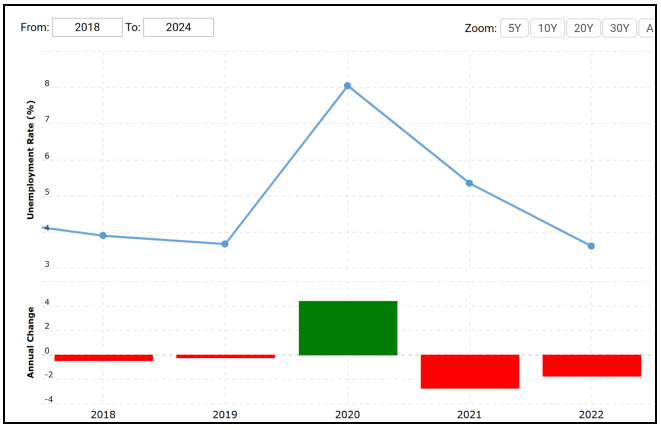
Unemployment and Inflation

The size of the labor force in Tanzania is currently 29.863 million people with an unemployment rate of 2.76%. This relatively low percentage indicates a small proportion of the labor force is without a job, and can be attributed to the country's growing economy and effective employment policies. Since 2018, the unemployment rate has fluctuated due to economic factors, primarily COVID. Tanzania currently has a lower rate than the United States and has experienced similar fluctuations, with the largest change being an increase in 2020 for both countries. The current inflation rate in Tanzania is 3.69%. Over the last decade, inflation rates have been positive, between 3 and 8%, with a net decrease since 2013. Higher inflation rates may indicate economic expansion and increasing cost of living. The low unemployment rate and a growing economy in Tanzania create favorable conditions for selling new products. More people are employed which results in increasing consumer spending, driving up prices. In general, consumers have a stable income which leads to consumers being more likely to spend money on new products. The next page contains graphs showing these two rates over recent years.

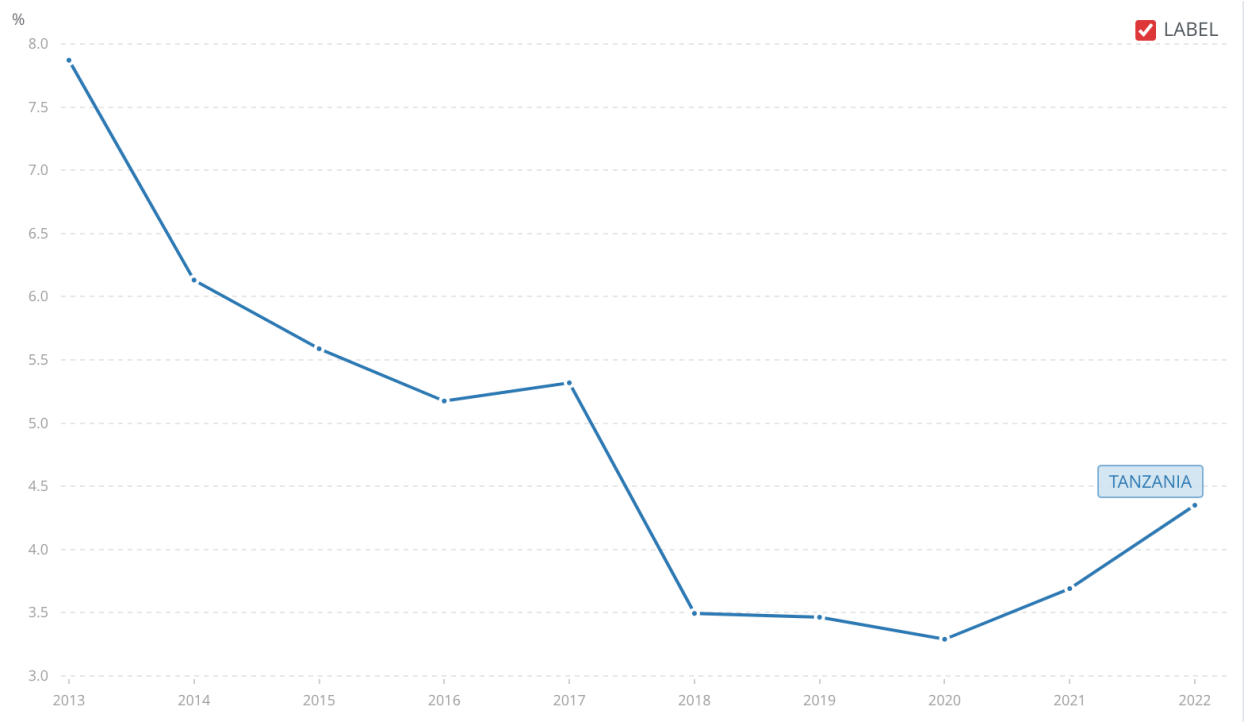
Tanzania unemployment rate, 2018-2022



United States unemployment rate, 2018-2022



Tanzania inflation rate, 2013-2022



Developments in Science and Technology

Innovative technologies have had a substantial impact on the daily lives of Tanzanians in regards to food, health, transportation, and more. To address the widespread problem of water insecurity, smart water metering systems provide a higher awareness of consumption levels. This has helped farmers and communities monitor and control water use. The country has made significant progress in developing its digital infrastructure and increasing internet penetration which has promoted e-commerce. In addition,

mobile telecommunications has helped with mobile money services and has transformed how people perform transactions. Many tech startups also exist in the country, designing apps or smart products that improve quality of life. The country has also addressed the demand for organic food and created innovative technologies to support the agricultural sector, by improving farming processes.

Tanzania does not have an incredibly knowledgeable or skilled population regarding technology. They ranked 13th of 26 surveyed African countries with a 3.3/10 score in the Digital Skills Gap Index. However, the future is bright, as education programs are incorporating technology skills into curriculums and the young population is learning quickly, with many entrepreneurs in this area emerging.

Channels of Distribution

COVID-19 Impact on Supply Chain and Distribution Stores

The supply chain in Tanzania was negatively impacted by the COVID-19 pandemic. Specific sectors such as industrial and automotive were harmed, while the technology sector actually grew during 2020-2021. Supply chain disruptions stemmed from multiple sources, including unstable partnerships between producers and distributors, issues accurately forecasting demand, and issues importing key products. The food supply chain was particularly damaged, resulting in increased food insecurity across the country. Issues stemmed from production, as many farmers fell ill, water supplies were low, and harvested grains and vegetables lacked quality. It was also difficult to transport products to markets and more urban areas, due to disruptions in the train systems. Finally, sellers and retailers were also impacted. On a global scale, imports did not slow, but the process to import goods was more complicated. Distribution channels for products in Tanzania include wholesalers and retailers. Typically, wholesalers will import the goods that are then purchased by retailers, who pay the required duties and sell them in small shops. Retail sales were over $17 billion in 2014, and have only grown since. Tanzania does not have dominant national retailers, rather, small businesses make up most of the population of retail outlets. These retailers are not large chains or department stores, but rather specialty shops that focus on a few related products or markets. Informal retailers comprise over 90% of the almost 100,000 official retail stores in the country. However, there are convenience stores and roughly 27 international chains that have

operations in Tanzania, including Sketchers and MAC cosmetics. Many of the other chains located in Tanzania are different branches of the travel industry such as Holiday Inn, Hyatt, Best Western, and Delta.

