

Company Overview



Buffalo Bicycles Tanzania is a social enterprise focused on providing affordable, high-quality bicycles to enhance mobility in rural and urban areas. Our core business includes retail and wholesale trading of bicycles, parts, and accessories, as well as offering after-market services. We also engage in manufacturing and assembly of bicycles, tailored to the specific needs of Tanzanian communities.

Mission Statement

To provide durable and affordable bicycles that transform lives by improving access to education, healthcare, and economic opportunities, especially in underserved regions.

Business Objectives

- Expand retail and wholesale bicycle sales across Tanzania to reach more customers.
- Build and strengthen relationships with local suppliers, government bodies, NGOs, and international partners.
- Scale up manufacturing and assembly operations to reduce costs and provide tailored bicycles for local needs.
- Offer comprehensive after-market services, including maintenance, repair, and customer support.
- Forge strategic partnerships to enhance market influence and promote cycling as an accessible mode of transport.

Key Business Activities

- **Bicycle Trading and Sales:** Maximize market reach by offering bicycles, parts, and accessories through multiple channels (retail, wholesale, and online).
- **Import & Export Operations:** Manage the efficient import/export of bicycles and accessories, ensuring quality and competitive pricing.
- **Manufacturing and Assembly:** Assemble Buffalo bicycle types (e.g., mountain, commuter road and load carrying single speed) locally, providing a full product range.
- **Supplier and Customer Relationships:** Build strong partnerships to foster brand loyalty and market presence.
- **After-market Services:** Provide repair, maintenance, and advisory services for all purchased bicycles.
- **Partnerships and Collaborations:** Partner with businesses, NGOs, and government entities to expand market presence and support local initiatives.

Company Description

Buffalo Bicycles Tanzania

- **Business Structure:** Private Limited Company

- **Location:** Mikocheni, Light Industrial Area, Dar es Salaam
- **Products and Services:** Buffalo Bicycles Tanzania sells a range of durable, affordable bicycles, parts, and accessories, targeting both individual consumers and organizations. We also offer after sales service, repair and maintenance services.

Market Analysis

The bicycle market in Tanzania is growing rapidly, driven by the need for affordable, efficient transportation in rural and urban areas. Bicycles are particularly important for farmers, traders, students, and healthcare workers, as they provide access to education, healthcare, and economic opportunities. The bicycle market is projected to reach a revenue of US\$8.85 million in 2024, with an annual growth rate (CAGR) of 1.21% between 2024 and 2029. By 2029, this market is expected to reach US\$9.40 million, with an estimated 60.64k units sold annually and an average price of US\$128.30 per bicycle.

Challenges:

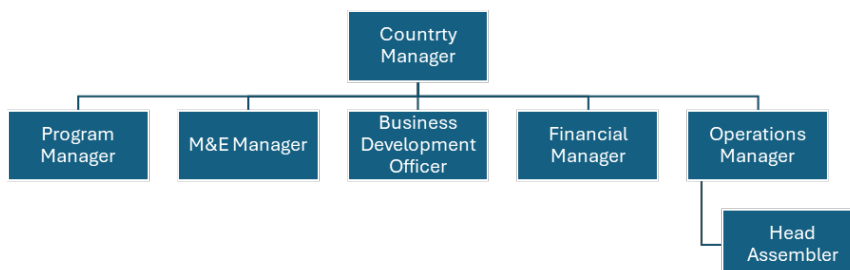
- High costs due to import tariffs, adding up to 20% to bicycle prices.
- Poor infrastructure in rural areas affects distribution and usage.
- Supply chain gaps for repair services and spare parts in remote regions.
- Infrastructure cost
- Supply chain and logistics cost

Opportunities:

- Growing government support and collaborations with NGOs are helping to improve access to bicycles, providing an avenue for expansion.

Organizational Structure

Buffalo Bicycles Tanzania operates with a lean team structure, with key functions in supply chain management, sales, operations, marketing, and after-market services. We plan to expand our team as we grow our retail and wholesale operations across Tanzania.



