

**BUSINESS PLAN FOR  
TROPLAND  
INVESTMENT  
LIMITED.**

**COAL AND GYPSUM TRANSPORTATION PROJECT**

**2024.**

Table of Contents

- I. ABOUT TROPLAND INVESTMENT LIMITED ..... 2
- II. VISION AND MISSION OF TROPLAND INVESTMENT LIMITED IN TRANSPORTATION ..... 2
- III. OFFER AND VALUE PROPOSITION ..... 2
- IV. STRUCTURE, AND OPERATIONS ..... 2
- V. MARKETING ANALYSIS AND ADVERTISING ..... 3
- VII. INVESTMENT COST ..... 5
- VIII. SOURCE OF FUND ..... 6
- IX. COMPANY FINANCIAL PROJECTION ..... 6
- X. PAY BACK ANALYSISI ..... 8

## I. ABOUT TROPLAND INVESTMENT LIMITED

Established in 2019, Tropland Investment Ltd is a leading company based in Mtwara, Tanzania. We specialize in multiple sectors, including agriculture, real estate, mining, wholesale trade, construction, transport, and cargo handling. With a dedicated team of professionals and a strong commitment to excellence, we strive to provide innovative and sustainable solutions to meet the diverse needs of our clients.

## II. VISION AND MISSION OF TROPLAND INVESTMENT LIMITED IN TRANSPORTATION

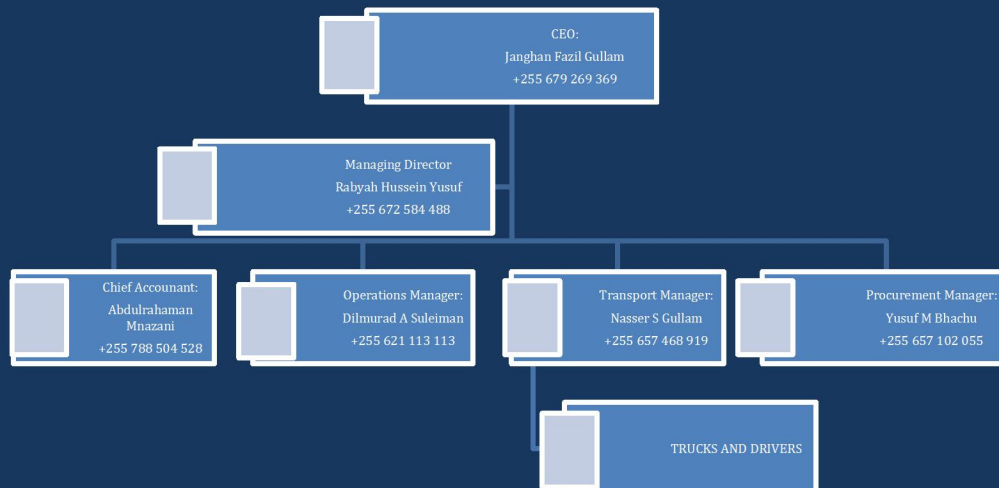
- 🏗️ Vision statement – To be the excellence leading transportation company from southern zone of Tanzania to All East Africa. While creating employment opportunities to boost up earnings and economy in general.
- 🏗️ Mission statement - To build a prosperous and sustainable transportation in Mtwara, Tanzania and East Africa in General, by setting new standard of transport, applying professionalism and technological innovation in ensuring not only cargos reaches the destination but customers are satisfied.

## III. OFFER AND VALUE PROPOSITION

To provide strong, enough and nice vehicle (truck) for cargo transportation with professional drivers who will take care the cargo, citizens, roads and truck to ensure the sustainability of our transportation activities while meeting transportation demand to our customers. Also, providing affordable price for transportation that will give value of customer money.

## IV. STRUCTURE, AND OPERATIONS

### STRUCTURE OF TROPLAND INVESTMENT LIMITED



## Roles and responsibilities:

- 👤 CEO – To provide general direction of the company, supervise, manage and authorize all activities of the company.
- 👤 Managing director – Works on behalf of the CEO to ensure all duties and responsibilities of the CEO are accomplished. Also, to provide operational overview of the company and assign duties and responsibilities to chief accountant, operational manager, transport manager and procurement manager.
- 👤 Chief accountant – To deal with all matters related to finance of the company, providing report of revenue and expenditure, and managing bank account of the company.
- 👤 Procurement manager – To supervise all procurement activities of the company and ensuring the value of money is maintained in procurement.
- 👤 Operational and marketing manager – To facilitate day to day operational of the company, to ensure smooth operationalization of the company activities in a way that it satisfy customers and provide reason for the company to exist. Also, finding market for company.
- 👤 Transport Manager - To supervise drivers, trucks and their routes. To maintain safety and security of trucks, trucking them while in the routes and after reaching destination