Media

Primary media in Tanzania includes television, radio, print outlets, the internet, and social media. As of 2020, there were 45 television stations in the country, with 13 reaching a national audience. Included in this are free-to-air channels. The most popular channel is ITV: *Independent Television*, which reaches more than half the population daily. Roughly 25% of households own a television, though far more have access to a television at least once a month. 39% of the population, mostly in rural areas, does not have any access to television. A 1-minute advertisement on television can cost between $1,500 USD and $3,000 USD, depending on the channel and time aired. Finally, a survey found trust in television media to be around 73%. Tanzania has around 200 radio stations. As of 2018, 43% of the population of Tanzania has access to a radio. Radio is the most popular news source in the country, with 64% of the population trusting radio media. An ad spot costs around $50, but is also dependent on the time and station. Print media is less popular, and only 16% of the population trusts newspapers. There are 175 print outlets in the country, 116 are owned privately, 33 by the government, and the rest by religious organizations. A print advertisement costs around $20. As of 2020, around 20.48 million people in Tanzania have access to the internet, accounting for around 32% of the total population. Finally, there are around 4.9 million social media users in Tanzania, which equates to 7.4% of the total population. 3.8 million people use Facebook, 2.45 million use Instagram, and 1.1 million use LinkedIn. One other popular form of media is “moving billboards”, which are advertisements on cars, buses, and other vehicles that can reach many different people in different areas. Local businesses are experimenting with this form of advertising, and it is cheaper than the normal billboard.

Each of the above media is primarily available in urban areas, as news typically travels to rural areas through word of mouth. The most popular rural media is radio, for those who can afford a radio, and occasionally newspapers, though local news is conveyed primarily by word of mouth. Popular topics include politics, economics, and community occurrences.

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Market Audit and Competitive Analysis

The Product

The *Instant Brands* Air Fryer has several relative advantages over current cooking methods in Tanzania. For one, the air fryer promotes healthier eating habits as it can produce the same dishes with less oil and therefore less fat. Additionally, air fryers in general are very versatile. The product can be used to prepare a wide range of dishes and can adapt to local ingredients. Since there are many different ethnic groups in Tanzania, the versatility of the air fryer can be a huge asset to people all around the country. Lastly, air fryers are generally easy to clean leaving more time for enjoying a meal with family rather than a longer cleaning period. Many dishes that would typically require multiple pots can be cooked all in one air fryer as well, so fewer dishes and water would need to be used for cleaning. Our product also does not require an open fire, which is common for cooking in Tanzania and can be dangerous, inefficient, and takes resources to fuel. Also, by including fewer setting options, our product would be simpler to use and easier to understand, especially with some members of the Tanzania population being illiterate. This ease of use is an advantage over more complicated cooking methods and would encourage conversion from other simple cooking methods to our air fryer.

Furthermore, our air fryer is very compatible with our target market's lifestyle. Our target market is primarily young, female homemakers who have the traditional roles of cooking and taking care of the family, including children. This target audience can enjoy the chance to cook healthy and easy family meals and are accepting of new technology in their lives. We learned that the birth rate is very high in Tanzania (around 5 children per family), so these young mothers are undoubtedly very busy taking care of children. Also, mothers typically carry their babies with them as they go about their day, so our product is far safer than cooking over open fires or with hot oil, which could result in devastating accidents. Having the option to provide quick, safe meals to support an entire family would give young mothers more time to take care of their children and to help with other responsibilities around the house.

The air fryer we are introducing to Tanzania is intentionally low-complexity. While most air fryers in America have gotten very complicated with many different features, we want to modify our product to be simple and easy to use. Many *Instant Brands* Air Fryers are offered in different models, sizes, and colors, with dozens of different settings. The product we are adapting already only has a few different cook modes, but we would simplify it even further to only have a temperature dial and a start/stop switch. We will also have a light to indicate if the inside is hot or not. Our air fryer will be offered in one size and color in Tanzania, allowing us to benefit from decreased production costs. We also plan to include a small instruction manual using photos and some text as possible, to show how to operate and clean the system. The hardest part for consumers to understand will be converting cooking times from traditional methods to our air fryer, but we plan to use some trialing and offer support to customers. We also include a cookbook with some local favorites and how to cook them in our air fryer.

Our air fryer can also be trialed. For instance, we will partner with street stands within Dar es Salaam allowing vendors to cook local delicacies with our air fryer. We will offer both the food and the fryer separately to potential customers. Street food is very common in Tanzania, especially in Dar es Salaam. While customers sample the food, we can show them a quick tutorial of our product. Additionally, we will have our air fryer in different grocery stores and corner stores where people get ingredients for cooking. Similar to Costco samples, we will have demonstrations and opportunities to learn how to use our air fryer. We even plan to go through neighborhoods offering mothers a chance to use our air fryer and see how easy it is to use. Finally, we want to partner with schools, community centers, or workplaces, providing our product to be trialed by the entire community in hopes that people would want to own one for themselves. There are many different ways people could sample our air fryer that would help generate interest and demand.

When introducing a new product to a new location, especially in a less developed country, there are going to be problems and resistances to product acceptance based on the established norms of the country. One major problem or resistance to our air fryer being accepted in Tanzania is that it goes against the traditional methods of preparing meals and cooking. Mothers could be resistant to new technology,

and it might be hard to adapt some traditional meals to be cooked in an air fryer. It is also easier to break an air fryer than a grill or pan. To avoid these issues, we will have a strong support system in place, both in demonstrating proper use and maintaining current units as they encounter issues. Additionally, the initial cost could cause resistance by some customers, especially if they are on the lower end of the income scale in Tanzania. Our product, while expensive, is a one-time investment with a long life cycle. We will have to raise awareness and education about the air fryer to convince customers that the investment is worthwhile and that straying from tradition can be beneficial. Our product is very modern and technologically advanced, so hopefully, people would be interested in our product in the same way they are interested in purchasing items such as smartphones or other modern technologies.

The Market

Dar es Salaam: Location, Transportation, and Communication

We plan on introducing our product first to Dar es Salaam, the biggest city in Tanzania and the financial hub of the country. It is also near a commercial port on the Indian Ocean coast. Dar es Salaam boasts a population of over 6 million people, making it the 6th largest city in all of Africa. There are many restaurants, markets, small businesses, major retailers, and multiple shopping malls. The literacy rate in the city is around 94%, much higher than in more rural areas of the country (which can help our advertising and acceptance of our product). There are plenty of employment opportunities and relatively high incomes in this city. This is an attractive city for the introduction of the air fryer because our target market would most likely live in these conditions. We are looking for higher-class people who enjoy cooking and are open to new and updated technology. The city does occasionally ration power, but some traditional methods like frying, stoves, and ovens also require power.

