National University of Science and Technology

Think in Other Terms

ZIMBABWE

MAY 2008

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF APPLIED MATHEMATICS

BSc HONOURS IN APPLIED MATHEMATICS

PROJECT TITLE:

An analysis into the viability of the business operations in the near future of Powercell Private Limited

AUTHOR: **EUGENE TATENDA MUTITI**

REGISTRATION NUMBER: **N004 1593A**

SUPERVISOR: **Mr. P. S MOYO**

DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE BACHELOR OF SCIENCE HONOURS DEGREE IN APPLIED MATHEMATICS

Abstract

Powercell Private Limited is the sole manufacturer of Dry-Cell battery products in Zimbabwe. Its major battery products are the R 6 and R 20 round cells, usually used in torches, and many small appliances and the Layer-stack battery products, which comprise of PL 9, P 9, PL 10 and P 10 batteries. Of late, the company has unavoidably reduced its production output greatly, due to challenges in the prevailing hyper-inflationary environment where it is virtually impossible to run a business.

Looking at the production side of industry, Powercell is facing challenges in acquiring the necessary battery raw materials used in their manufacture. This has caused a huge reduction in monthly sales and evidently a backlog of demand of the product.

The results show that management has to try and improve its marketing strategy in particular for the R 6 and possibly Layer-Stack battery products so as to maximize on cash inflows. The performance of the R 20 battery is forecasted to be good through the four-month period. Overally the results in this project show that the company has to pull itself up regardless of the prevailing business environment and try to forge forward to survive and also maintain their stranglehold on the Zimbabwe Dry-Cell battery market. This should help reduce an influx of imported battery products.