



20
23

2024-2028

5 YEAR STRATEGIC PLAN

Who are we



CMTL Group Limited was established in Tanzania in 2008 as a true third-party logistics provider. A leading force in Tanzania's logistic services, CMTL Group has grown through natural expansion and strategic acquisitions such as its acquisition of Continental Movers (T) Ltd. By offering a competitive advantage through innovative technology, industry expertise and a modern approach to real world logistics.

This year marks CMTL Group's 15th anniversary, and the company continues to be one of the fastest-growing private companies in the region, establishing a long-term partnership based on customized care, professionalism, expertise, and dependable performance. The company's performance is the result of hiring, developing, and rewarding the best people for a decade to provide high-quality service in a professional and efficient manner

At CMTL, we are committed to serving our clients with the utmost professionalism and efficiency, in three main service areas, namely:

- Clearing and forwarding
- Transportation
- Storage & Warehousing

Our services



Transportation: road haulage is central to our logistics solutions in sub-Saharan Africa.

Through our extensive road network across East and Central Africa, CMTL Logistics provides innovative land freight services catering to East and Central Africa including part of southern African.

Supported by a team of regional and local experts, we manage the entire overland operation from origin to destination, meeting specific customs requirements in every country. From cargo pick-up, consolidation to customs clearance, we provide regional customers with cost-effective long-haul trucking, as well as door-to-door delivery across highly diverse and extensive regional block.

Warehouse & Storage: CMTL has over 2,000 square meters of warehousing space.

CMTL Logistics has more than 2,000 square meters of modern, containerized warehousing space, providing safe and secure storage for both corporate and individuals. Our customizable solutions include managed warehouse solutions, principal warehousing solutions and dedicated single-principal warehouse solutions, managed via a palletized system to reduce handling, and minimizing damage.

