

BUSINESS PLAN FOR TRANSPORTATION, WAREHOUSE & YARD MANAGEMENT



PREPARED BY:

WEILAH COMPANY LIMITED

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NATURE OF THE BUSINESS: TRANSPORTATION

INDUSTRY: TRANSPORTATION INDUSTRY

WEILAH COMPANY LIMITED

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CERTIFICATION STATEMENT

I....., On behalf of WELAH company limited, Here by I certify that the attached business plan for Weilah company limited is true and accurate representation of our business objectives, strategies and financial projections. I affirm that the information presented in this business plan is based on careful research, analysis and our best knowledge at the time of its creation.

I further certify that this business plan has prepared in accordance with ethical guidelines and industry best practices. The financial projections included in this plan are based on research and reasonable assumptions which reflect our diligent efforts to assess market condition, competition and potential risks.

With confidence I acknowledge that the success of our business ultimately depends on various factors, including market dynamics, regulatory changes and unforeseen circumstances. I understand that the actual results achieved may differ from the projections outlined in this plan due to those factors.

I hereby attach my signature and the date below, certifying the authenticity and accuracy of this business plan.

Signature.....

Name.....

Date.....

EXECUTIVE SUMMARY

WEILAH is the company that currently provides transportation services for imported and exported goods from and to the Dar Es Salaam Port, warehouses inland container depots within Dar es Salaam region. Our company is registered by BRELA in November 2022. Our current operations involve 8 transportation trucks contracted by Dar es Salaam Corridor Group Company Limited, Maxima Company limited and Alistair company limited

Our company is women-owned aims to contribute to the growth of the transportation industry in Tanzania. This business plan outlines our vision, strategies and financial projections aim to make a road map for the growth and expansion of our company. We are planning to increase 12 trucks in the period of 3 years build warehouse and yard, installing new technology for managing our transportation. We are currently serving the loan of 250,000,000 Tanzania shilling from CRDB bank.

CHAPTER 1

ECONOMIC AND MARKETING PLAN

1.0 Introduction

This chapter describes the economic and marketing analysis of the business in detail.

1.1 Business Description

Our transportation and logistics business will provide transportation, warehousing, and yard management services to businesses in various industries. We will operate a fleet of trucks to handle the transportation of goods to different locations within the country, to and from the neighboring countries of Zambia, Malawi, Rwanda, Burundi and Congo. Warehousing services will provide safe and secure storage for customer goods. This comprehensive transportation, warehousing and yard management services to manufacturers, retailers, and e-commerce companies will enhance our goal of become a leading logistics partner by providing reliable and efficient solutions to help our clients optimize their supply chains.

1.2 Business goals

To provide efficient logistics solutions to businesses in various industries though expanding our service offerings, opening new facility and becoming a recognized leader in the logistics industry.

1.3 Company Location

The current company office is located at Ununio street, plot no. 603, block F Tegeta, Mwaitenda road. It has the size of 2716 square meter, wall fenced, installed with electric fence, CCTV cameras, washroom facility and a 130 Square warehouse, packing yard of 2300 square meter located at plot no K4 Kurasini Bendera tatu oppsite of DCG gate.

1.4 Products and Services

WEILAH Company Limited provides comprehensive transportation services for imported goods and goods to be exported within the port warehouses and outside port. Not only, transportation services. IN the near future will will provide the storage facilities including warehouse and yard management.

1.5 Target Market

There is a wide range of clients which needs our services but our company will focus on manufacturers, retailers, e-commerce companies, agriculture, mining industry construction industries who export and import goods and commodity via Dar es Salaam harbor.

1.6 Market opportunities

We plan to explore opportunities in the transportation of pharmaceutical, temperature-controlled transportation and storage, mining industry, food industry (meat, vegetables, fruits)

1.7 Our current main customers

1. Dar es Salaam Corridor Group company limited
2. Maxima
3. Alistair

1.8 Marketing and sales strategy

We plan to develop a strong online presence through social media platforms such as Instagram, WhatsApp, Facebook and through a company website. We will also network with other key players in the transportation industry to gain referrals and build our customer base. Additionally, we plan to advertise our services through local newspapers, promotional materials like (brochures, business cards), radio and television advertisement.

Our services will be marketed to businesses within the country and neighboring countries of Zambia, Malawi, Rwanda, Burundi and Congo respectively. We will establish relationships with potential customers via networking, referrals, and marketing efforts. We will also maintain a

1.9 Marketing and Advertising

Our marketing and advertising activities will focus on highlighting the benefits of our logistics services.