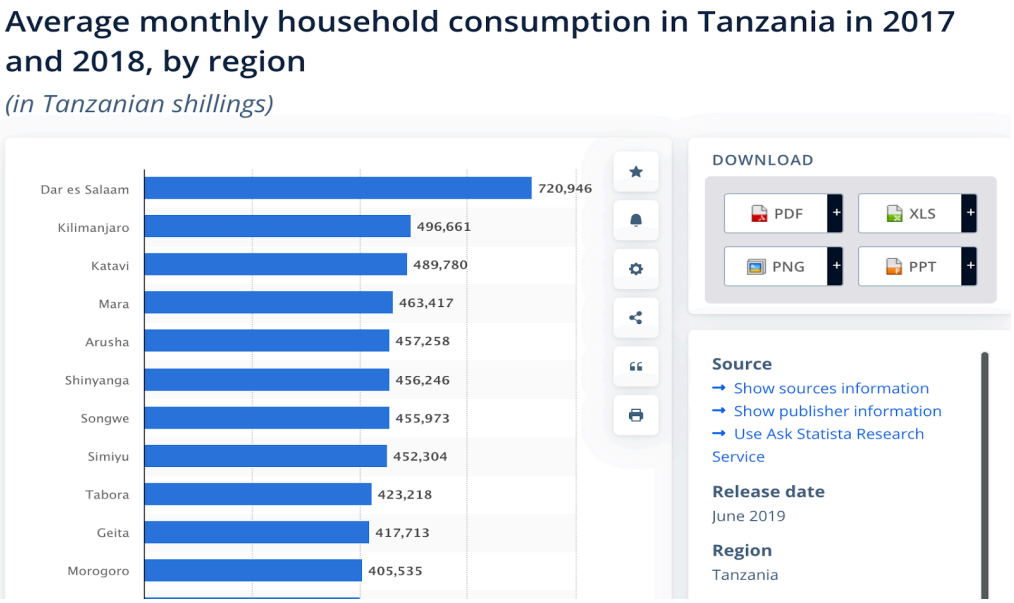
Dar es Salaam has a serviceable, yet in some cases outdated, transportation infrastructure. As it is on a harbor, there are many opportunities to import products into the city from elsewhere. There is a small ferry (MV Kigamboni) that crosses the Kurasini Creek, which separates two regions of the city. It is not very popular for commuter travel. Many main railways and highways originate from the city, connecting it to the rest of the country. The main local transportation methods are “minibusses” (Dalla Dalla), which

are smaller than a typical bus but bigger than a taxi or rickshaw. They have a larger metro bus system, but it is less developed. There is also a commuter rail (the Treni ya Mwakyembe) which helps to ease travel within the city. There are two lines, which run for about 12 miles each connecting different parts of the city. There is also one airport, located near the central business district. Overall, transportation through Dar es Salaam is possible through many methods, though many walk especially when they only have short distances to travel.

There are many different forms of media available in Dar es Salaam. First, there are multiple newspapers offered, both in English (The Citizen and The Guardian, among others), and some in Swahili (Tanzania Daima and Mwananchi). There is one financial and economic newspaper offered as well (Business Times). The city has some television stations with head offices, as well as multiple radio stations. The first station established in the country and the most popular station, especially during the day, is ITV: *Independent Television*. At 8 PM each day, the main news bulletin is played which reaches up to 70% of the population. Internet access is not widely available but does exist in different capacities. There are internet cafes and Wi-Fi hotspots in some areas. The Government is "targeting 80% internet access in Tanzania by 2025" though current levels are lower, estimated at around 50%t in 2021. Finally, there is some telephone coverage, but prices are high and it is not widespread.

Consumption Habits and Retailers in Dar es Salaam

This area is known for key businesses and industries. Due to the economic opportunities in this city, consumers in this area are typically seeking employment and investment opportunities. The Tanzanian Household Appliances

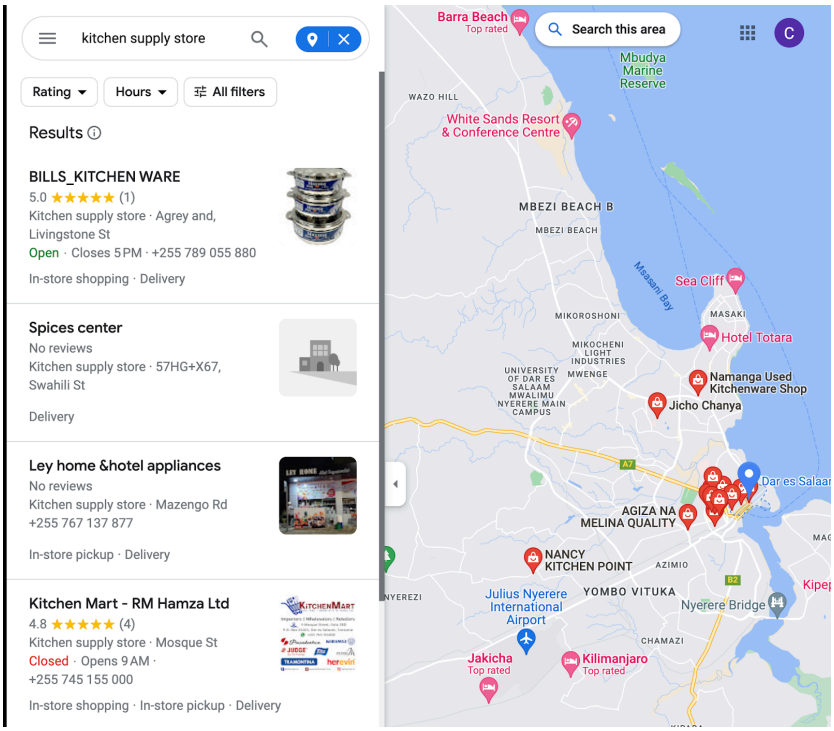


e-commerce market is predicted to reach US $46.1 million by the end of 2023. The cooking appliances market is expected to show a volume growth of 10.3% in 2024. In Dar Es Salaam specifically, the average monthly household consumption was about 50% more than any other region of the country in 2017 and 2018 (see below). The cost of living in the city for a family of four is estimated at around $1,700, without rent. One study found that the largest chunk of expenses (34%) was spent on markets, such as food or other necessities. After that, 27% of expenses were rent, with 10% for transportation and restaurants, and less than 10% on clothing and shoes, sports and leisure, and utilities. Therefore, it is clear that people are willing to spend, and do spend a large amount of their income on food and other household goods and products.

In Tanzania in general, most of their cuisine is made from local plants and fruits such as rice, wheat, corn, beans, and other grown foods. Less common is meat, but chicken and fish are still present in the typical diet. Most cooking doesn't require much preparation, with ovens not always available. Common cooking methods involve grilling, boiling, and frying with oil, often over a charcoal fire. While our product wouldn't do great with foods that are meant to be boiled, grilling and frying can absolutely be done with our air fryer.

