

Business Plan: Suhara Transport Tanzania Ltd.

1. Executive Summary

- **Company Name:** Suhara Transport Tanzania Ltd.
- **Project:** Fully Fledged Logistics Solution
- **Location:** Plot No 961 Chamanzi, P.O. Box 2873, Dar Es Salaam, Tanzania
- **Objective:** To provide comprehensive logistics solutions, including warehousing, freight forwarding, customs clearance, and transport management.

2. Company Overview

- **Incorporation Date:** March 19, 1999
- **Certificate of Incorporation Number:** 35957
- **Shareholders:**
 - Primefuels Holdings Limited (Mauritius) - 79.62%
 - Asifali Nooralla Abdulla (British) - 0.08%
 - Prime Regional Supplies Limited (Tanzania) - 20.30%
- **Project Financing:**
 - Total Investment to Date: USD 2.862 million (70% of planned investment)
 - Financing Sources:
 - Local Loan: USD 1.5 million (NBC Bank, Tanzania)
 - Own Funds: USD 1.362 million
- **Contact Information:**
 - **Contact Person:** Jamil Mwalupindi, Finance Manager
 - **Email:** Jamil.Mwalupindi@Suhara.com
 - **Mobile:** +255 756 771 537
 - **Physical Address:** Plot No. 961/1, Block A, Chamazi, Temeke, Dar es Salaam

3. Market Analysis

- **Target Market:** Regional businesses requiring logistics solutions in warehousing, freight forwarding, customs clearance, and transport management.
- **Competitive Advantage:** Strategic location in Dar es Salaam, a major gateway for imports and exports in Tanzania and East Africa, and comprehensive service offerings as a one-stop logistics solution provider.
- **Current Market Trends:** Increasing demand for integrated logistics services due to growing regional trade and industrial activities.



4. Organizational Structure

- **Direct Employment:**
 - Foreign Men: 5
 - Foreign Women: 2
 - Local Men: 400
 - Local Women: 24
- **Indirect Employment:** Local suppliers providing building materials, transport, food, security, technology, spares, tires, fuels, and lubricants.

5. Products and Services

- **Core Services:**
 - Warehousing
 - Freight Forwarding
 - Customs Clearance
 - Transport Management
- **Project Capacity:** [TBD, Capacity per annum]

6. Financial Plan

Investment Cost and Sources of Finance:

- **Clear Statement of the Investment:** Suhara Transport Tanzania Ltd. plans to invest a total of USD 4.1 million to establish a fully-fledged logistics solution that will cater to the growing demand for integrated logistics services in the region. This investment covers the cost of land acquisition, construction of key infrastructure, procurement of necessary equipment, and pre-operational expenses. The objective is to position the company as a leading logistics provider in East Africa.
- **Total Investment:** USD 4.1 million
- **Current Investment:** USD 2.862 million (70% of total)
- **Investment Breakdown:**
 - Land and Buildings: USD 2.4 million
 - Plant and Machinery: USD 142,000
 - Vehicles: USD 80,000
 - Furniture: USD 80,000
 - Pre-operational Expenses: USD 160,000
- **Sources of Finance:**
 - **Local Loan:** USD 1.5 million (52% of total)
 - **Own Funds:** USD 1.362 million (48% of total)



5-Year Financial Projection:

Year	Revenue (USD)	Operating Expenses (USD)	Net Profit (USD)
Year 1	29,666,435	24,208,330	5,458,105
Year 2	32,500,507	25,642,115	6,858,392
Year 3	34,351,653	26,680,505	7,671,148
Year 4	35,700,745	27,488,941	8,211,805
Year 5	36,550,591	28,126,877	8,423,714

Projections assume revenue from new investment and already existing investment for transport

7. Implementation Schedule

Activity	Timeline	Milestone
Project Planning	Q3 2023	Completed
Land Acquisition & Preparation	Q4 2023	Completed
Construction of Facilities	Q1-Q4 2024	Administration Block, Warehouses, etc.
Procurement of Equipment	Q2 2024	Machinery, Vehicles, Office Equipment
Operational Setup	Q3 2024	Initial Operations Begin
Full Operations Commence	Q4 2024	Business fully operational
Expansion & Scaling	2025-2028	Regional Expansion, Service Diversification

8. Job Creation

- **Initial Job Creation:**
 - Direct Employment: 431 employees (7 foreign, 424 local)
 - Indirect Employment: Local suppliers in construction, technology, transport, food, security, etc.
- **Projected Job Growth (over 5 years):**
 - Additional 100 direct jobs (mostly local hires) as the business expands regionally.
 - Indirect employment opportunities in logistics support services and related sectors.

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9. Sources of Supply of Inputs

- **Construction Materials:** Local suppliers will provide building materials, such as cement, steel, and other construction inputs, sourced primarily from Tanzanian manufacturers and distributors.
- **Machinery and Equipment:** Plant and machinery will be sourced from reputable suppliers, both local and international, with a focus on quality and durability. Vehicles and office equipment will be procured from established dealerships in Dar es Salaam.
- **Fuel and Lubricants:** Sourced from local suppliers with established networks in the region, ensuring reliable and consistent supply.
- **Technology and Spares:** Collaboration with local technology providers for IT infrastructure, alongside sourcing necessary spares from local and regional suppliers to ensure minimal downtime.
- **Security Services:** Local security firms will provide security services to ensure the safety of the premises and operations.

10. Future Plans

- **Expansion Goal:** Establish a one-stop logistics solution with integrated regional business operations in warehousing, freight forwarding, customs clearance, and transport management.
- **Growth Strategy:** Continue investment in infrastructure and technology, expand service offerings, and explore partnerships to enhance service delivery.

11. Risk Analysis and Management

- **Current Challenges:** None encountered so far.
- **Risk Management Plan:** To mitigate potential risks by continuously monitoring project progress, financial health, and market conditions.

12. Conclusion

- Suhara Transport Tanzania Ltd. is on track to becoming the region's leading logistics service provider. The strategic investment and well-structured organizational plan ensure sustained growth and competitive advantage in the market.

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