

BUSINESS PLAN

For

Expansion of Transportation Business

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Prepared by

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1.0 EXECUTIVE SUMMARY

From 2005 Tanzania striving to become the regional port of choice on 2019, the country has managed to construct 8 new berths that make a total of 17 berths; the country has three main ports Dar es Salaam, Mtwara and Tanga port. Dar es Salaam port is the Tanzania principal port with a rated capacity of 14.1 million (MT) dry cargo and 6.0 million (MT) bulk liquid cargo. The Port has a total quay length of about 2,600 metres with eleven deep-water berths. Dar es Salaam port handles about 95% of the Tanzania international trade. The port serves the landlocked countries of Zambia, Democratic Republic of Congo, Burundi, Rwanda, Malawi, Uganda and Zimbabwe.

The port is strategically placed to serve as a convenient freight linkage not only to and from East and Central Africa countries but also to middle and Far East, Europe. Generally, the intrinsic capacity of the port of Dar es salaam is to handle more than 18 million tons of cargo as follows: General cargo 5.2 million tons, Container yard 6.8 million tons, Liquid bulk 6.0 million tons.

That creates as the opportunity for new players to join the market in logistics. MOHAMED AHMED OMAR AL-JAHWARY trading as AL-JAHWARY & SONS TRANSPORT & LOGISTICS is planning to increase his fleet from currently 1 unit of FAW Truck and Trailer with new 5 Trucks and Trailers so as to make 6 fleet size. Those vehicles are sourced from SINOTRUCK HUAWIN (HK) LIMITED found in China as manufacturing country.

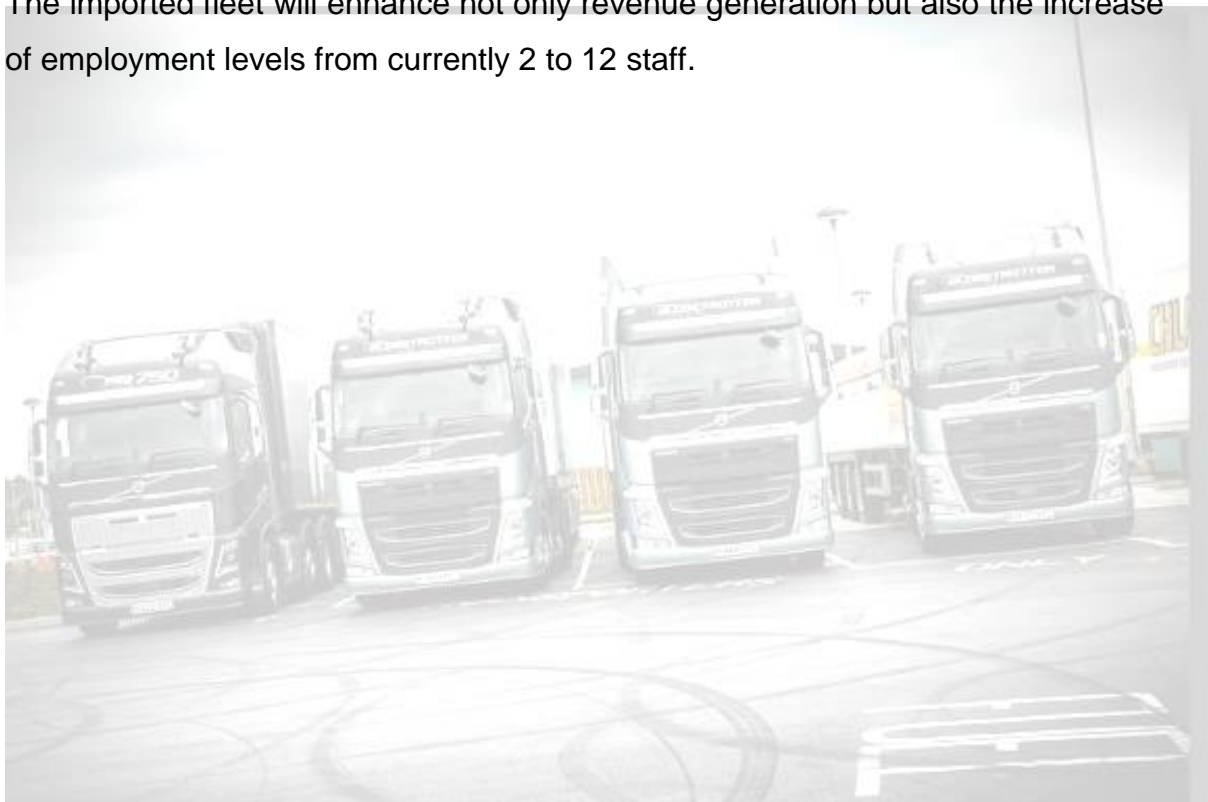
MOHAMED AHMED OMAR AL-JAHWARY trading as AL-JAHWARY & SONS TRANSPORT & LOGISTICS is planning to his investment through the importation of 5 units of Brand new FAW Trucks and Trailers (FUWA Brand) amounting to **Us \$ 238,000** to enhance the transportation business of carrying dry cargoes from Dsm Port to neighbouring countries (Rwanda, Malawi, Zambia and Congo DRC) as to cope with increased demand.