## V. MARKETING ANALYSIS AND ADVERTISING

### a. Advertising:

#### Online Marketing Methods:

- 👤 Informative blog content
- 👤 Online landing page sales funnels
- 👤 Social media via Facebook, Instagram, LinkedIn, TikTok, Pinterest, Twitter, other
- 👤 Paid online advertising via Google AdSense or other networks
- 👤 Email and/or SMS marketing
- 👤 Customer loyalty program

#### Traditional Advertising and Public Relations Outlets

- 👤 Radio
- 👤 Television
- 👤 Direct mail
- 👤 Event and team sponsorships

## VI. MARKET ANALYSIS (STUDY)

### Ideal Customer

Prospected customer who will work with Tropland investment limited are

NAME OF ORGANIZATION	SERVICE prospected	ADRESS & CONTACT
Dangote Cement	Loading of Gypsum Material	+255 717 176 758 Mtwara
Aria Commodities	Loading Coal from Kitai to Mtwara	+255 757 235 412 Mtwara
Market Insight	Loading Coal from Kitai to Mtwara	+255 719 187 003 Mtwara
Armex Mining	Loading Coal from Kitai to Mtwara	+255 767 555 666 Mtwara

### Trends of cargo transportations in Southern zone of Tanzania

There's highly increasing demand of cargo transportation due to the emerge of big industry, expansion of Mtwara port, discovery of natural resources (minerals) which in turn increase demand of transportation of raw material and products across the production areas.

### Competition and competitors



There a bit highly competition in providing cargo transportation services in southern zone as many companies see it as open and opportunity zone due to the emerging of many economic activities that require and support investment especially in transportation. But many companies they provide services by renting truck which is more cost full and hinder smooth operations of transportation services. We Tropland investment limited are looking forward to highly compete with Specialized Hauliers limited as the best competitor who owns many trucks, big brand as it exist for a while in market.

## VII. INVESTMENT COST

### a) Assets

Business needs	Price per set (tzs) & dollar(usd)	Qty	Price ex tax (tzs) & dollar(usd)
<b>1-unit Howo tripper truck 6*4</b>  <b>Model;</b> zzz3257v384b1r year 2023 <b>Cabin;</b> hw76 cabi, air driver seat <b>Engine;</b> euro 11 emissio, 400 hp <b>Transmission;</b> hw19710, 10f&2r <b>Steering;</b> zf8098 <b>Front axle;</b> vgd95, 9000kg <b>Fear axle;</b> hc1682, ratio 5.73 <b>Tyres;</b> 315/80r22.5 with one spare tyre with air conditioner, with abs <b>Fuel tank;</b> 300l	<b>127,500,000.00/=</b> <b>49902.15 (usd)</b>	<b>10</b>	<b>1,275,000,000.00/=</b> <b>499021.52(usd)</b>
<b>3 units 40ft 3axle flatbed trailers</b> <b>Payload design;</b> 45t, year 2023 12 units twist lock for 40ft&20ft container jaxle air suspension, front axle lift sysytem jost landing gear, two spare tyres holder one set of wabco braking system with abs 12units 315/65r22.5 tyres 16000l fuel tank 20 units rope fixer	<b>80,497,881.36/=</b> <b>31506.02 (usd)</b>	<b>10</b>	<b>804,978,813/=</b> <b>315060.20(usd)</b>
<b>Sub total</b>			<b>2,079,978,813.56/=</b> <b>814081.72(usd)</b>
<b>Vat rate</b>			18%
<b>Vat amount</b>			<b>374,396,186.44/=</b> <b>146534.71(usd)</b>
<b>Total amount</b>			<b>2.454,375,000.00/=</b> <b>960616.43(usd)</b>

### b) Working capital

 Annual salary for 10 employees (drivers)	36,000,000/=, 14201.18 (usd)
 Contingency Capital fund	14,000,000/=, 5522.68 (usd)
<b>TOTAL WORKING CAPITAL</b>	<b>50,000,000/=, 19723.87 (usd)</b>

**TOTAL USE OF FUNDS 2,504,375,000/=, 987919.11 (USD)**

## VIII. SOURCE OF FUND

a) Loan sought	2,170,000,000.00/=, 856679.33 (USD)
b) Owners cash investments	334,375,000/=, 132005.60 (USD)

