

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:

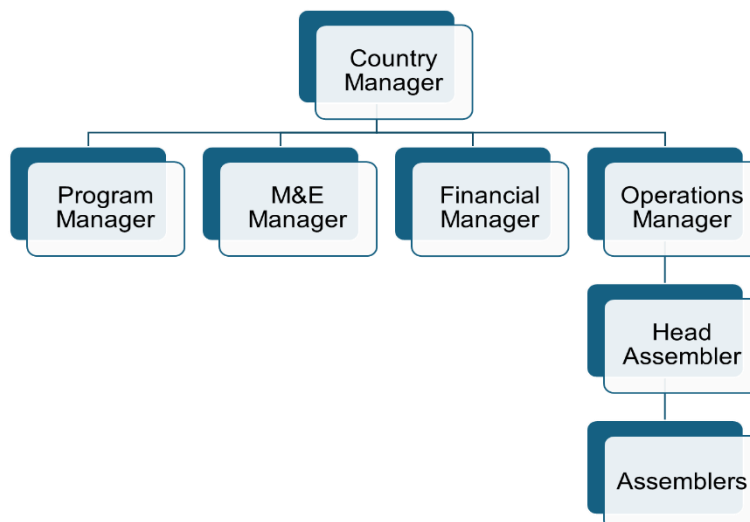
- High costs due to import tariffs, adding up to 20% to bicycle prices.
- Poor infrastructure in rural areas affects distribution and usage.
- Supply chain gaps for repair services and spare parts in remote regions.
- Infrastructure cost
- Supply chain and logistics cost

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

BUFFALO Utility S2



Featuring the innovative 2 speed, 2 chain drivetrain



AK2 Drivetrain mechanism (U.S. Patent number 11,655,004) | Buffalo Bicycles



Buffalo Bicycles Spares

SS-6	Sticker -Reflective Buffalo Head	RM-11	Rim, Steel	RM-11	Rim, Steel
B-6	Bearing, Headset	GP-3	Grip set, PVC, 118mm	GP-3	Grip set, PVC, 118mm
BB-12	BB, No Hardware	LK-5	Lock	LK-5	Lock
HS-5	Headset	MT-18-C1	Spanner Pouch	MT-18-C1	Spanner Pouch
FH-7	Hub, Front	MT-20-C3	8/9 Spanner	MT-20-C3	8/9 Spanner
RHS-10	Hub, Rear, Spare Set 10	MT-21-C3	10/11 Spanner	MT-21-C3	10/11 Spanner
RHS-12	Hub, Rear, Spare Set 12	MT-22-C3	12/13 Spanner	MT-22-C3	12/13 Spanner
RHS-17	Rear hub spare	MT-23-C3	14/15 Spanner	MT-32-C1	Pump, Floor
RHS-18	Rear hub spare	MT-24-C3	16/17 Spanner	MT-33-C1	Tool Bag
RS-4	Rim strip	MT-27-C1	Flathead screwdriver	MT-35-C2	BB spanner w/ drum removing function
BL-8	Bell, Twist	MT-28-C1	Philips screwdriver	MT-37-C1	Crank Puller
CS-6	Crank Set, Single Speed, 44T	MT-29-C	Pliers	TL-9	Tire lever
FH-7	Hub, Front	MT-30-C	Hammer	TL-12	Spline BB tool
MG-15	Mudguard, Front, Black	MT-31-C	Spoke wrench	TL-14	Tommy Bar
TB-10	Tube, 26"x1.95"	MT-32-C1	Floor pump	MT-33-C1	Tool bag



**BUFFALO
BICYCLES**
www.buffalobicycle.com

BUILT FOR BIG LOADS
ON TOUGH ROADS

BUFFALO Charger

6 SPEED



Colour

Silver w/ black decals

Frameset

Frame

Carbon steel, heavy duty dropouts

Fork

Carbon steel, 1" threaded w/internally tapered steerer

Sizes

19", universal fit w/ dipping top tube

Wheels

Hubs

Front: steel, rear: freewheel

Rims

26", 36h, aluminium, ISO 559mm diameter

Spokes

13G high-carbon steel

Tires

26 x 1.95"

