



BUSINESS PLAN

EALC CARGO TRANSPORTATION



EALC LIMITED

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EACL CARGO TRANSPORTATION: LOGISTICS SUPPORT FOR EACL PROJECT

1. EXECUTIVE SUMMARY

EACL Cargo Transportation is dedicated to supporting the EACL project by facilitating the transportation of cargo from the Dar es Salaam port to neighbouring countries and beyond. Our mission is to ensure efficient and reliable logistics support for businesses across Africa. With a focus on port-to-destination transportation, multi-modal transport solutions, customs clearance, warehousing, distribution, and supply chain optimization, we aim to be the leading provider of logistics services in the region.

2. INTRODUCTION

As an integral part of EACL Limited's commitment to advancing the East Africa Commercial & Logistics Center (EACL) project, EACL Cargo Transportation plays a crucial role in connecting Tanzania with neighbouring landlocked countries to foster regional trade and integration. By providing seamless logistics support, we contribute to the economic development and prosperity of the region.

3. INVESTMENT ESTIMATION

The total investment for the "EACL" project amounts to USD \$3,000,000, allocated as follows:

- i. Truck Acquisition Costs: USD \$2,510,750 (Described on Table 1.)
- ii. Regulatory Compliance, Design, Expansion, and Growth Consultant Costs: USD \$300,000
- iii. Working Capital: USD \$189,250

This investment will enable EACL Cargo Transportation to acquire the necessary fleet of trucks, cover regulatory compliance expenses, engage consultants for project design, expansion, and growth strategies, as well as maintain sufficient working capital to support operational needs and business growth initiatives.

4. BUSINESS DESCRIPTION

EACL Cargo Transportation specializes in providing comprehensive logistics solutions tailored to meet the diverse needs of our clients. Our experienced team ensures the efficient and timely transportation of goods, with a focus on reliability, cost-effectiveness, and customer satisfaction. We leverage our extensive network and strategic partnerships to deliver exceptional service and value to our customers.

5. SERVICES OFFERED

5.1. Port-to-Destination Transportation: We transport various types of cargo from the Dar es Salaam port to destinations across East Africa and the SADC region, utilizing a range of transportation modes including road, rail, and inter-modal solutions.

5.2. Multi-Modal Transport Solutions: Our flexible approach allows us to optimize routes and modes of transport based on the specific requirements of each shipment, ensuring efficient and cost-effective delivery.

5.3. Customs Clearance and Documentation: Our dedicated team handles all customs clearance procedures and documentation requirements, ensuring compliance with regulatory standards and minimizing delays in the transit of goods.

5.4. Warehousing and Distribution: In addition to transportation services, we offer warehousing and distribution solutions to support the storage, handling, and onward delivery of goods. Our strategically located warehouses are equipped with advanced facilities for efficient inventory management.

5.5. Supply Chain Optimization: We work closely with our clients to optimize their supply chains, identifying opportunities for process improvements and cost savings. Through collaborative planning and execution, we help businesses streamline their operations and enhance competitiveness in the market.

6. ADVANCING THE EACL PROJECT

EACL Cargo Transportation's logistics support plays a crucial role in advancing the objectives of the EACL project. By facilitating trade and connectivity within the region, we contribute to economic growth, infrastructure development, and trade facilitation, ultimately fostering prosperity and development across East Africa.

7. WHY CHOOSE EACL CARGO TRANSPORTATION

Our commitment to excellence, expertise in African logistics, reliability, efficiency, strategic partnerships, compliance, and transparency make us the preferred choice for cargo transportation needs within Tanzania and to landlocked neighbouring countries. We pride ourselves on delivering exceptional service and value to our customers, ensuring their success in the marketplace.

8. THE IMPORTANCE OF EACL CARGO TRANSPORTATION

8.1 Regional Economic Growth: By facilitating trade and commerce, we contribute to economic growth, job creation, and income generation in East Africa. Our logistics solutions enable businesses to access regional markets and expand their reach, driving economic development and prosperity.

8.2 .Infrastructure Development: We support the development of transport infrastructure and trade corridors, enhancing regional integration and connectivity. Through our transportation services, we contribute to the modernization and expansion of critical infrastructure, laying the foundation for sustained economic growth.

8.3 .Trade Facilitation: Our cross-border logistics services reduce trade barriers, streamline customs procedures, and promote a conducive business environment for investment and trade expansion. By facilitating the movement of goods across borders, we contribute to trade facilitation and economic integration within the region.