Our services

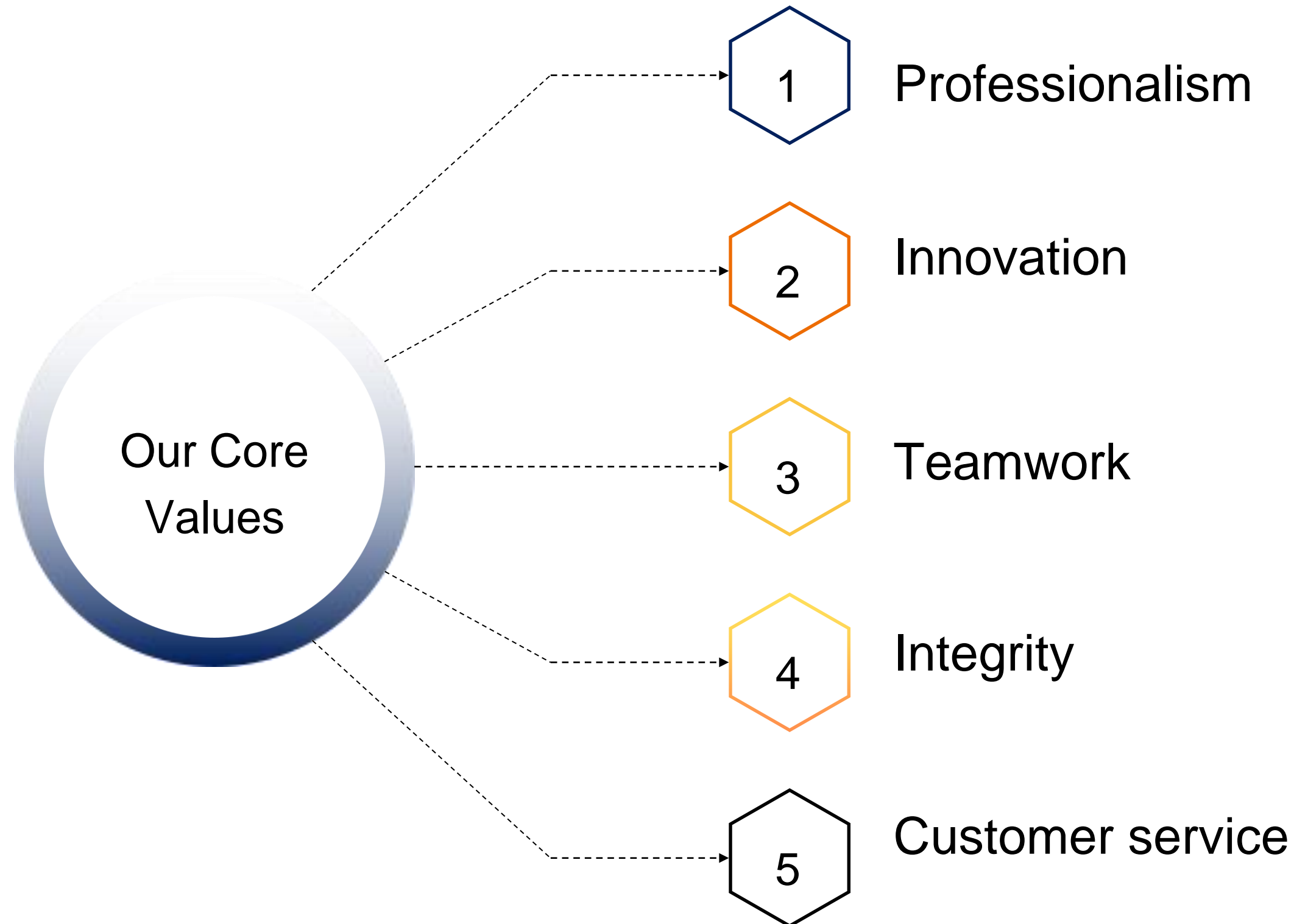


Customs Clearance: CMTL offers an in-house customs clearance services

Unlike standalone agents, we are incentivized to clear consignments and cargo quickly in order to avoid standing time on our vehicles. That's why our integrated clearance solution is the most efficient in the market and allows us to offer an in-house customs clearance service through which we arrange import, transit and export clearances. We take the heavy lifting off your shoulders, handling import and export clearances, declarations and statutory licenses, see your freight through customs inspections, and take care of transport and deliveries.

CMTL takes pride in utilizing state-of-the-art equipment and expert resources from across the country and abroad, offering the advantages of a small company while delivering the competitive value of a large international corporation.

Values



POLITICAL

- Governmental regulations & policies
- Political stability in the country
- Trade agreements
- Consistency in taxation laws

P

ECONOMICAL

- Yearly GDP increase by approximately 7%
- Employment Rate
- Inflation
- Income Level

E

SOCIAL

- Cultural diversity
- Labor force
- Religious tolerance
- Outbreak of pandemic diseases

S

PESTEL ANALYSIS

T

- Information technology
- Infrastructure
- Research

TECHNOLOGICAL

E

- Unclear environmental laws that affects the usage of fossil fuels
Recycling
- Effects of climate change

ENVIRONMENTAL

L

- Transportation laws
- Lack of harmonization of transportation laws & regulations in the region
- Axle load regulations

LEGAL

STRENGTHS

- Quality service
- Expertise & committed human resources
- Sound knowledge of the local market
- Strong brand
- Customer service
- Diversified service portfolio

WEAKNESS

- Data management
- Weak Systems
- Lack of training
- Lack of focus on risk management
- Lack of SOPs
- Financial muscle
- Dependence on a narrow client base
- 90% of our trucks are skeleton trucks

SW
OT

OPPORTUNITIES

- Expansion of network across neighboring countries.
- Taking advantage of the WCA network
- Focusing on forwarding services
- Increase in our fleet size
- Increase our market share by use of subcontractors
- Emerging technologies
- Geographic location

THREATS

- Emerging competition
- Currency fluctuations.
- Fluctuations in fuel prices can significantly impact operational expenses.

YEARS IN NUMBERS

A brief overview of where we have come as CMTL since the acquisition of Continental Movers Ltd. This is reflection of a growing portfolio of services and equipment, how we use our assets to minimize our environmental footprint and a sense of how we engage and empower our team members

1.9M TONNES MOVED WORLDWIDE SINCE 2008

100%



VALUE FOR MONEY, COMPANIES TRUST US WITH THEIR BRANDS AND REPUTATIONS BECAUSE WE'RE COMMITTED TO DELIVERING CONSISTENT SERVICE QUALITY AND INNOVATIVE SOLUTIONS WHICH MAXIMIZES THEIR INVESTMENT.

MUTUALLY REWARDING

WE BELIEVE THAT WHEN WE GET BETTER, OUR CUSTOMERS DO BETTER. AND THAT MEANS MORE OPPORTUNITY FOR ALL OF US AT CMTL



SAFETY. PRIORITIES MAY CHANGE, BUT NOT SAFETY. "SAFETY FIRST" CULTURE IS CRUCIAL TO OUR DAILY OPERATIONAL COMMITMENT.

TRUCKS ARE OUR SECOND BIGGEST ASSET THAT HELP OUR BUSINESS MOVE AND TOGETHER WITH OUR TEAM DO WHATEVER IT TAKES TO DELIVER. ALWAYS.