- We will use online advertising, social media, and search engine optimization to promote our business.
- We will also participate in business conventions and events to establish relationships with potential customers.
- We will register our company in various platforms and associations of private and public related to transportation, warehouse and yard within and outside country.
- We will honorably maintain a responsive customer service system and work diligently to maintain strong customer relationships through customer loyalty program offering discounted rates.
- Warehouse and yard will be located in Misugusugu industrial area where we have a land 4 acres is another soft marketing and advertising strategy, hoping to get more customers for goods storage, parking trucks for a while to wait for loading or offloading.

1.10 SWOT ANALYSIS

- **Strength**

Our strengths include a skilled and dedicated workforce, strategic location for warehouse and near major highways and industrial area strong reputation for timely deliveries and the use of modern technology in loading and off loading, warehouse software management and the new brand trucks.

- **Weaknesses**

Our main weakness is that we currently own 8 trucks leading us not to get more transportation services contract from the potential customers. To address this weakness, we are applying for the loan to purchase 12 vehicle and build a warehouse and yard in doing so we can build the confidence to potential clients.

- **Opportunities**

Transportation, warehouse and yard management venture has opened various opportunities including expanding into establishment of various industries such as mining, perishable goods and commodities, food, agro-inputs, e-commerce logistics and venturing into international markets for importing and exporting of goods and commodities.

Additionally, e-commerce logistics is a rapidly growing sector that presents many opportunities for businesses. Also, with the rise of online shopping, there is a growing demand for efficient and reliable transportation and logistics services to ensure that products are delivered quickly and safely to customers.

Our company has planned to grab the opportunities by expanding the market into different industries such as mining, perishable goods and commodities, food, and agro-inputs which can help to diversify our company's offerings and potentially increase revenue streams.

Venturing into international markets for importing and exporting goods and commodities can also help to expand your company's reach and increase its competitiveness. This could involve exploring new trade routes, establishing partnerships with international logistics providers, or investing in new technology to streamline cross-border operations.

Threats

Threats include increasing prices fuel, spare parts, tighter regulations of transportation and warehouse and yard regulation and taxes, increased competition from new entrants in the market especially Chinese companies

To mitigate these threats, it may be helpful to stay up-to-date on industry developments and trends, explore opportunities to reduce costs and increase efficiency, and invest in technology and innovation to stay competitive in the market. It may also be beneficial to maintain strong relationships with customers and suppliers to help weather potential disruptions caused by external factors.

CHAPTER 2

ORGANIZATIONAL AND MANAGEMENT PLAN

2.1 Introduction

Transportation services play a vital role in the of the movement of people and goods, providing a critical link between supplier, businesses and consumers. To operate a successful transportation service, it is essential to have a well planned and organization management system in place. This chapter describe in detail the management and organization plan of weilah company limited.

2.2 Organization structure

Our company operate under a centralized management structure, with clear lines of authority and responsibility. The management team is responsible for overseeing day to day operations, setting performance metrics and ensuring compliance with safety regulation. The management team includes operations manager, financial, sales and marketing manager supervisors and administrators.

2.3 Current number of employees

We have 12 full-time (8 drivers, 1 supervisor, 1 operational manager, 1 security guard 1office administrator, and 1 IT expert 2 mechanical technitian) employees, 8 part-time employees (3 drivers 2 directors, 1 accountant 1 security guard, and 1 marketing and social media administrator).

2.4 Key management personnel

Our company comprises with three main management personnel, Including: -

- Flora Myamba (Chief executive officer)
- Emmanule Fiso (Operations Manager)

- Maria Myamba (Financial, sales and marketing administrator).

2.5 MANAGEMENT SYSTEM

Our transportation services operate on a comprehensive management system that covers all aspects of our operations. This management system includes the following components.

1.Planning:

Our management team develop short-term and long-term plans for the transportation service, including budgeting, resource allocation and performance targets.

2. Execution:

we always ensure that all aspects of our operations, including scheduling, dispatching and driver management are executed in accordance with our plans and policies.

3.Monitoring and control:

We continually monitor our operations' performance and implement corrective actions when necessary to ensure that we meet our performance targets.

4.Quality management:

We implement a comprehensive quality management system that includes continuous improvement processes, customer feedback and performance metrics.

An effective management system is critical to the success of a transportation services. Our management team's experience and expertise, combined with our comprehensive management system, currently ensure and we will always provide high quality transportation services to our customers while maintaining a safe and efficient operation. We committed to continuous improvement and providing exceptional customer services.