Most people in Dar es Salaam cook for themselves, though there are restaurants. Street food is also very prevalent, often prepared on charcoal grills. We found videos of street food and restaurants using flat top grills or fire-based grills, which seems to be the most popular cooking method in the city. We couldn't find much information on domestic cooking, but from what we saw, most cooking involved open fires. Shopping habits for kitchen appliances usually depend on how the family cooks and how often the family cooks. Some homeowners are big fans of new and improved kitchen appliances while others prefer to stick to traditional methods. The air fryer can allow for similar cooking in most cases frying without oil. We will likely need to influence shopping habits some, as it is different to buy fuel every time you need to cook (which might be easier to afford for those living paycheck-to-paycheck) instead of investing in a large one-time purchase on appliances. However, again, some restaurants and households have more traditional appliances, so they do definitely exist in the country.

There are many kitchenware stores across Tanzania, but most are smaller businesses. Some have Google Maps entries (see right for an example of kitchen supply stores in Dar Es Salaam). They don't have massive retailers, or many chain suppliers in general, instead, small businesses are more popular. As mentioned before, there are many open-air markets as well, where we could distribute our product. There are also many small supermarkets that sell groceries and most likely would sell some cooking appliances or utensils as well, where we could sell our product.



Competition: Traditional Methods and E-Commerce Air Fryers

Our primary competition is the aforementioned traditional cooking methods of grilling, frying, boiling (used for vegetables and cereals (mainly rice), and mashing (also commonly used for vegetables). Most of this takes place over charcoal fires, either in large pots or on grills. In urban areas, ovens, flat-top grills, and stoves replace open fires and are safer for indoor cooking. The primary price of these cooking methods is the one-time cost of the pan or grill, as well as fuel costs. This competition does not necessarily contain a specific product that is marketed, rather, the traditional methods of cooking are ingrained in Tanzanian culture and are often passed down through generations. The closest actual product would be pots and pans, as well as the knowledge of cooking different traditional recipes in them. There are some features that our air fryer cannot offer. First, our air fryer has a limited volume, while large grills or pots could hold much more food for larger groups of people. Second, our air fryer would not be good for anything that needs to be boiled. We saw that soups are a popular food type in the country, which

could not be cooked easily in an air fryer. Especially in restaurants, the quantity of food prepared would be better suited for traditional methods. These would be the two main drawbacks of our air fryer, though there are many benefits and reasons why it would be better than these traditional methods for other food types.

Besides traditional cooking methods, similar products to ours are available through e-commerce websites that service Tanzania. These competitors include the Westpoint Pressure Cooker, the Kodtec Digital Airfryer, and the Silvercrest Airfryer. The Westpoint Pressure Cooker is available on impala.co.tz, a small e-commerce website. Their pressure cooker has a similar 6-liter capacity, on/off functionality, and an indicator to show if the inside is hot. It also has a keep-warm function, a non-stick interior, and a dial for different food types such as beans, soup, meat, and rice. It weighs 4.18kg, has a power demand of 1000W, and costs roughly 159,000 Tsh ($63.50). The Kodtec Digital Airfryer is available on NidaDanish, “Tanzania’s one-stop online store”. It has a 6-liter capacity, a digital display with 8 different cook settings and time controls, and boasts easy cleanup with a non-stick drawer. It is available for a price of 257,500 Tsh (a bit over $100). The Silvercrest Air Fryer is available on Kupatana, a small online marketplace where users can buy/sell new and used goods. The version available has a 6-liter capacity, adjustable temperature control, and a cook timer. It is available for 200,000 Tsh ($80).

While each product seems to be available on their respective e-commerce websites, it is unclear if they are actually purchased by consumers. Each product has no reviews and contains only basic details surrounding features and functionality. It is also not clear how the product is imported into the country or where it is housed. Besides e-commerce, it does not appear that any version of an air fryer is available in retailers in Tanzania. The primary features of air fryers on these e-commerce websites, per product descriptions, are the opportunity for clean and healthy cooking, different cooking settings, and the portability of the product. These products would probably be advertised on other websites. As there isn’t much offline domestic competition, there isn’t much information about other promotional methods. However, advertising in Tanzania (we found) goes through radio and television, as there is distrust of print media and a literacy issue. Wholesalers and retailers are the largest distribution channels supplying

kitchen appliances in general to consumers in Tanzania. Wholesalers will buy products in bulk that are transported and distributed to retailers within the local markets. As most of our air fryer competitors sell online, it is assumed that these companies have local warehouses and international suppliers who ship the product in to be shipped wherever needed in the country.

The Government

There are multiple agencies that have been created to assist with business operations in Tanzania. First, the Tanzania Bureau of Standards (TBS) is an agency that controls and assesses imports and exports. All products shipped into the country have to conform to specific standards. The TBS offers a "Pre-Shipment Verification of Conformity" (PVoC) which is a standardized procedure that companies can follow to ensure that their exports will be cleared in customs. The PVoC is carried out by authorized agencies, and shipments that pass inspection are granted a Certificate of Conformity (CoC), which allows them to bypass destination inspections upon arrival in the country. This protects domestic consumers and can help international producers save money by ensuring that products meet standards before they are shipped. The Tanzania Revenue Authority (TRA) actually processes the imports as they enter the country. On their website, they outline procedures that must be followed, as well as relevant documents that must be processed and how to process them. They also provide the import declaration form, portals for paying taxes or applying for licenses, and a FAQ section to help potential importer.

There are many regulations that need to be followed for successful importing into Tanzania. The incoming vessel must be declared at least seven days before arrival. Import documents need to be submitted online through the Tanzania Customs Integrated System for imported and exported items, and should be completed prior to the arrival of the products. These documents are then entered into the clearance system by customs agents, which is recommended to occur at least seven days before the goods arrive. Finally, the importing company must appoint a Licensed Clearing and Forwarding Agent to clear the imported goods. The following import documents are needed: Final invoice, agent's authorization letter from importer, import permits, exemption documents (if applicable), packing list, transport documents, cross border declaration of currency and bearer negotiable instruments.

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Preliminary Marketing Plan

Target Market

Our general target market consists of individuals who are involved in cooking for themselves or families in an average home. This will be primarily middle to upper-class consumers who would be willing and able to save money for this new technology (as we have seen in class with people saving for smartphones). Within our general market, our most targeted market group is stay-at-home mothers, which aligns with the traditional gender roles held within the Tanzania culture and values. As with any stay-at-home mother, these middle-aged family women have many responsibilities at home, taking care of children, cooking, cleaning, and running the household. This product, used like any other cooking product, would benefit people with busy lifestyles because it is fast and efficient. Our air fryer product also has health benefits, especially when compared to other common cooking methods. The primary form of cooking food in Tanzania is over open fires, which can result in many safety issues with smoke, burns, difficult-to-clean parts, and more. Furthermore, foods that are fried are conventionally fried in oil, so air-fried foods would be healthier. Therefore, another (smaller) subset of our general target market would be health-conscious consumers, regardless of family status. Both of these target markets are generally open to new and innovative technology, which benefits our product. We will have to successfully market our product and introduce it to customers who might be resistant to change, but the product provides a strong improvement to quality-of-life for our target audience.