100

1,250,000+ HRS

COLLECTIVE HOURS. FROM OUR STAFF DEDICATED TOWARDS MASTERING, INNOVATING AND IMPROVING HOW PROVIDE EXCELLENT SERVICE TODAY WHILE PRESERVING OUR PERSPECTIVE: CUSTOMERS COME FIRST.

150

TEAM MEMBERS WITH DIFFERENT BACKGROUNDS AND TALENTS THAT HELP OUR CUSTOMERS SUCCEED.

40%

INCREASED FUEL EFFICIENCY. OUR FUTURE AND FUTURE OF THE ENVIRONMENT ARE DEEPLY CONNECTED. THATS WHY WE TAKE STEPS THAT ARE POSSIBLE TODAY LIKE UPGRADING TO MORE FUEL EFFICIENT VEHICLES.



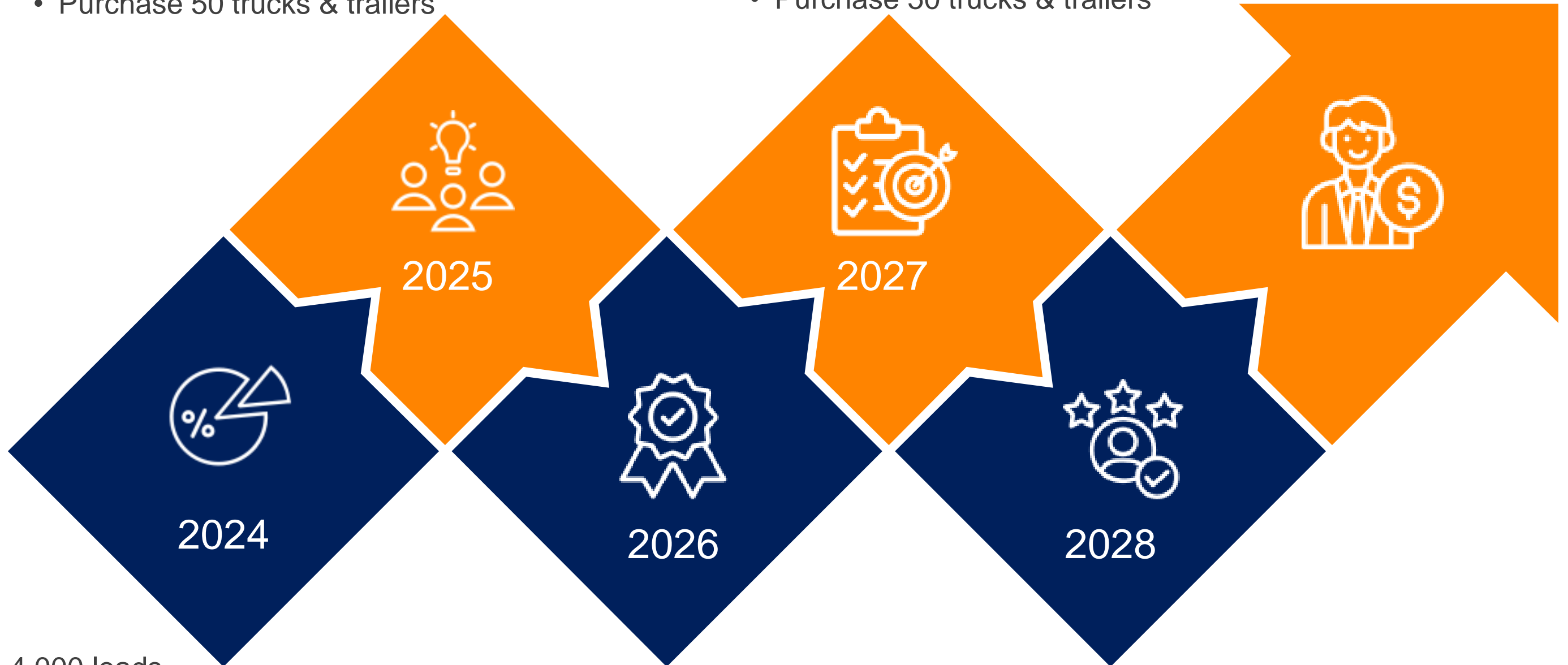
WE ARE THE FIRST CHOICE FOR MANY LEADING COMPANIES WHO ARE LOOKING OR WANT TO OUT-SOURCE LOGISTICS AND SUPPLY CHAIN MANAGEMENT FOR THEIR BUSINESSES.