CHAPTER 3

OPERATIONAL PLAN

3.0 Operations

Our operation will include a fleet of trucks that are maintained to ensure safe and reliable transportation services in and outside Dar es Salaam city. Our warehouse and yard management operations will be equipped with modern technology, such as warehouse management systems, drones with cameras, CCTV system, handheld scanners, and GPS-enabled equipment to ensure accuracy and efficiency.

We will provide inventory management, order fulfillment, cross-docking, and pick and pack services. Our yard management services include container management, trailer spotting, yard reporting, and gate control. Our employees will regularly be trained on the maintenance of the equipment and the handling of customer goods.

3.1 Current Capacity

We have a fleet of 8 trucks all installed with GPRS and fuel monitoring sensors, which are used to deliver transportation services within the country and neighboring countries of Zambia, Malawi, Rwanda, Burundi and Congo respectively.

3.2 Future Capacity

With the increased demand of transportation services, we plan to increase our capacity by purchasing 12 trucks units more trucks, building a warehouse and yard at Misugusugu kibaha for storage of goods, and purchase and install new technology for managing and maintaining our transportation, warehouse, and yard business. Additionally, we plan to employ a team of experienced and expert staff to provide quality services to our customers.

3.3 Expansion goals

We are aiming to add 12 new brand trucks and construct a modern warehouse and yard facility on Misugusugu industrial area over the next year.

3.4 Partnerships or collaborations

WEILAH is the active members Tanzania Private Sector Foundation and Tanzania women chamber of Commerce. Additionally, we have approached the number of potential firms to partner/collaborate with us; this includes clearing and forwarding companies in Dar es Salaam Tang and Mtwara port, Mining industry, AMCOS, Transporters association major manufacturers (cement companies) and retailers.

3.5 Risk Management

As any logistics business, there are several risks associated with transportation, warehousing, and yard management. These can include accidents, theft, damage to goods, and customer dissatisfaction. To mitigate these risks, we will undertake the following strategies;

- Ensure that our drivers are experienced and trained on safe driving practices.
- Maintain a robust insurance policy that covers all risks associated with logistics operations.
- Ensure that our warehousing facility is secure and equipped with modern security technology.
- Conduct regular maintenance on our equipment to minimize the risk of failure
- Conduct regular in-house training on safety and occupational health to our staff

3.6 Technology and management software

We will equip our transportation, warehouse and yard management business with the modern technology, including warehouse management systems, CCTV Camera system, handheld

scanners, GPS-enabled equipment warehouse and yard management software to ensure accuracy and efficiency.

CHAPTER 4

FINANCIAL ANALYSIS

4.0 Financial Projections

We project our revenue to increase significantly with the purchase of more trucks and expansion of our business operations. Our projected revenue for the first year is 380,000,000 million shillings, with a net profit of 72 million shillings. We plan to use part of our profits to apply a loan to finance the expansion of our business operations, including building a warehouse and yard, purchasing new technology, and employing staff.

4.1 Current estimated business wealth

Our current estimated business wealth is Tanzania shilling 1,500,000,000/= This amount includes the value of 8 trucks units, the plot and buildings for company offices, warehouse, and yard the director's personal saving and company profit generated for the past nearly two years .The construction of actual warehouse na yard will be in Misugusugu kibaha wehre we have 4 acres of land that values 360,000,000/=

4.2 Financial Plan

Our initial capital expenditure for establishing the company was Tanzanian shilling 150,000,000/= which was used in purchasing 1 truck and the land for warehouse and yard construction. We continue focusing in expanding the work wit all our effort an persong saving. We got facility credit of 2 trucks from CRDB bank and one truck through EFTA facility credit

4.3 Turnover as recorded in (2022/2023) financial statement

The 2022/2023 company turnover is Tsh 320,000,000/=.

4.4 Fixed Assets of the Business

Our fixed assets include 2716 SQM plot in Ununio Street Kunduchi ward Kinondoni municipal, 288 SQM plot, Sinza E Ubungo municipal, 4 acres of land Misugusugu industrial area. The estimated value of the asset of this asset is exciding Tanzania shilling one billion. Once the warehouse is built the value will raise enough for loan collateral.

4.5 Current year Annual Expense estimate

Item	Year 1
Salaries	36,000,000
Allowances part-time	3,600,000
utility bills	9,000,000
Fuel	35,060,000
Regular service	9,000,000
Cargo insurance	6,000,000
Taxes	3,408,800
Trucks /trailer INS	18,900,000
Total	120,968,800

4.6 Current sources of financing

This business is currently free from any type of loan, credit or equity investments.

4.7 Financial projection

We will have the steady income growth over the next five years from the costumers hiring the trucks and renting of warehouse as follows. This actuarial was made from 2023/2024 company financial statement.