Investment Costs Summary

S/N	Description	Unit	Unit Price	Total Price
1	SINO TRUCK - HOWO - NX- 6*4	5	\$33,800	\$169,000
2	40FT 3 AXLES FLATBED SEMI TRAILER - FUWA Brand	5	\$13,800	\$69,000
TOTAL INVESTMENT COSTS				\$238,000

The Sole proprietor will use his internally cash generated funds to import the brand new vehicles to strengthen his investment motive. Currently the business has only 1 fleet of Truck and Trailer which were previous financed by his own funds.

The imported fleet will enhance not only revenue generation but also the increase of employment levels from currently 2 to 12 staff.



2.0 INTRODUCTION OF THE BUSINESS PLAN.

2.1 Overview of This Business Plan.

This business plan has been written to AL-JAHWARY & SONS TRANSPORT & LOGISTICS with two main objectives;

2.1.1 To be used as a guiding tool to support the expansion of transport business based on his financial and human resources he has and what is his aspiration in the coming 5 years of business operations.

2.1.2 To serve as the basis to assess Sole proprietor's need of receiving tax incentive from **Tanzania Investment Centre (TIC)** based on his financial resources to support his expansion project which will eventually attract revenue generation and employment creation.

Research and market analysis have been conducted to assess the viability and applicability of the nature of this business, the outcome of the research provided concrete evidence to support this line of business. Furthermore, the preliminary financial and investment projections demonstrate the business will generate substantial income from this business because of having reliable markets to sell the products.

2.2 Purposes of the Proposal

The specific purposes of this proposal are:

- Assess the viability of proposed line of business.
- Review general viability of the proposed business, the supply and demand situation in the market, and the amount of financing required as additional working capital.
- Discuss the technical, management, and operational options of the business.
- Analysis the operational and management aspects of the Sole Proprietor to determine its capability by considering the industry challenges and overall growth of the business.

3.0 BUSINESS BACKGROUND

3.1 Name of the Sole Proprietor

MOHAMED AHMED OMAR AL-JAHWARY is a Tanzanian citizen with Passport Number TAE 169894. He is a registered Sole Proprietor with Tax Identification Number (TIN) 101-463-036 since December 2005.

YUSSUF has been dealing with various businesses since then from trading to transportation over 20 years. He has registered the business name AL-JAHWARY & SONS TRANSPORT & LOGISTICS with registration number 565437 on 14th February 2024 by Business Registrations and Licensing Agency (BRELA).

The registered business is dealing with dry cargos transportation from Dar es Salaam Port to the landlocked countries such as Congo DRC, Rwanda, Burundi, Zambia and Malawi under the contractual agreements with the clients.

3.2 Mission.

To invest and benefit from the various trading and logistics opportunities available in Tanzania and the neighbouring countries namely Burundi, Rwanda, DRC, Malawi and Uganda.