5 Year Development Goals

- Consolidation of overseas offices
- 6,000 loads
- Bulk Cargo imports enhancement
- Purchase 50 trucks & trailers

- 10,000 loads
- Leadership in Zambia
- Zambia office opening
- Purchase 50 trucks & trailers



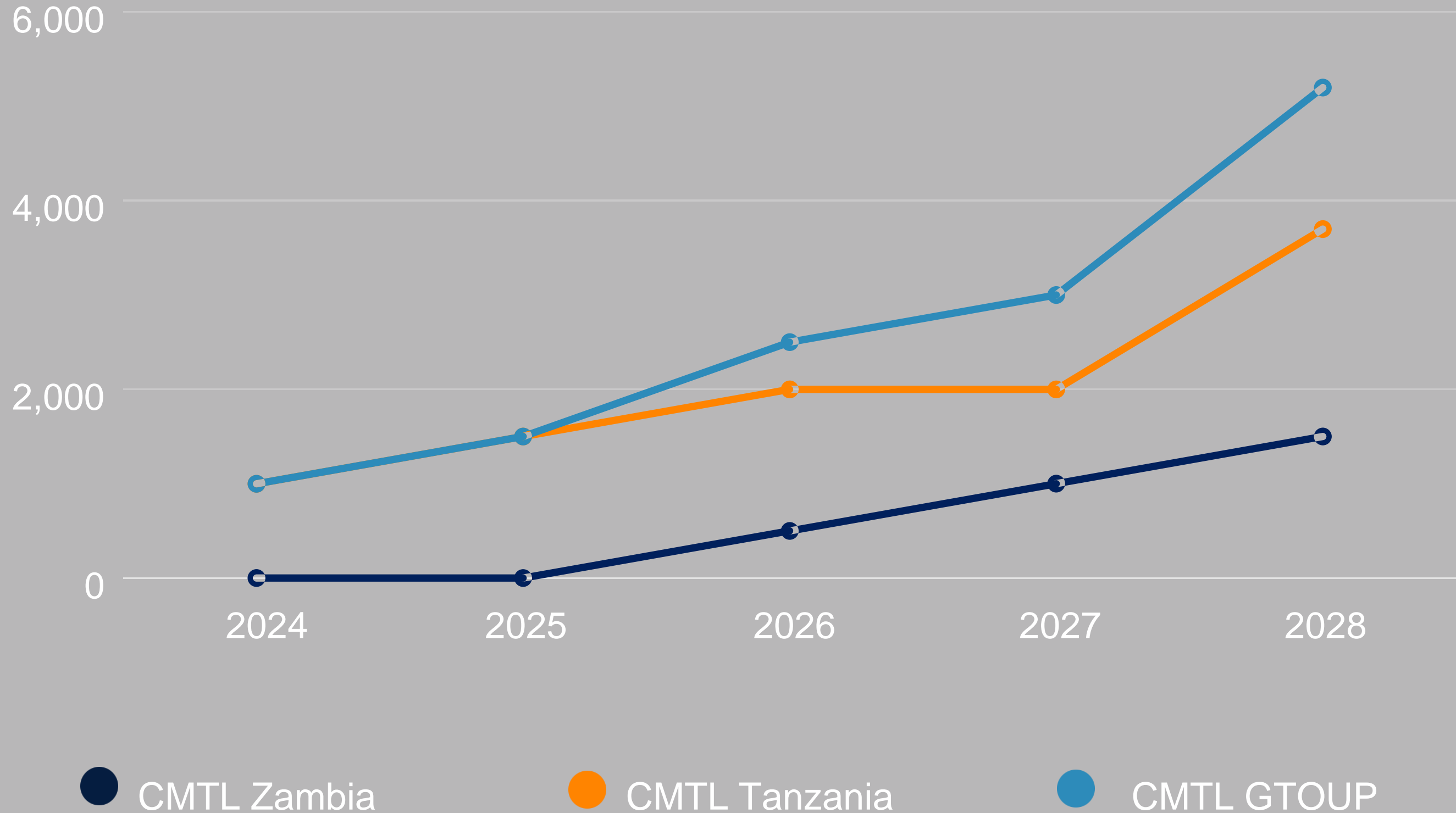
- 4,000 loads
- Zambia jobs/tenders
- Value added services (clearing & forwarding)
- Purchase 50 trucks & trailers

- Copperbelt business development
- 8,000 loads
- Network enhancement
- Purchase 50 trucks & trailers

- 12,000 loads
- Leadership in Zimbabwe
- Focus on hinterlands (Zambia, Malawi, Rwanda)



FINANCIAL GROWTH THROUGH 2024-2028



Target Sectors



ZAMBIA

- Traders
- Commercial traders
- Copper
- Machineries
- Mining equipment
- Tire companies
- Tobacco companies
- Steel
- Commodity brokers (fertilizer, sulfur, manufacturers)

TANZANIA

- Existing client book
- Mines
- manufacturers
- Tobacco companies
- Steel
- Fertilizers
- Soft commodities (teas, coffees, cashews)
- Local minerals (graphite)
- Importers of chemicals
- Agricultural equipment



Our Marketing Plan

The rationale for CMTL for the period of 2024 – 2028 is subjected to growth and diversification, amongst other factors attached. For long, we have focused on the core logistics functions like Transportation of containers, C&F, Warehousing & Storage.