**TOTAL FUNDS** 2,504,375,000/=, 987919.11 (USD)

## IX. COMPANY FINANCIAL PROJECTION

a) Revenue

 Revenue (gross profit) per one (1) rout

Service	Rout Price @Truck	Cost per trip (Fuel Cost + Driver Allowance per rout)	Gross Profit = (Rout price – cost per trip)
Cargo Rout from Kitai (Songea) To Mtwara Port	2,900,000/= (Tsh)	1,637,561/= (Fuel) + 150,000/= (driver allowance)	1,112,439/=
Cargo Rout from Kitai (Songea) To Mombasa Port.	4,800,000/= (Tsh)	3,091,789/= (fuel) + 320,000/= (driver allowance)	1,388,211/=
Cargo Rout from Kilanjelanje (Kilwa) To Dangote.	1,700,000/= (Tsh)	393,984/= (fuel) + 50,000/= driver allowance	1,226,016/=
<b>Total</b>	<b>9.3000,000/= (Tsh)</b>	<b>5,653,334/=</b>	<b>3,616,666/=</b>

 Net profit per one (1) rout


Rout	Gross Profit per rout	Services and Maintenance cost per trip (%)	Net profit = (gross profit per rout- service & maintenance cost)
from kitai to Mtwara port	1,112,439/=	166,865.85/= (15%)	945,573/=
from kistai to Mombasa	1,388,211/=	277,642.2/= (20%)	1,110,568/=
Kilanjelanje to Mtwara (Dangote)	1,226,016/=	245203.2/= (15%)	980,812/=

 Total net profit Projection in 5 Years in one rout (Kitai Songea to Mtwara port)

Time	Rout per One (1) truck	Kitai -Songea to Mtwara port	Net Profit per rout	Total Net Profit
1 week	2	10	945,573/=	18,011,460/=
1month	8	10	945,573/=	75.645,840/=
1 year	96	10	945,573/=	907,750,080/=
5years	480	10	945,573/=	4,528,750,400/=

 Total net profit projection in 5 Years in one rout (from kitai to Mombasa)

Time	Rout Per One (1) Truck	from Kitai Songea to Mombasa	Net Profit per rout	Total Net Profit
1 week	2	10	1,110,568	22,211,360
1month	8	10	1,110,568	88,845,440
1 year	96	10	1,110,568	1,066,145,280
5years	480	10	1,110,568	5,330,726,400

 Total net profit Projection in 5 years in one rout (from Kilanjelanje Kilwa to Dangote Mtwara)

Time	Rout Per One (1) Truck	from Kilanjelanje Kilwa to Dangote Mtwara	Net Profit	Total Net Profit
1 week	2	10	980,812/=	19,616,240/=
1month	8	10	980,812/=	78,464,960/=
1 year	96	10	980,812/=	941,579,520/=
5years	480	10	980,812/=	4,707,897,600/=

b) Cost projection

 Overall Cost projection in 5 years

Services and maintenance will automatically be deducted directly from the generated profit from each rout per each truck.

Major cost will be salary which is 36,000,000/=, 14201.18 (usd) annually and for 5 years is equal to 180,000,000/=, 71005.92 (USD)

c) Investment projection

After 3 years of project implementation company will take back all loan sought, in the fourth and fifth year we will purchase other ten truck and extend our project from the profit we made.

## X. PAY BACK ANALYSIS

Annual cash flow for rout from Kitai-Songea to Mtwara port is 907,750,080

Total invested capital **2,504,375,000**

Payback period formula

Payback period (pp) =  $\frac{\text{Total annual investment}}{\text{Annual cash flow}}$

$$PP = \frac{2,504,375,000}{907,750,080} = 2.9$$

**PAYBACK PERIOD IS 2 YEARS AND 9 MONTHS**

Annual cash flow for rout from Kitai Songea to Mombasa is 1,066,145,280

Total invested capital **2,504,375,000**

Payback period formula

Payback period (pp) =  $\frac{\text{Total annual investment}}{\text{Annual cash flow}}$

$$PP = \frac{2,504,375,000}{1,066,145,280} = 2.4$$

**PAYBACK PERIOD IS 2 YEARS AND 4 MONTHS**

Annual cash flow for rout from Kilanjelanje-Kilwa to Dangote is 941,579,520

Total invested capital 2,504,375,000

Payback period formula

Payback period (pp) =  $\frac{\text{Total annual investment}}{\text{Annual cash flow}}$

$$PP = \frac{2,504,375,000}{941,579,520} = 2.7$$

**PAYBACK PERIOD IS 2 YEARS AND 7 MONTHS**