Item	No	Year1	Year2	Year3	Year4	Year5
Trucks	9	1,080,000,000	1,260,000,00 0	1,440,000,00 0	1,620,000,00 0	1,800,000,00 0
Warehouse rental	2,400	65,000,000	103,464,000	137,952,000	173,000,000	207,000,000
Total		1,145,000,000	1,363,464,00 0	1,577,952,00 0	1,793,000,00 0	2,007,000,00 0

4.8 Estimated annual revenue

Our estimated annual revenue for the 5 years is as follows:

Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
1,145,000,000	1,363,464,000	1,577,952,000	1,793,000,000	2,007,000,000

4.9 Estimated annual profit (five years)

Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
476,779,000	624,463,800	770,805,400	917,539,000	1,068,039,000

4.10 Projected operational budget

Our projected operational budget for the next five years, including major expense categories like salaries, fuel, spare parts, insurance, utilities bills marketing, allowance for part time staff.

Year 1	Year 2	Year3	Year 4	Year 5
668,221,000	739,000,200	807,146,600	875,461,000	938,961,000

4.11 Major expense categories

Item	Year 1	Year2	Year3	Year4	Year5
Salaries	108,000,000	118,800,000	129,600,000	140,400,000	151,200,000
allowances part-time	500,000	500,000	500,000	500,000	500,000
utility bills	1,500,000	2,000,000	2,500,000	3,000,000	3,500,000
Fuel	285,120,000	285,120,000	285,120,000	285,120,000	285,120,000
Regular service	11,250,000	11,250,000	11,250,000	11,250,000	11,250,000
Cargo insurance	12,000,000	12,000,000	12,000,000	12,000,000	12,000,000
Taxes					

	86,601,000	146,080,200	202,926,600	259,941,000	312,141,000
Trucks /trailer					
INS	94,500,000	94,500,000	94,500,000	94,500,000	94,500,000
Loan service	68,750,000	68,750,000	68,750,000	68,750,000	68,750,000
Total	668,221,000	739,000,200	807,146,600	875,461,000	938,961,000

4.15 Risk management Plan

Our risk management plan addresses risks such as economic downturns, regulatory changes, fuel price fluctuations, and increased competition. We mitigate these risks through diversification, proactive regulatory compliance, fuel hedging, and continuous improvement of our services and operations.

4.16 Current Capital value of assets (land, buildings, equipment, etc.)

The current capital value of our assets are as follows three acres of land located in an industrial area in Misugusugu ward, three plots in prime area of Ununio with total 2716 square meters in Kinondoni municipal and one plot in Sinza E size 288 square meter Ubungo municipal, buildings, equipment, and vehicles, is Tanzania shilling 1,500,000,000.

4.17Key milestones

For our transportation, warehouse, and yard management business, the following are our key milestones:

1. Complete construction of fence, warehouse and yard by December 30, 2024
2. Secure partnerships with 10 major manufacturers or retailers by January 30, 2024.
3. Install warehouse management system by February 30, 2024.
4. Open a new facility on the Misugusugu industrial area April 30, 2024.
5. Increase fleet size by 100% and expand transportation capacity by May 30, 2024.
6. Achieve a 15% annual revenue growth for three consecutive years by December 31, 2025.
7. Diversify service offerings to include temperature-controlled transportation and storage by December 31, 2026.

8. Establish a strong presence in the pharmaceutical and food industries by July 31, 2027.
9. Increase warehouse and yard management capacity by 50% by December 30, 2027.
10. Achieve a customer retention rate of 90% or higher by December 31, 2027.
11. Become a recognized leader in the logistics industry by December 31, 2028.

4.18 Revenue Segmentation

For our transportation, warehouse, and yard management business, revenue segmentation these are some of the revenue segmentation

1. Transportation: 60% of revenue Example: Our transportation services, including trucking and freight forwarding, contribute 60% of our total revenue. This includes services like full truckload (FTL), less-than-truckload (LTL), and expedited shipping.
2. Warehouse: 30% of revenue Example: Our warehousing services, such as storage, inventory management, and order fulfillment, account for 30% of our total revenue. We offer various storage solutions, including pallet racking, bulk storage, and cross-docking, to meet the needs of our diverse clientele.
3. Yard Management: 10% of revenue Example: Yard management services, including container handling, trailer spotting, and yard inventory management, make up 10% of our total revenue. These services help our clients optimize their yard operations and reduce turnaround times for trucks and containers.

Conclusion

We believe that our transportation, warehousing, and yard management business will be profitable and make a valuable contribution to the logistics sector. With proper planning, management, and dedication, we are confident that our venture will take off and provide excellent service to our clients.