3.3 Vision.

The business's vision is to be a market leader in the transportation and logistics industry between 2024-2034 through offering only the highest quality of transportation services to the corporates along East and Central Africa.

3.4 Keys to Success.

The Sole Proprietor supervises a team of professionals who have 10 years of experience in the logistics industry. He has established a wide network of contacts and clientele in these countries over the years, which will be a major key to success.

- Focused and well-defined long-range goals for longevity. His plan has been developed to allow flexibility and growth.

- Strong marketing goals with niche products and services; targeted services and products delivered with unique marketing approaches.
- Previous base of high-quality external support vendors available to build on, with over twenty years of industry contacts to work with, in both the purchasing of quality products, and also in the marketing of our own branded products.
- Previous successful business plans and experience so that the management will implement and perfect all aspects of the business plan, expecting that a great deal of its own creativity, positive attitude, and energy will be brought into all of the required projects.



4.0 PRODUCT DESCRIPTION AND BUSINESS OPERATIONS.

4.1 Product Description.

The business embarked on the transportation of cargo mainly dry cargoes from Dar es Salaam port to landlocked countries. The existence of Dar es Salaam port have made transportation business became one among the pillars of Tanzania economy due to the existence of landlocked countries. Statistics indicate that 70% of traffic in Dar ports are destined to these landlocked countries. The viability of transport business is also accompanied by the strong diplomatic relationship with our neighbouring countries which made them to opt for Dar es Salaam port to service their logistics needs.

The inefficiencies at the Dar es Salaam Port have been derailing its march towards becoming the regional powerhouse that could have contributed substantially to Tanzania's economic growth. From the strategic point of view, the Dar es Salaam Port is well positioned to serve more land-linked countries at cost-efficient services thus giving it a high comparative advantage over its peer ports.

Despite continued efforts to improve the port, there is still a long way to go for it to realize its massive economic potential. The port can hardly compete with other major ports due to its outdated cargo handling infrastructure and equipment, which causes unnecessary delay as it takes long to load and unload cargo from the ships. The situation has in turn caused a long dwell time of ships thus increasing freight costs which are transferred to the final consumers. For example, to boost efficiency in cargo handling, the port requires at least 12 cranes from the only two that exist now. Also, the ICT technology systems are outdated and do not support the quest for boosting efficiency in cargo handling.

To avert the situation, there is a need for introducing modern technology to shape the visibility, transparency and speed of transit cargo across Tanzania ports, dry ports and borders. The Dar es Salaam Port has 12 berths for handling a variety of cargo, vehicles, empty containers and two berths for handling oil vessels.

In its strategy aimed at boosting the capacities of its three ports namely the Dar es Salaam, Tanga and Mtwara, the Tanzania Ports Authority (TPA) targets 27.5 million tonnes of cargo by the 2024/2025 financial year but this is still below some rival ports in the region.

The TPA forecasts to reach a target of 30 million tonnes by 2030 or beyond. To make this dream a reality there is a need for a right and strategic partnership investment.

The Dar es Salaam Port provides a gateway for 90 per cent of Tanzanian trade but is also the access route to six land-linked countries namely Malawi, Zambia, Burundi, Rwanda, and Uganda, as well as the Democratic Republic of Congo (DRC).

The upgrading of the port's infrastructure, including the ongoing deepening of channels and expanding berths to attract larger vessels to dock, would not only increase cargo capacity but also reduce shipping costs. This would certainly attract more trade and investment, stimulating economic growth.

4.2 Business Operations.

Since business's main activity is transportation, the business is enjoying a bilateral agreement with various clients from the landlocked countries for more than three years consecutively.

The business has invested in the computerized trucking systems which ensure the effective running of the trucks all the way to landlocked countries to ensure the performance (delivery) risk is minimized.

Also there are well experienced personnel who are in charge of supporting services and maintenance of the trucks which are on duties.