Anticipated Market Penetration and Sales

Calculations regarding our target market size and penetration are as follows:

Size of Target Market

- Population of Dar es Salaam: 7,775,865
- Upper-middle class and above in Tanzania: Roughly 41%
- Upper-middle class population in Dar es Salaam = 7,775,865 * 0.41 = 3,188,105 people
- Average household size in Tanzania: 4.7 (would be a product purchased once per household)
- Upper-middle class households in Dar es Salaam = 3,188,105 / 4.7 = 678,320 households

Market Penetration

- Market Reach (middle estimate) = 10% of households
    - Might be fewer households, but some individuals, businesses, and institutions might also purchase our product
- Units Sold = 678,320 * 0.1 = 67,832 units in the first year, 1 unit per household
- The Air Fryer is generally meant to be purchased one time per household and is expected to last around 2 years.
- First year of operations
    - Low estimate (5% of qualifying households in Dar es Salaam) = 33,916 units
    - Middle estimate (10% of qualifying households) = 67,832 units
    - High estimate (20% of qualifying households) = 135,664 units
- Second year (drop)
    - Low estimate (1% of qualifying households without a unit) = 6,444 new units
    - Middle estimate (3% of qualifying households without a unit) = 18,315 new units
    - High estimate (5% of qualifying households without a unit) = 27,133 new units

This cycle would roughly repeat every two years as the first-bought air fryers reach life expectancy. The low estimate is roughly 40,300 units, the middle estimate is around 86,000 units, and the high estimate is about 162,700 units, each occurring every two years. However, we can assume an upward trend if our product is successfully advertised and incorporated into everyday life in the country. Over time, we would expect our two-year cycle of sales to increase.

Estimated Profit

We plan to price our product at 250,000 Tanzanian Shillings, or around $100 USD. Details regarding how this price was determined are later in the marketing plan. This will result in an anticipated revenue of around 17 billion Tanzanian Shillings, or around $6.75m USD in the first year of sales with our middle estimate (67,832 units * 250,000). Costs are also calculated later in this section and are around $40 per unit. Total costs would be around $2.72m USD for 67,832 units, resulting in an estimated profit of roughly $4m USD in the first year of sales.

Product Adaptations and Support

We are taking the existing "*Instant Brands* Vortex 6-Quart Air Fryer" and have adapted the product and packaging for sale in Tanzania under the name "*Instant Brands* Air Fryer". This is consistent with the naming conventions used for other air fryers and products sold by the company, without the need

to differentiate through the “Vortex” brand name or size, because we will only be offering one brand and size. To appeal to our new market, we are simplifying the traditional Vortex 6-Quart model. The traditional model offers four different cooking modes (“Air Fry”, “Bake”, “Roast”, and “Reheat”), dials for time and temperature, a start button, and a stop button. To make our product easier to understand, we will only have a dial for temperature as well as an on/off switch. When switched on, the air fryer will cook at the desired temperature until switched off. This is very similar to existing cooking methods, primarily open fires and oil frying, with the added benefit of temperature control. The first adaptation we will make to the packaging is to change the language on the box. The box will feature both English and Kiswahili (the main language spoken in Tanzania). Product instructions and user manuals will be provided in the local language as well to ensure that users in Tanzania can easily understand and safely use the Air Fryer. We will also change the box color to green (connected to nature and positivity) and update the text to include more relevant selling points and features. The image on the box will have to be representative of our modified product. Finally, metric conversations will be applied to product specifications listed on the package, such as volume and weight. Images of our product and packaging modifications are on the next page.

We plan to offer a few different methods of support for the Air Fryer. The primary service provided would be training and use programs. This will be included in writing in the user’s manual, in the form of step-by-step instructions and accompanying text. Most of Dar es Salaam is literate (98%), so this shouldn’t be an issue. Another version of the instructional program will be offered through an online video linked in a QR code located within the user’s manual. Beyond instructions and training programs, we also will offer warranty and repair services. As the product has an estimated life of two years, we will cover any damages that occur in the first six months of use with a warranty. Additionally, repair services can be offered through local partners. Collaborating with local businesses for distribution and maintenance can be helpful to customers, and benefits the local economy as well as decreases our political risk. A number to call directly to the company will be listed on the product as well as in the user guide/manual. Collaborating with local businesses for warranty and repair services will not only ensure

customers have nearby support but it could also create more local job opportunities. Appendix I on page 56 contains images of the original product and packaging as well as our modified product and packaging.

Promotion Mix

Advertising

The main objective of our advertisements is to promote and encourage those in the country to purchase our product while also educating them about the benefits of an air fryer. We will have to convince people to switch their lifestyles and behaviors away from existing cooking methods so that our air fryer can become a way of life. To do this we will emphasize the health advantages, time convenience, and user-friendly technology. The initial objective of our advertising is awareness. We first want to show what our product is and how it works, as most people in Dar es Salaam will not be familiar with Air Fryers. We will increase interest by communicating that our product is better than existing methods.

The primary message/slogan that we will use is “Healthier bites, quicker delights”. This stems from the idea that our air fryer is a time-saving appliance that can produce healthy meals to feed a family. This slogan connects to both of our advertising objectives. We want to convey that this type of cooking will benefit busy lifestyles and that quick meals do not have to be unhealthy. This message also brings a positive and uplifting light to our company. We focus on ensuring that consumers have the essential tools to make easy and nutritious meals for their families.

One of our main forms of media promoting our product will be the use of billboards. There are over 145,000 kilometers of roadways, and roads are the predominant way of transportation for citizens going to and from work, as well as to shopping districts of the city of Dar es Salaam. The billboards will be distinct, with few words and a stronger focus on using images and symbols to describe what an air fryer is, what it can do, and how to operate our product. Another method of promotion we will use is a television ad featured on the station *Independent Television*, providing a more in-depth description of how to operate the product, including a short demonstration. We found that over 70% of the population watches the 8 PM news broadcast on this channel, and many people eat their dinner while watching. We can emphasize the quickness of cooking in our product in an advertisement showing a stressed-out mother

trying to prepare dinner in time for the news broadcast. In this ad, the mother realizes that she does not have time to prepare dinner using traditional cooking methods, and somebody shows her our air fryer, which saves the day and solves her problem. Another form of advertisement that we will use is ads placed on the sides of vehicles, such as buses and taxis in urban areas of the country. This gives more consumers access to the advertisements, whether they are using public transport, or seeing it while in the urban environment. These ads, much like the billboards, will have fewer words, and more imagery for the air fryer. We found that Tanzania has low trust in print media, so we want to avoid newspaper and internet advertisements. Copies of our billboards and vehicle advertisements are included in Appendix II on page 61, as well as a basic script for a television advertisement.