The marketing we do uses several methods both conventionally, digitally, and also takes advantage of the existence of measurable and reliable social media advertisements



50%

Effective use of marketing can cut the company's marketing costs

Marketing Plan



For the period 2024-2028, CMTL's rationale is dependent on growth and diversification, among other factors.

Starting 2024, CMTL envisages to diversify into Freight Forwarding, Heavy lifting, Specialized cargo handling.

- **Product/Services:** CMTL will offer a wide range of transportation and logistics services to meet the needs of its customers.
- **Price:** CMTL will offer competitive pricing to attract and retain customers.
- **Place:** CMTL will have offices in Tanzania, Zambia and other regional markets to provide convenient service to its customers.
- **Promotion:** CMTL will use a variety of promotional methods to reach its target market, including online marketing, network meetings e.g. (WCA), industry forums and public relations.

Marketing Plan



Content Marketing	<ul style="list-style-type: none">• Continue producing valuable content and expand into multimedia content like videos, webinars.• Utilize SEO and social media to drive organic traffic to your website.
Social media Marketing	<ul style="list-style-type: none">• Implement paid advertising campaigns to boost brand visibility and engagement.• Monitor social media analytics to refine our strategy.
Public Relations	<ul style="list-style-type: none">• Develop relationships with industry influencers and media outlets.• Issue press releases for major milestones, partnerships, or product launches.

Marketing Plan



Personal Selling

- Train your sales team to build personal relationships with clients.
- Utilize CRM software to track customer interactions and tailor sales efforts.
- Highlight positive reviews and customer success stories.
- Market visits

ORGANIZATIONAL CHART



CEO

Head Clearing & Forwarding

Business Dev Executive

Fleet Manager/ Coordinator

Finance Manager

Workshop Manager

Decl Supervisor (1)
Port Ops Supervisor (1)

Fleet Officer

Head Driver (1)

Accountant (1)

Workshop Supervisor (1)

Runner/Ops Clerks/
Decl Ass (4)

Drivers (33)

Cashier (1)
Stores Officer (1)
HR Admin (1)

Mechanics (7)



CAPEX Budget

		BUDGET	Unit total	Year 1	Year 2	Year 3	Year 4	Year 5	Total
								TOTAL budgeted amount	\$16,267,465
Trucks & Trailers		<i>Item</i>						Amount used	\$16,267,465
		Trucks	200	50	50	50	50	\$11,667,465	
		Trailers	200	50	50	50	50		
		Tanker Trucks	50			50			
		Tanker Trailers	50			50			
		Lower Bed Trucks	15			15			
		Lower Bed Trailers	15			15			
		Forklifts	5			5		\$1,000,000	
		Weighbridge	4			4			
		Cranes	5			5			
		Generator sets	4			4			
		Side Loaders	10			10			
		Recovery Trucks	2			2			
Workshop Equipment		<i>Item</i>							\$1,050,001
		Tool Boxes	10			10			
		Lather Machines	5			5			
		Air Compressor	6			6			
		Heavyduty Welding Machine	10			10			
		Heavyduty Jacks	10			10			
		Wheel Aligners	5			5			
		Wheel Balancers	5			5			
		Tyer Changers	5			5			
								TOTAL budgeted amount	\$16,267,465
								Amount used	\$16,267,465
BREAKDOWN		<i>Total Trucks</i>							\$8,127,465
		<i>Total Trucks</i>							
		<i>Total Trailers</i>							\$3,540,000
		<i>Totals Workshop</i>							\$1,050,000
		<i>Other Machinery</i>							\$1,000,000
									\$1,050,000
									\$1,500,000
		<i>Working Capital</i>							\$1,626,757



This Strategic Plan (2024-2028) is a 5-year framework for the development and promotion for the growth of CMTL Logistics.

This plan serves as a guiding document that outlines the company's goals and strategies to achieve its long-term goals implemented gradually over the next five years.

The company plans to open its offices in Zambia by 2026 and expand its services to include heavy lifting and freight forwarding.