HUMAN RESOURCE PLAN

Title	Start Date	End Date	Hr/Week	
Assembler	10/14/2024		40	Local
Assembler	10/14/2024		40	Local
Assembler	10/14/2024		40	Local
Assembler	10/14/2024		40	Local
Assembler	10/14/2024		40	Local
Assembler	10/14/2024		40	Local
Head Assembler	10/14/2024		40	Local
Program Manager - WBR Budget	10/11/2024		40	Foreign
M&E Manager - WBR Budget	10/14/2024		40	Foreign
Warehouse Manager	01/19/2025		40	Local
Driver	01/19/2025		40	Local
Shop Controller	01/19/2025		48	Local
Shop Controller	01/19/2025		48	Local
Operations Manager	10/14/2024		40	Local
East Africa Director	01/19/2025		40	Local
Country Manager	11/1/2024		40	Local
Business Development	01/19/2025		40	Local
Finance Manager	10/14/2024		40	Local
M&E Assistant - WBR Budget	01/19/2025		40	Foreign
Aftermarket Sales	01/19/2025		40	Local
District Field Coordinator - WBR Budget	01/19/2025		40	Foreign
District Field Coordinator - WBR Budget	01/19/2025		40	Foreign

Products and Services

BUFFALO BICYCLE

Features and Benefits

Multi-use rear carrier

- Rated for 100kg and **designed for adaptable use, such as bulky loads, an extra passenger, or agricultural produce**
- Features TIG-welded tubular steel construction for maximum strength
- Hands-free, double-sided, spring-loaded kickstand locks for easy and stable loading and unloading of rear carrier

Braking power and tough wheel sets

- High strength 13-gauge spokes and nipples minimize spoke failures and prevent wheel collapse
- Servo drum hand-brake maximizes front braking power in wet or dusty conditions
- Low-maintenance**, fully-enclosed, heavy duty coaster brake prevents rain, mud, dirt, and sand from interfering with braking
- Proprietary rubber formula Kenda tires with ISO 4649 certification offer wear resistance, improved puncture protection, and **compatibility with heavy loads**



Guiding principles

Design and iterate based on user needs

- Durability & ruggedness
- Affordability
- Quality
- Long-lasting
- Ease of maintenance
- Ability to carry heavy loads

Heavy duty frame and fork

- TIG-welded, 15-gauge carbon steel for maximum strength and durability
- Universal 26" frame with dipping top -tube and adjustable saddle & handlebars **allows comfortable use by men, women, and children**
- Compatible with common spare parts to promote **long-term usability**
- Exceeds ISO 4210 testing standards, independently verifying bicycle safety, performance, and quality
- Industry leading 5-year limited warranty (includes rear carrier) to guarantee quality and performance

As a social enterprise, we target a wide range of potential customers, from individual retail buyers to government agencies, NGOs, and development partners. Our offerings include:

1. **Rural Mobility Solutions:** Bicycles designed for health workers and rural communities, particularly through partnerships with development organizations.
2. **Shop Expansion:** Opening retail outlets in regions with high bicycle demand to increase access to products and services.
3. **Organizational Sales:** Custom solutions for NGOs, government programs, and other institutional buyers.

We also offer mechanic training programs and provide support for second-hand bicycles to ensure sustainability and promote local economic empowerment.

Marketing and Sales Strategy

Potential Partners

- National Government and regional stakeholder
- NGO working in the sectors of Health and Education
- Small holder farmers and Entrepreneurs

Operations Plan

LIST OF RAW MATERIALS/COMPONENTS -BUFFALO BICYCLE						
Product Code	Description of Specification	Imported	local			
		County of Origin	local parts	QTY	unit Price -USD	Value (USD)
S-2	Buffalo Bicycle in CKD form - Complete knock Down Components	China	N/A	11,020	84.09	926,671.80
SS-5	kenya design Tested Sticker	China	N/A	11,020	0.02	220.40
SS-6	Reflective Buffalo head	China	N/A	11,020	0.18	1,983.60
TBS	TBS Diamond mark of Quality sticker	N/A	TZ-Local	11,020	0.08	881.60
CA	Compressed Air	N/A	TZ-Local	11,020	0.15	1,653.00
LPLC	Electricity	N/A	TZ-Local	11,020	0.21	2,314.20
					Total Value (USD)	933,724.60

Financial Plan

Revenue Model:

Revenue will be generated through direct sales of bicycles. We will also focus on organizational sales to NGOs, government programs, and international development partners.

Pricing Strategy:

Our pricing will be competitive, balancing affordability for low-income customers with the need to maintain healthy profit margins.