

National Printing Company Ltd.

Company Profile

February 2006



NPC  **KIUTA**

A. The Company

1. National Printing Company Limited is located along Nyerere Road on Plot No. 13. It's postal address is P.O. Box 2320, Dar es Salaam, Tanzania.
2. Since its establishment as a parastatal organization in 1967, National Printing Company Limited was engaged in a wide range of printing works and enjoyed virtual monopoly in the sector as the largest printing house in Tanzania. Its main customers included (and still include) government ministries and institutions, parastatal organizations, private companies, Banks and community cooperative unions..
3. The Company was bought by its former Management and Workers through a scheme under MEBO on 12 February, 2002. The current ownership of the company is as follows:
 - (a) **Number of authorized ordinary shares** 10,000,000
 - (b) **KIUTA (1998) Limited** (Ex NPC Management and Employees) 51%
 - (c) **Strategic partners** (being sought) 49%
4. The Company maintains the original objects while rehabilitating and modernizing production facilities to become a modern printing house in Tanzania and rest of the World.
5. The company is registered with the Tanzania Investment Centre as an Investor and therefore, has a certificate of incentive No 040586 for Tax Relief.

B. Products

1. School Books and General Printing

The company is capable of printing text books, newspapers, periodicals and general stationery. Before liberalization of the printing of books, National Printing Company Limited used to print millions of books. After liberalization, books are now printed outside the country due to various reasons. Rehabilitation and modernization of National Printing Company Limited will re-capture this market.

2. Security Printing

- 2.1 The Company is capable of printing security products which include; revenue receipts, certificates, identity cards, stamps, lottery tickets, travel documents and others depending on customer requirements. Currently the company has no competitor within Tanzania in such sensitive products like security revenue receipts and overlapped receipts.
- 2.2 The Company started printing security products since early seventies. However, the production of cheques was suspended in the late nineties due to lack of adequate equipment with appropriate technology.
- 2.3 A number of the security products produced outside the country can be produced locally by the company.

C. Production Capacity

1. The Company is an integrated printing house with facilities for pre-press, printing and finishing operations. The company's installed capacity is 148 million impressions. Due to old machinery capacity utilization is only 40%. This is equivalent to a turnover of Tshs. 1,700 million shillings.
2. In pre-press, the company has computers, laser printers scanners, graphic cameras, and printing down-frames for processing of printing plates.

3. In printing section, the company has one colour and two colour sheetfed presses and a rotary two colour web printing press for computer stationery.
4. In the finishing section the company has machines for folding, stitching, numbering, punching, perforating, gluing, cutting and hot blocking.

D. Market Share

The potential size of the market for the products which we are manufacturing is shown in the table below. The company market share and growth expectations are also shown along each product line.

Name	Potential Size (000 nits)	Company Share	Expected Growth
Text Books	22,000	4%	8%
General Products	4,500	13%	2%
Set jobs, single sheets and overlapping jobs	2,215	18%	3%
Security products (revenue receipts, stamps etc.)	5,670	20%	5%
N.B: The source of information is own experience.			

The company production staff have long experience in the production of books, general stationery and security products. The experience spans from text preparation, including various types of backgrounds, text formatting, printing and binding. A lot of book covers are designed in house for various customers.

In the area of school books printing, still a lot of books are printed outside the country because they are not charged taxes on entering the country. On the other hand the paper we are using to print books in charged taxes which increases our book manufacturing prices. Our strategy is to import papers direct from manufacturers thereby eliminating the paper agent expenses in the

paper trade. We are also satisfying our customers in terms of providing short delivery times. Fast delivery system can convince publishers to avoid importing bigger stocks and instead decide to print locally in smaller quantities.

The company local competitors in the printing of books are TANZAM Ltd, Tanzania Printers and Colour Printers. Our competitors in the printing of general stationery are Jamana Printers, Central Printing Works and Tanzania Printing Services Ltd. Finally our competitor in the printing of security products is the Government Printer.

Our advantages above these competitors include much wider experience of our staff, faster delivery and handling of security production is much more secured in terms of controlling serial numbering, background features and we are currently the only printer securing products by use of a hologram.



E. Workforce and Management

1. Workforce

1.1 The company currently employs a total of 174 workers in all sections. They are categorized as detailed below:

Section	Total	Professionally Trained Personnel	
		Certificate Level	Diploma/Degree Level
Administration	17	13	2
Materials	6	2	1
Finance	9	8	2
Marketing	13	8	2
Engineering	20	15	1
Printing	93	18	3

1.2 Most of the workers have more than 20 years experience in word processing, photo reproduction, printing and binding. They have also acquired enough experience in the relatively new areas of text formatting, graphic design and colour separation.

2. Management

2.1 The company is managed by a five member Board of Directors on behalf of the shareholders. Directorship is dependent on the number of shares owned. The current directors are:

(i) **Mr. Patrick Nyoni (Chairman)**, Holder of CPA (T) and MBA (USDMSM)

His experience includes:

- Accountant – National Printing Co. Ltd. 1993 – 2000
- Finance Manager – International Federation of Red Cross and Red Crescent Societies 2000 – 2003,
- Finance Manager – Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) 2003 – 2005, June
- Finance Manager – International Federation of Red Cross and Red Crescent Societies July 2005 – up to date.