We are planning to have 5 billboards, 3 of which will be located within the city of Dar es Salaam. Each of these billboards costs around $4,000 USD, or 10,060,000 Tanzanian Shillings, per month. The ones in the city are going to be larger than the other two, located on the main road to Dar es Salaam. These two billboards will cost around $2,500 USD, or 6,287,500 Tanzanian Shillings, per month. In total, we are ready to pay around $17,000 per month, or $204,000 per year for the billboards. The television ad when played in primetime will cost around $3,000 USD, or 7,545,000 Tanzania Shillings. The moving billboards wrapped around vehicles will vary in price depending on the vehicle. For a large car, such as a van, these moving signs are much more visible, while costs are roughly $100 to advertise for an hour. Running three cars for an hour a day during the weekdays would cost around $1,500 per week and around $78,000 per year.

Sales Promotions

The primary objective of our sales promotions is to increase initial demand and acceptance of our product. We want to utilize plenty of demonstrations around the street markets of Dar es Salaam that show our product and how to use it, while offering a chance to trial our product and purchase it at a discount, especially early. We can’t offer samples of our actual air fryer, but we can offer sample food cooked in our product similar to samples offered at Costco and other retailers. By showing how traditional

Tanzanian foods can be cooked in our air fryer (especially if the people find they taste as good, or even better than traditional cooking methods), we can then sell our product.

We will try to partner with local food stands, providing them with our air fryers to use for free, in exchange for a spot next to their stand where we can have a representative selling our product. This will let us benefit from the knowledge and audience of those operating existing stands and help us avoid trying to set up our own booths in the busy street markets. We also plan to have our own booths (hopefully next to our partner food stand booths), where we can have a representative helping demonstrate our product to be trialed by interested customers. This is also where we can show the benefits of our product, once the customer has enjoyed the food cooked in our product. We can also explain how to use the air fryer. Finally, we also will partner with local restaurants (more formal businesses than the street booths) by introducing our air fryer to their kitchens as well. This serves a similar purpose to the previous methods but would be more established and help to show that serious, restaurant-quality food can also be cooked with our product. In addition to local partnerships, we have created a recipe pamphlet of traditional Tanzanian dishes and snacks with recipes modified for use in our air fryer. While this would be included in the box of our product, we could also hand it out at the booths to generate interest in the concept of air fryers in general and show how it can be used. The pamphlet is in Appendix III on page 62.

We will have to provide training to show our partner vendors how to operate our air fryer and how to cook some traditional Tanzanian foods. After that, we can pay them a consistent wage for advertising and using our product in their stands. We could pay a little more than the minimum wage in Tanzania, which is $1,593 USD yearly, or 40,000 Tanzania Shillings, and also allow them to keep part of the revenue they generate. In our model, we would have our partner vendors cooking food with our products, and a nearby booth with a salesperson demonstrating our product and convincing people to buy it. With multiple vendors spread out across the city, we would also train another local worker to manage each of these vendors for our company, paying them the average wage of a manager in the country, which is around $2,794 USD yearly, or 7 million Tanzania Shillings. This local manager can also handle the

training for partner vendors. Our pamphlets, provided in both English and Swahili, would be provided at these stands, and printing many copies will be relatively cheap, around $200 USD for 10,000.

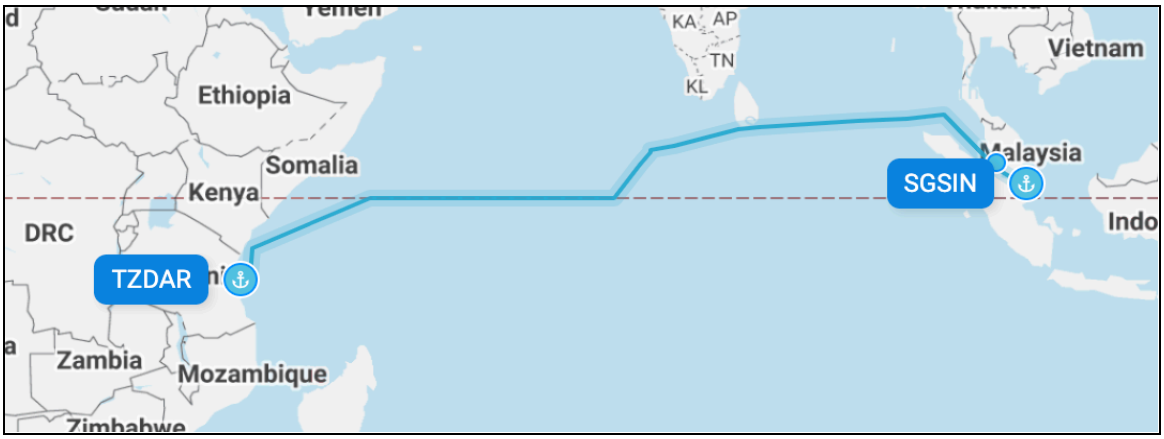
Celebrity Endorsement and Other Promotion

We will connect with Chef Fred Uisso who was the first Tanzanian and African chef who was selected to participate in the World Food Championship. We will create an advertisement or commercial with him using the air fryer to attract consumers and have him be associated with our cookbook. He can be included in our television advertisement by introducing the stressed mother to our air fryer. We will also create a product website to further explain the product and the features of our product. Finally, there are multiple food festivals in Tanzania. We will have a booth or find ways to be involved in the festival to help grow the popularity of air fryers and our product.

Distribution

Ports, Transport Method, and Packing

We will ship our product from the Port of Singapore in shipping containers with the ocean carrier CMA CGM. *Instant Brands* has production operations in Singapore and nearby Malaysia, where our product would be created. CMA CGM handles both truck shipping (to get our product to the port in Singapore) and ocean transportation. We plan to use ocean carriers as our main mode for the product to enter the country because of easy accessibility from the Indian Ocean to bodies of water surrounding the city of Dar es Salaam. The port is robust and located within the city. Shipping by ocean from Singapore to the port of Dar es Salaam will take 15-20 days and cost around $2,750 per 40-foot shipping container. On either end of the ocean shipment, we will use trucks to transport our product to/from warehouses. The route of transportation and estimated costs are on the next page.



The data of this sea freight estimation.

Shipping rate calculations Singapore (Singapore) to Dar Es Salaam (TZDAR)

RATE INFO	CONTAINER SIZE
$2750	40ft

We do not plan to use railroads within Tanzania. This is because the city we are focusing on is Dar es Salaam and there is a port located in the city, so the product will not have to be transported great distances. We will not have to use air carriers to transport our product, as it would be more expensive to fly our product a relatively short distance from Singapore to Tanzania, and we will not need to fly our product within the country from the port in Tanzania.

We will have to prepare our product for international shipping. We have already modified the packaging of each individual unit to protect the electric components during shipping. There are specific labeling and marketing requirements for consumer food products, cosmetic products, pharmaceutical products, and raw materials entering Tanzania. For the Air Fryer, however, the only specific labeling requirement is an English and/or Kiswahili label on the product. As our product comes in a square box, it will be relatively easy to containerize. We could send pallets of air fryers wrapped in packaging materials to protect them, which would fit well within the shipping containers. CMA CGM provides containers that can hold boxes and pallets, keeping them dry throughout the entire shipping process, from truck to boat to truck.