8.4 .Supply Chain Resilience: EACL Cargo Transportation enhances supply chain resilience by providing reliable and efficient transportation solutions. In an increasingly interconnected world, our services mitigate supply chain risks, ensuring the uninterrupted flow of goods and fostering business continuity for our customers.

9. MARKETING AND SALES STRATEGY

9.1 .Target Market: Our target market includes importers, exporters, manufacturers, distributors, and other businesses involved in international trade within East Africa and the SADC region.

9.2 .Competitive Analysis: We conduct thorough market research and analysis to identify competitors, assess their strengths and weaknesses, and differentiate our services based on value proposition, quality, and customer satisfaction.

8.3 .Pricing Strategy: Our pricing strategy is competitive yet profitable, reflecting the value we offer in terms of reliability, efficiency, and service excellence. We offer flexible pricing options tailored to meet the budgetary requirements of our customers while ensuring sustainable profitability for our business.

9.4 .Promotional Plan: We employ a multi-channel promotional approach, including digital marketing, industry events, trade shows, and direct sales efforts, to raise awareness of our services and attract

potential customers.

9.5 .Distribution Strategy: Our distribution strategy focuses on building strategic partnerships with agents, carriers, and logistics service providers to expand our reach and enhance service coverage within our target markets.

10. OPERATIONS PLAN

10.1 .Location and Facilities: Our headquarters are located in Dar es Salaam, strategically positioned near the port for efficient coordination of transportation activities. We also have warehousing facilities in key locations to support storage and distribution operations.

10.2 .Suppliers and Vendors: We partner with reputable suppliers and vendors to source equipment, vehicles, and other resources necessary for our operations, ensuring reliability, quality, and cost-effectiveness.

10.3 .Inventory Management: Our advanced inventory management systems enable real-time tracking and monitoring of goods throughout the transportation and distribution process, ensuring accurate inventory management and timely delivery to customers.

11. MANAGEMENT AND ORGANIZATION

11.1 .Management Team:Our management team comprises experienced professionals with expertise in logistics, operations, finance, and marketing, providing leadership and strategic direction to the organization.

11.2 .Organizational Structure: We have a flat organizational structure characterized by clear communication channels, decentralized decision-making, and a focus on collaboration and teamwork.

11.3 .Personnel Plan: We employ skilled and dedicated personnel across various functions including transportation, customs clearance, warehousing, distribution, sales, and customer service, ensuring the delivery of high-quality services to our customers.

12. FINANCIAL PLAN

12.1 .Revenue Projections: Our revenue projections are based on market demand, pricing strategy, and sales forecasts, with a focus on achieving sustainable revenue growth and profitability.

12.2 .Cost Structure: Our cost structure includes expenses related to transportation, labour, fuel, maintenance, warehousing, administrative overheads, and marketing, which are managed efficiently to optimize profitability.


12.3 .Break-even Analysis: We conduct break-even analysis to determine the level of sales needed to cover our fixed and variable costs and achieve profitability, guiding our decision-making and resource allocation efforts.

12.4 .Tax Requirements and Exemption Request: EACL C Cargo Transportation adheres to tax regulations and seeks import tax exemption from the Tanzania Investment Center (TIC) to support business expansion, technology upgrades, and working capital needs. We request a 75% import duty exemption for deemed capital goods, particularly trucks, to enhance our fleet.

12.5 Expansion Plans:

As part of our strategic growth initiative, EACL C Cargo Transportation plans to procure more than 50 trucks to bolster our fleet. These additional vehicles will significantly augment our capacity to meet the increasing demands for logistics services within the East Africa Commercial & Logistics Center (EACL C) project. By expanding our fleet, we aim to enhance the efficiency and effectiveness of our operations, thereby better serving our clients and fulfilling the objectives of the EACL C project.

TABLE 1: TRUCKS DESCRIPTION

CHINA DONGFENG MOTOR INDUSTRY IMP & EXP. CO., LTD.							
Item	Description	Engine	Transmission	Tyre	Color	Quantity(UNITS)	Remarks
1	6×4 DONGFENG Dump truck Cabin D310 KC flat roof with 1 bed	Cummins LK375 33, 276kw at 2000 rpm, 1600N.m at 1400rpm, Euro 2	12JSD180T, 12forward gears & 2 reverse	12.00R20, 1 spare tyre.	White	50	
TOTAL:						50	