

BUSINESS PLAN FOR  
TROPLAND INVESTMENT  
LIMITED.

**COAL AND GYPSUM TRANSPORTATION PROJECT.**

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## 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. Audience and Ideal Customer

Prospected customer who will work with Tropland investment limited are

NAME ORGANIZATION	OF	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

## V. Revenue Stream, and Marketing

- a. Revenue Streams: Cargo transportation fare
- b. Marketing and Advertising:

### Online Marketing Methods:

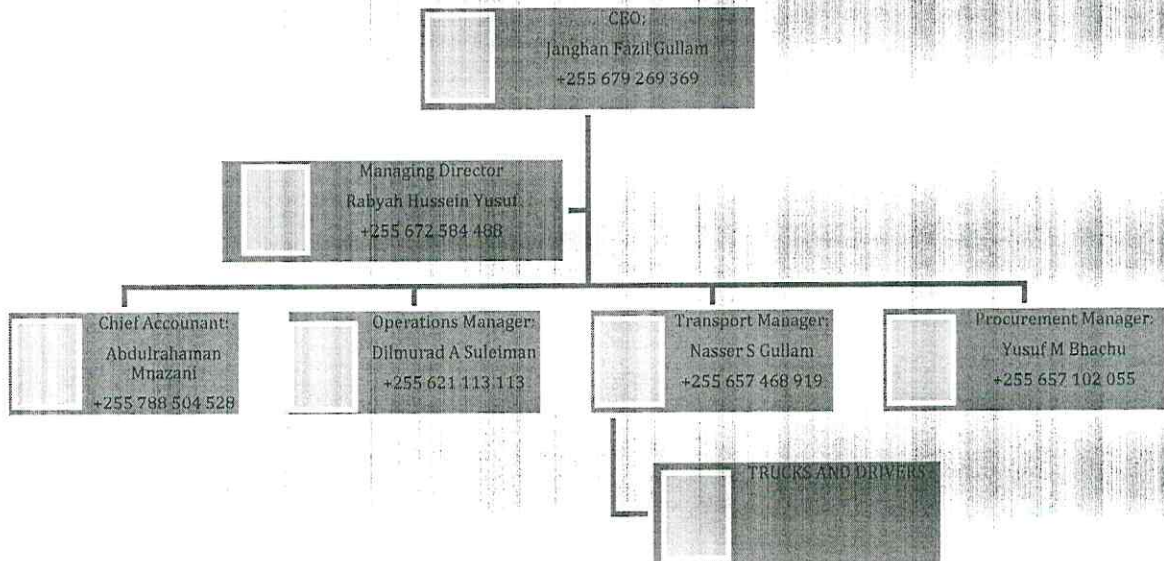
- Informative blog content
- Online landing page sales funnels
- Social media via Facebook, Instagram, LinkedIn, TikTok, Pinterest, Twitter, other
- Paid online advertising via Google AdSense or other networks
- Email and/or SMS marketing
- Customer loyalty program

### Traditional Advertising and Public Relations Outlets

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

## VI. 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

VII. Financial Forecasts (cost forecasting)

<b>BUSINESS NEEDS</b>	<b>PRICE PER SET (TZS)</b>	<b>QTY</b>	<b>PRICE EX TAX (TZS)</b>
<b>1 UNIT HOWO TRIPPER TRUCK 6*4</b>  <b>MODEL; ZZZ3257V384B1R YEAR 2023</b> <b>CABIN; HW76 CABI, AIR DRIVER SEAT</b> <b>ENGINE; EURO 11 EMISSIO, 400 HP</b> <b>TRANSMISSION; HW19710, 10F&amp;2R</b> <b>STEERING; ZF8098</b> <b>FRONT AXLE; VGD95, 9000KG</b> <b>FEAR AXLE; HC1682, RATIO 5.73</b> <b>TYRES; 315/80R22.5 WITH ONE SPARE</b> <b>TYRE WITH AIR CONDITIONER, WITH</b> <b>ABS</b> <b>FUEL TANK; 300L</b>	<b>127,500,000.00</b>	<b>10</b>	<b>1,275,000,000.00</b>
<b>3 UNITS 40FT 3AXLE FLATBED TRAILERS</b> <b>PAYLOAD DESIGN; 45T, YEAR 2023</b> <b>12 UNITS TWIST LOCK FOR 40FT&amp;20FT</b> <b>CONTAINER JAXLE AIR SUSPENSION,</b> <b>FRONT AXLE LIFT SYSYTEM JOST</b> <b>LANDING GEAR, TWO SPARE TYRES</b> <b>HOLDER ONE SET OF WABCO BRAKING</b> <b>SYSTEM WITH ABS</b> <b>12UNITS 315/65R22.5 TYRES</b> <b>16000L FUEL TANK</b> <b>20 UNITS ROPE FIXER</b>	<b>80,497,881.36</b>	<b>10</b>	<b>804,978,813</b>
<b>SUB TOTAL</b>			<b>2,079,978,813.56</b>
<b>VAT RATE</b>			<b>18%</b>
<b>VAT AMOUNT</b>			<b>374,396,186.44</b>
<b>TOTAL AMOUNT</b>			<b>2.454,375,000.00</b>

## VIII. Gross profit projections

SERVICE	ROUT PRICE @TRUCK	FUEL COST + DRIVER ALLOWANCE	GROSS PROFIT
Cargo rout from Kitai (Songea) to Mtwara port	2,800,000/= (Tsh)	1,400,000/= (Tsh)	1,400,000/= (Tsh)
Cargo rout from Kitai (Songea) to Mombasa port.	4,800,000/= (Tsh)	3,800,000/= (Tsh)	1,000,000/= (Tsh)
Cargo rout from Kilanjelanje (Kilwa) to Dangote.	1,700,000/= (Tsh)	1,100,000/= (Tsh)	600,000/= (Tsh)
<b>Total</b>	<b>9,300,000/= (Tsh)</b>	<b>6,300,000/= (Tsh)</b>	<b>3,000,000/= (Tsh)</b>

If all 10 trucks will go same route from kitai to Mtwara port

$$1,400,000 \times 10 = 14,000,000$$

If all truck will go same route from kitai to Mombasa

$$1,000,000 \times 10 = 10,000,000$$

If all truck will go same route from Kilanjelanje to Mtwara (Dangote)

$$600,000 \times 10 = 6,000,000$$

## IX. Risk and maintenance

Rout	Profit	Risk and Maintenance (20%)	Net profit
from kitai to Mtwara port	1,400,000/= (Tsh)	280,000 (Tsh)	1120,000 (Tsh)
from kistai to Mombasa	1,000,000/= (Tsh)	200,000 (Tsh)	800,000 (Tsh)
Kilanjelanje to Mtwara (Dangote)	600,000/= (Tsh)	30,000 (Tsh)	570,000 (Tsh)

For each rout a company will save 20% of the profit for the maintenance and risks.