Retailers

To sell our product within the country, we will aim towards kitchen and home appliance stores that sell new gadgets and essential kitchen tools. TripAdvisor lists 39 different shopping malls within Dar es Salaam, it is reasonable to assume that each of these would probably have a kitchen or appliance store. There are also many other stores in Dar es Salaam, so it is reasonable to assume more than 100 appliance stores across the massive city. Some examples of stores are Newmatic Kitchen Appliances and Empire Home Appliances. Newmatic Kitchen Appliances in Dar es Salaam sells modern kitchen designs and appliances. Empire Home Appliances sells innovative kitchen appliances with the latest technology. They also sell furniture, clothing, sports equipment, and stationery items which are a large variety. This would be beneficial for us because it would expose different customer types to our product. Neither appliance store currently sells air fryers in person, though Empire Home Appliances has a connected e-commerce web page that does offer air fryers for purchase. One study found that general retailers in Tanzania enjoy a markup of about 20-50% on common food appliances. This is a bit higher than what we found for the United States, where markup for appliance retailers is from 3-25% in one source, or 15-20% according to another source.

Street Stands

There are thousands of street stands in the street markets of Dar es Salaam, and we plan on partnering with some of them and running some of our own to demonstrate and sell our product. These stands don't have their own names, but each is small, in packed markets with a lot of potential customers. This will be by far the most used method of distribution for our product, and we will not have to worry about markup and we will be directly selling our product ourselves.

Price Determination

To determine how to price our product, we need to first look at the costs for the transportation of our product to Tanzania. The total volume of our product is 3,745.8 cubed inches, which we can round up to 4,000 cubed inches, or 0.0655 cubic meters. A single 40-foot shipping container provided by CMA CGM holds 67.8 cubic meters of volume. This means that we can fit around 1,000 boxes of our product in

the container, with room for extra packing precautions. Each container costs roughly $2,750 to ship from Singapore to Dar es Salaam and an additional $250 for truck transport on either end, meaning that the shipping cost is roughly $3 per unit. There is a 25% tariff for all consumer goods that are imported into the country of Tanzania. We estimate product costs around $20, meaning the tariff would cost around $5 USD, or 12,525 Tanzanian shillings per unit shipped into the nation. The next concept we need to look into and determine before finalizing our price is the retailer markup on our air fryer. Although we will not be primarily selling our products in retailers, we are able to roughly estimate that 10% of our products will be sold in Dar es Salaam retailers at a markup of 25%. This markup is equivalent to 2.5% of our production cost of $20: $0.50 USD per unit. We are not able to price discriminate in different markets, so we have to use uniform pricing. We will utilize price skimming more than penetration pricing. As our product is not readily available in Tanzania, we are able to essentially set our own price point. Our price will be based on available e-commerce options and the price of the unmodified model in the US. The original, unmodified version of our air fryer is offered at a price of $119.99 online (300,000 Tanzanian shillings). Air fryers on Tanzanian e-commerce sites are priced from 150,000 to 300,000 Tanzanian shillings. With the cost of producing our product estimated at around $20 USD (50,000 Tanzanian shillings), we plan to price our air fryer at 250,000 Tanzanian shillings, roughly $100 USD.

Overall, we estimate raw production costs of $20, import costs of $8, and $0.50 per unit in markup. Promotion and advertising costs are estimated at $500,000 per year in total, while we expect to sell around 86,000 units every two years. This results in a per-unit cost of roughly $11.5. This brings our estimated cost of production to $40 per unit, resulting in $60 in profit for each unit sold, or roughly $4M USD in profit in the first year of sales. Furthermore, we can expect sales to grow with more spending on advertisement and promotion, so the effect of this spending on our profit is not accurately reflected. Our actual profit would be higher and would grow as we spend more on advertising.

Preliminary Marketing Plan Works Cited

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Appendix I - Product and Packaging Modifications

Original Product and Packaging:





Modified Product and Packaging (Reverse side of the box would be the same but in Swahili):