Tubes

1.2 mm Butyl, Schrader valve

Drivetrain

Shifters

6-speed index, Shimano SIS

Rear derailleurs

Shimano Tourney

Crank

Steel, square taper, 44T, 170mm

Bottom bracket

Sealed cartridge, square taper, 68x115mm

Pedals

Nylon body, cold forged spindle

Cockpit

Saddle

Reinforced base and rails, UV-resistant cover

Seatpost

25.4mm x 350mm, steel

Handlebar

Steel, 25.4mm clamp, 600mm width, 6 degree sweep

Grips

PVC with reinforced ends

Stem

Steel, 1" quill, 25.4mm clamp, 90mm extension, 60mm reach, 15 degree rise

Headset

JIS 1" threaded, steel

Brake set

Servo drum

Brake lever

Plastic-coated steel

Extras

Mudguards

Steel w/flares

Carrier

Steel, rated to 27kg

Stand

Steel side stand

Reflectors

Attached to spokes and rear mudguard

Accessories

Bell, lock, pump, mini-tool, tire levers



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, provide support and distribute good quality spare parts 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	QTY	unit Price -USD	Value (USD)
		County of Origin	local parts			
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.

Expected Financial Performance, Forecast and other Disclosure:

1. Cashflow Projection

The attachment below is the cashflow forecast/projection for the next five years, where we expect funds/cash to come in from sales and operations. The cash outflow includes the payments and remittance of all company expenses, regulatory fees and taxes, duties and shipment cost for importations.

Buffalo Bicycle Tanzania Limited
Cash Projection
Period: 2024 - 2028



Particulars	2024	2025	2026	2027	2028
	TZS Forecast	TZS Forecast	TZS Forecast	TZS Forecast	TZS Forecast
Opening Balance	-	19,707,435	61,403,010	77,079,222	247,028,010
Cash in hand	-	-	-	-	-
Cash at bank	-	19,707,435	61,403,010	77,079,222	247,028,010
Term deposit	-	-	-	-	-
CASH INFLOW					
Bicycle Social Enterprise	1,643,750,000	1,943,750,000	2,079,812,500	2,100,610,625	2,121,616,731
Bicycles Sales - Consumer	-	125,000,000	137,500,000	151,250,000	166,375,000
Bicycle Sales - Organizational	-	132,500,000	143,100,000	153,700,000	172,250,000
Spare Parts Sales	-	-	-	-	-
Collections of accounts receivable	-	-	-	-	-
Loan Receipts	-	-	-	-	-
TOTAL INFLOW	1,643,750,000	2,201,250,000	2,360,412,500	2,405,560,625	2,460,241,731
CASH OUTFLOW					
Importation (Customs Value)	637,309,718	637,309,718	834,289,718	637,309,718	637,309,718
Tax and Duties	209,970,177	209,970,177	209,970,177	209,970,177	209,970,177
Freight, Charges & Travelling	73,215,900	73,215,900	98,541,900	73,215,900	73,215,900
Salaries and benefits	168,396,270	673,585,080	740,943,588	815,037,947	896,541,741
Rent and Lease Expenses	127,200,000	133,560,000	140,238,000	147,249,900	154,612,395
Office Running Cost	45,630,500	50,193,550	55,212,905	60,734,196	66,807,615
Capital Expenditure	168,320,000	168,320,000	-	-	-
Loan and Facility Charges Payments	-	-	-	-	-
Distribution Cost	19,500,000	21,450,000	23,595,000	25,954,500	28,549,950
Supplier Payments	32,000,000	35,200,000	38,720,000	42,592,000	46,851,200
General and Operating Expenses	24,000,000	26,400,000	29,040,000	31,944,000	35,138,400
Security Services	13,500,000	14,850,000	16,335,000	17,968,500	19,765,350
Program Implementation Cost	80,000,000	88,000,000	127,600,000	140,360,000	117,128,000
Consultation, Advocacy	25,000,000	27,500,000	30,250,000	33,275,000	36,602,500
TOTAL OUTFLOW	1,624,042,565	2,159,554,425	2,344,736,288	2,235,611,837	2,322,492,947
Summary					
Total Receipt	1,643,750,000	2,201,250,000	2,360,412,500	2,405,560,625	2,460,241,731
Total Payment	1,624,042,565	2,159,554,425	2,344,736,288	2,235,611,837	2,322,492,947
Translation Adjustment					
Net Change	19,707,435	41,695,575	15,676,212	169,948,788	137,748,785
Closing Balance	19,707,435	61,403,010	77,079,222	247,028,010	384,776,794
Cash in Hand					
Cash at bank	19,707,435	61,403,010	77,079,222	247,028,010	384,776,794
Term Deposit	-	-	-	-	-

