

INTRODUCTION

Maboto Microfinance Limited (MML) was incorporated in Tanzania on 04th July, 2003 under The Companies Act 2002 and awarded with Certificate of Incorporation No. 46394.

MML is also registered with the Tanzania Revenue Authority (TRA) under TIN No. 102 – 959 – 981.

The main business activities

The company's main activity as licensed by the BOT is to carry on microfinance business as a non- deposit taking microfinance service provider. Some of the services provided by MML for example include the following:

- Issuing microfinance loans to individuals (currently civil servants), groups of individuals, micro and small enterprises, including microfinance guarantees.
- Issuing housing microfinance products to individuals.
- Provision of loan disbursement services for the delivery of credit program of Government, Agencies, Groups and Individuals.
- Maintenance and operation of various types of accounts with banks and financial institutions in Tanzania.

The current segment served by MML however is civil servants country wide working with Municipal Councils, City Councils, Town Councils and District Councils.

Potential Customers.

The potential customers served by MML are government employees employed in the City & Municipal Councils, Town and District Councils etc. It is estimated that there are 400,000 employees engaged in this segment. As of 31.12.2021, MML customers were only 22,615 which is equal to 5% of the potential number of customers in this sector.

The company plans to increase the number of customers from the present 5% to 15% of the potential market which works out to 60,000 customers.

Financing of the Business Working Capital

To be able to meet the business targets outlined above, MML is currently mobilizing TZS 10 billion from investors/strategic investors/funders both in the country and abroad through private placement. About 70% of fund is dedicated to lending activities into government employees employed in the City & Municipal Councils, Town and District Councils etc. While the remainder 10% will be used for digital transformation and capacity building.

Pricing Strategy

The lending products now being sold by MML are strategically priced to suit the pockets of our customers. The quality of our products and services match the prices offered in the market. New products that are expected to be launched include a new product to be known as ***Maboto digital Lending***.

The Organization Structure of the Business

MML strongly believes in professionalism and wants to run business by complying with both business ethics and requirements of laws. MML has a well, experienced and knowledgeable management that is able to understand customers' requirements and provide customer-oriented solutions in most innovative ways.