Appendix II - Promotional Materials

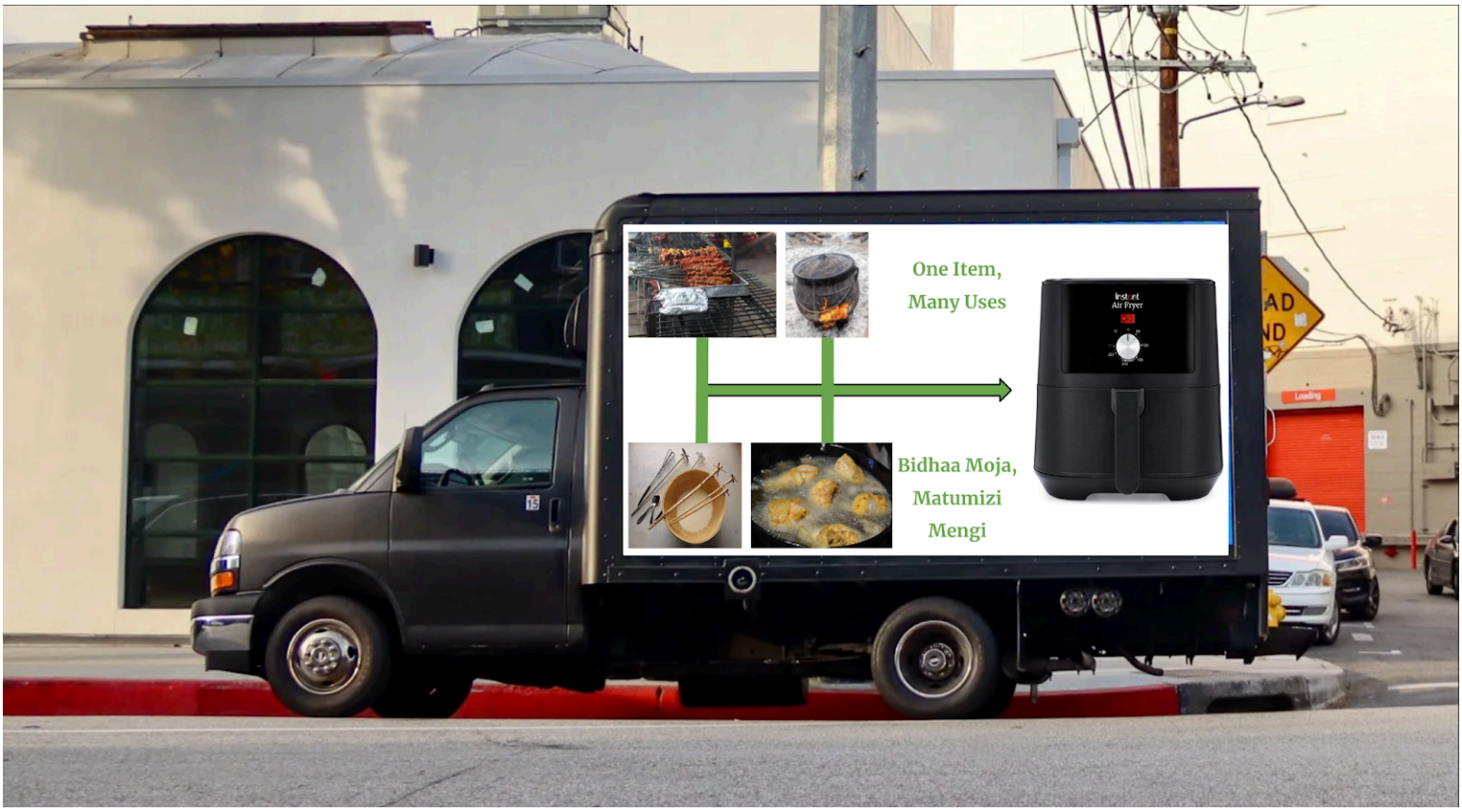
Billboards

The first four designs can be displayed on both traditional and mobile billboards, while the final design is intended exclusively for mobile billboards.




Instant
Air Fryer
Healthy. Tasty. Instant.
Mwenye afya. Kitamu. Instant.
Instant
Air Fryer
ALLIANCE MEDIA
T117 DSB


The Future Is Now. The Future is *Instant*.
Wakati Ujao Ni Sasa. Wakati Ujao ni *Instant*.
ALLIANCE MEDIA
DSB


One Item,
Many Uses
Bidhaa Moja,
Matumizi
Mengi


Faster Than This Billboard.
Instant Air Fryer.
Kasi Kuliko Ubao Huu.
Instant Air Fryer.

Television Advertisement Script

Our television advertisement is intended to be displayed during the 8 PM news broadcast on the Independent TV channel. A rough outline of the script is as follows:

The advertisement starts by showing a panicked mother carrying her baby in a *Kanga* while children are heard whining. The mother is in a messy kitchen littered with pots, pans, and ingredients, and she is struggling to handle her children while preparing dinner. A clock shows that the time is 7:30 PM, and she is worried that she will not finish dinner in time to be eaten by the family while they watch the daily news. To her surprise, renowned Tanzanian chef Fred Uisso walks into the kitchen to save the day. He introduces her to the *Instant Brands* Air Fryer and shows her how the air fryer works, helping her quickly prepare her dinner. The mess in the kitchen magically disappears, the children stop crying, and the father returns home from work to see a delicious meal prepared for him. The advertisement ends with a happy family sitting around the television ready to watch the news, each with a steaming bowl of food in their hands.



Appendix III - Recipe Pamphlet

This pamphlet will be printed in both English and Swahili and included in our product box. We will also have copies available to hand out in our street stands and anywhere our product is sold.

About the Instant Brands Air Fryer

Thank you for purchasing our product!

How to use the Instant Brands Air Fryer:

1. Set the dial on the front of the product to your desired cooking temperature
2. Turn the power switch to on to start heating the fryer
3. After 5 minutes, place food products you wish to cook within the cooking basket
4. Keep track of your cooking time, and check the food occasionally for readiness
5. After use, let the system cool. The basket can be removed and cleaned like any other cooking device.

Instant Brands Air Fryer Specs:

- Max temperature to cook: 250C
- On/off switch
- 6 liter capacity

Instant Brands

Everyone at Instant Brands is focused on one purpose: to make togetherness easier. Every day. In every home. We're home to an iconic family of brands – Corelle®, Corningware®, Instant Pot®, Pyrex®, Snapware®, Chicago Cutlery® and Visions® – who are already known for creating ingenious products to prepare and serve food. Soon we'll be introducing ingenious solutions to help us all enjoy being together, everywhere in the home.

Instant Brands employs over 2,400 employees on four continents. For over 100 years, our brands have been innovators in helping people make and enjoy food together. Today, our products are in millions of homes worldwide.

You can find other products on e-commerce sites, as well as in retailers around the world, including in Tanzania.

Instant Brands Air Fryer

Instant Brands

Made for together.



Beef Mishkaki

Ingredients

- 900g beef sirloin steak
- 1 tsp garlic powder
- 1 tsp coriander powder
- 1 tsp cumin powder
- ½ tsp cayenne pepper
- ½ tsp paprika powder
- 1 tsp onion powder
- 1 tsp ground black pepper
- ¼ tsp ground allspice
- 1 tsp dried thyme
- 1 tsp garlic paste
- 1 tsp ginger paste
- 2 tbsp white vinegar
- 2 tbsp water
- 80g fresh coriander, finely chopped

Process

Cut the beef steak into approximately 1" size cubes.

Add the dry spices, herbs, garlic and ginger pastes, vinegar, oil and water to a large bowl. Whisk together until all the ingredients are mixed. Stir in the fresh coriander.

Place the beef into a large tray or mixing bowl. Pour the liquid marinade over the meat and mix thoroughly. Place the marinated beef into a large ziplock or sealable bag, remove air and seal.

Marinate for at least 24 hours in the fridge. Marinating for up to 48 hours is preferred; to tenderize the meat and allow the flavours to infuse fully.

Remove the meat from the fridge and allow at least 1 hour for it to reach room temperature.

Heat the air fryer to a temperature of 150°C. Line the cooking basket and add beef cubes, ensuring they are spaced out.

Cook until the internal temperature of the meat reaches 65°C and the inside is brown with no pink showing. Enjoy!

Chips Mayai

Ingredients

- 2 Eggs
- French Fries
- Salt (to taste)
- Black Pepper (to taste)

Process

Make yourself a good amount of French Fries or use store bought. Season as desired with salt and pepper.

In a large bowl whisk the eggs, add additional salt and pepper to taste.

Add French fries to the bowl and mix together.

Heat the air fryer to a temperature of 100°C. Oil the cooking basket and add the fries-egg mixture until it covers the bottom of the basket.

Cook for 3-4 minutes until golden from bottom then flip and cook the other side.

Serve hot with your favorite chili sauce, bread or have it as is. Enjoy!

Nyama Choma

Ingredients

- 600g goat meat
- 1 garlic clove
- Half an onion, diced
- 5 tbsp olive oil
- 1 tsp smoked paprika
- 1 tsp bouillon powder
- 1 tsp cayenne pepper
- Black pepper, to taste
- Cumin, to taste
- Salt, to taste

Process

Wash and drain the goat meat. Cut into smaller bite sizes.

Pour your oil and spices into a mixing bowl and mix them.

Coarsely blend the onions and garlic in a food processor or finely chop them.

Put the chunks of meat into the mixing bowl, add the spices, the blended garlic and onion, and properly mix everything.

Marinate it in the fridge for 2 hours or longer.

Bring it out of the refrigerator and let it come to room temperature.

Heat the air fryer to a temperature of 150°C. Add the meat in the basket, ensuring it is evenly spaced out.

Add 2 tablespoon of salt to 2 cups of water.

Fry the meat for 15 minutes, turning every 3 minutes and basting with the salt water.