(ii) Mr. Yusuf B. Mjungu (Director & MD)

- Holder of BSc and MSc. in physics, Post Graduate Diploma in Publishing and Printing Management (London college of Printing-UK) and Diploma in Printing Technology (Germany).
- Has 24 years of managerial and consultancy experience in the printing industry.
- Chairman of Training Advisory Committee of the printing Trade under Vocational Education and Training Authority (VETA).
- Former Director of Dar-es-Salaam university press.
- Former General Manager of National Printing Company Limited (Before privatization).

(iii) Mr. Charles Isaka (Director)

- Holder of MBA (Corporate Management), Higher National Diploma in Printing (West Herts University), Certificate Printing Technology (Malaysia Institute of Printing) and Certificate of Attendance – Hindu Daily Newspaper – Madras India.

His Experience include under the employment of National Printing Co. Ltd.

- Production Planning Officer 1988 – 1995
- Senior Sales Officer 1996 – 1997
- Sales Manager 1997 – 2002
- Marketing Manager 2002 – 2005, February.
- Director of Operation March 2005 – Up to date.

(iv) Mr. George Mpapasingo (Director)

- Holder of High School Certificate (Emmanuel College, Adelaide, Australia),
- Business a principle and Book Keeping Certificate (Emmanuel College, Adelaide – Australia).
- Kalamazoo Salesmanship Course Certificate (in house) – 1973
- Product Planning Course Certificate (NIP) – 1976.
- Sales Force Manager Course Certificate (ESAMI) – 1983

His Experience includes:

- Assistant Treasurer – Evangelical Lutheran Church in Tanzania (1968 – 1972).
- Sales Representative – National Printing Company Ltd (1972 – 1977).
- NPC Zonal Kalamazoo Sales Representative Lake zone – Mwanza, 1977 – 1980.
- NPC Sales Manager, 1980 – 1989.
- NPC Divisional Manager 1989 – 1997
- Marketing Manager, 1998 – 2002.
- Personal Assistant to Managing Director 2002 – up to date.

(v) Mr. Musa Nyong'onyo (Director)

- Holder of Secondary Education Certificate (1977) and
- Certificate in Printing Technology – In plant Course – DSM 1990.
- Certificate in Cost Control in Marketing Functions (IFM – DSM) – 1992.

His experience includes:

- Sales Planning assistant NPC, 1978 – 1986.
- Planning Officer – NPC – 1987 – 1989
- Sales Officer – NPC, 1989 – 2002
- Senior Marketing and Sales Officer – NPC, 2002 up to date

(vi) Mr. Ezell Udoba (Secretary)

- Holder of O – Level School Certificate (1964) and
- Certificate in Organisation and Methods (NIP) – 1974.
- Certificate in Human Resources Management (NIP) – 1974.
- Certificate in Management (IDM) – 1977 – 1978.
- Certificate in Advanced Manpower Development Programme (ESAMI) 1980.
- Certificate in Vocational Training Management (Tokyo, Japan) – 1982.
- Certificate in Personnel Management (Irish Management Institute) – 1983.

- Certificate in General Management (ESAMI) – 1983 and (NIP) 1984
- Certificate in Industrial Relations (ESAMI) – 1985
- Certificate in Information Systems and Human Resources Planning (ESAMI) – 1986
- Certificate in Techniques of Managing Committee Meeting (ESAMI) – 1987.

His experience includes:

- Administration Assistant – Local Government Service Commission 1966 – 1973
- Personnel and Training Officer – NPC, 1973 – 1979
- Personnel and Administration Manager NPC, 1979 – 2004.
- Human Resources Manager – NPC 2005 – up to date.

2.2. The management of the day to day activities of the Company are vested in a management team comprising the following:

- (i) **Mr. Yusuf B. Mjungu** – Managing Director (CV given in E 2.1(ii))
- (ii) **Mr. Charles Isaka** – Director of Operations (CV given in E 2.1(iii))
- (iii) **Mr. Lucas Chale** – Director of technical Services
 - Holder of BSc. in Electrical Engineering.
 - Registered Electrical Engineer with more than 20 years experience.
 - Formerly Electrical Engineer vTanganyika Packers and later Factory Electrical Engineer with National Printing Company Limited.

(iv) Mrs. Philli Njau – Chief Accountant since 2003

Holder of CPA (T) and Advanced Diploma in Accountancy (ADA) from IFM.

Her experience includes:

- State Auditor under Tanzania Audit Corporation (1982 to 2002)
- Assistant Accountant – Dar es Salaam City Council (1980 – 1982)

(iv) Mr. George Mpapasingo – Personal Assistant to MD (CV given in E 2.1, (iv))

(iv) Mr. Ezel Udoba – Human Resources Manager (CV given in E 2.1, (vi))



F. Company Development Projections

The market needs are higher quality in terms of full colour printing, best finishing and quick delivery time at competitive prices.

- **In order to achieve these demands**, we need to purchase extra machines which will enable us to print our products in colour and faster, perform binding operations accurately and quickly and minimize wastes.

Together with this we need to purchase most of raw materials direct from manufacturers.

- Arrangements are being made to obtain adequate financing to enable us to acquire necessary equipment and working capital.