2. Statement of Comprehensive Income

Buffalo Bicycles Tanzania Limited						
Statement of Comprehensive Income						
As per the Five Years Estimated Budget						
	Notes	2024 TZS	2025 TZS	2026 TZS	2027 TZS	2028 TZS
Sales Revenue	6	702,000,000	2,401,250,000	2,660,412,500	2,805,560,625	3,060,241,731
Cost of Sales	7	(477,360,000)	(1,464,762,500)	(1,649,455,750)	(1,739,447,588)	(1,897,349,873)
Gross Profit		224,640,000	936,487,500	1,010,956,750	1,066,113,038	1,162,891,858
Administrative Expenses	8	(128,396,270)	(673,585,080)	(680,320,931)	(687,124,140)	(693,995,382)
Other Operating Expenses		(72,000,000)	(73,440,000)	(74,908,800)	(76,406,976)	(77,935,116)
Selling, Distribution and Marketing	9	(22,500,000)	(23,175,000)	(24,333,750)	(25,550,438)	(27,849,977)
Total Operating Expenses		(222,896,270)	(770,200,080)	(779,563,481)	(789,081,554)	(799,780,474)
Operating Profit/Loss		1,743,730	166,287,420	231,393,269	277,031,484	363,111,384
Finance Cost	10	(2,480,000)	(15,624,000)	(16,405,200)	(17,225,460)	(18,086,733)
Profit/(Loss) Before Income Taxes		(736,270)	150,663,420	214,988,069	259,806,024	345,024,651
Income Tax Expense	11		(45,199,026)	(64,496,421)	(77,941,807)	(103,507,395)
Profit/(Loss) for the period		(736,270)	105,464,394	150,491,648	181,864,217	241,517,256
Other Comprehensive Income		-	-	-	-	-
Total Other Comprehensive Income/ (Loss) For the Period		(736,270)	105,464,394	150,491,648	181,864,217	241,517,256

3. Assets and Other Investment Disclosure

Buffalo Bicycle Tanzania Limited (BBTL) has a total of **TZS 308,532,269** worth of Assets. The list below shows the Assets that the company have (will have) at the year end, as we are expecting the two vehicles (Landcruiser Pickup Double Cabin and Toyota Hilux Double Cabin) to arrive on December 19th, 2024.

BBTL Assets Summary - Categorywise

S/N	Type of Assets	Amount
1	Vehicles	295,732,269
2	Furnitiures	8,900,000
3	Equipments	3,900,000
Total Assets Value		308,532,269

4. Pre-Expenses

Since the commencement of its operations (from the registration date), BBTL has spent a **total of TZS 250,131,000** in total as per the attached list of summaries attached below. The company incurred the following expenses for establishing the company and setting up its operations in Tanzania.

S/N	Item/Descriptions	Amount
1	Warehouse Lease Agreements	53,391,000
2	Office Set Up	15,500,000
3	Research and Product Ecosystem Development	87,000,000
4	Consultancy Fees and Charges	25,650,000
5	Registration Applications and Fees	9,590,000
6	Office and Other Lease Agreements	14,000,000
7	Other Operations Cost	45,000,000
7		
Total Assets Value		250,131,000

5. Other Source of Income

Buffalo Bicycles Tanzania Limited is expecting Loans as source of funds from both Local banks and foreign loans. The said loans will be taken to boost the operations, product research development and importations of the consignment from China.

6. Inventory

The company imported three containers with the complete knocked down (CKD) bicycles from the manufacture totaling **TZS 629,356,057** and employs the assembling team in Tanzania to assemble to bicycles.

SN	Items/Description	Tansad ID	Assessed Value	Freight & Insurance	Taxes and Customs	Total Inventory Value
1	Bicycles (Completely Knocked Down - CKD)	TZHO-24-1542997	203,280,397	10,306,431	67,798,094	281,384,922
2	Bicycles (Completely Knocked Down - CKD)	TZHO-24-1542909	201,572,097	10,289,348	69,695,274	281,556,719
3	Bicycles (Completely Knocked Down - CKD)	TZHO-24-1542914	201,572,097	10,289,334	66,397,333	278,258,764
Total Inventory Value						841,200,405