5.0 INDUSTRY AND MARKET ANALYSIS

5.1 Economic Outlook

Many prominent economic reviews on Tanzania's economy (The World Bank, African Development Bank, Deloitte and the like) rate Tanzania's economic condition as being gradual but stable. While observing that a slowdown in the economic system has greatly impacted individual liquidity squeeze, business attrition and slow private sector growth, the reviews, however this shows that the economy will continue to enjoy a prolonged, stable growth.

The economy has continued to perform strongly, with current growth at around 7%. This is driven largely by communications, transport, financial intermediation, construction, agriculture and manufacturing. In the medium term, growth will be supported by the ongoing investments in infrastructure. Also, these medium-term growth projections are backed by continued investments in the recently industrial mine mining has been the booming sector in Tanzania and the expansion in public investments as well as the related investments aimed at stabilizing power generation in the country. The main development challenge is that Tanzania's growth is not sufficiently broad-based and poverty levels still remain high.

5.2 The Market Plan and the Target Market

There is a wide market for domestic as well as transit cargoes. The business has never experienced marketing and operational issues since its inception due to the huge demand of transit cargoes to our neighbouring countries which mainly use Dar es Salaam port.

The port of Dar es Salaam has recently being undergone major rehabilitation, modernization and expansion not only to be able to compete with Mombasa port (Kenya) and Beira port (Mozambique) handling East and Central Africa's imports but also as a strategy for meeting the national demand for cargo handling. The increase in demand of transit cargo have grown steadily following expansion of agricultural, mining and industrial activities in Tanzania.

AL-JAHWARY & SONS TRANSPORT & LOGISTICS will endeavour to achieve the projected revenue from both domestic and transit cargo demand in the neighbouring countries including Rwanda, Burundi, Congo DRC, Uganda and Zambia through the use of Dar es Salaam Port.

5.3 Competitive Advantage

The construction of a new roll-on, roll-off terminal at the port has boosted its capacity to handle much larger vessels with efficiency, and to improve on the turnaround time for ships coming through, Following the recently rehabilitation, modernization and expansion of Dar es Salaam Port the business of cargo transportation has attracted many entrants which created high competition in the transportation industry.

AL-JAHWARY & SONS TRANSPORT & LOGISTICS has planned to position itself as the service providers and support in terms of all issues regarding drivers to other plays and well as to venture in transporting by diversifying types of trucks the ones that can carry cargoes and the other type to carry fuel.

With volumes projected to grow to over 30 million tons by 2030, the Dar es Salaam Maritime Gateway Project is helping address operational and physical constraints at the port which will enable it to improve its overall performance and contribution toward jobs growth in the region.

AL-JAHWARY & SONS TRANSPORT & LOGISTICS will have an opportunity to create strong relationship with different vendors that we create a smooth entry in the market, this gives the chance for successful operations of transportation business across East and Central African countries.

6.0 SWOT ANALYSIS

The purpose of this analysis is to determine both internal and external factors surrounding the new project and its ability to be sustainable in generating a reasonable return to the Sole Proprietor.

6.1 Strengths

The strengths includes the following:

- The owner (Sole Proprietor) is well versed in transportation and trade industries.
- Experienced personnel ensuring daily smooth operations and profitability.
- Availability of proper infrastructures.

6.2 Weaknesses

Since the registered business is new in the operations; however, the Sole Proprietor has been doing this business for a long period of time under the normal business name with wide experience in the logistics industry and business in general.

6.3 Opportunities

Opportunities available to the company include the following:

- Tanzania is on the geographical and political map of the world due to its political stability and being in unique position where by serving 7 landlocked countries.
- Tanzania being strategically positioned and with Dar es Salaam port being extensively used by the neighbouring countries, the scope of transportation industry is tremendous. This also vis-à-vis increases the potential for the logistic industry.
- The current ongoing expansion of Dar es Salaam port will highly increase the volume of cargo receipt and handling and therefore more transportation services opportunities.
- Upcoming mining sectors that create a huge demand for transportation and logistics.

6.4 Threats

With the opening up of the industry and the niche it provides more and more players are bound to enter this business arena with a stronger capital base and create unprecedented competition that may impact our planned expansion.

- **Solutions to the threats**

As the industry is completely quality services oriented, the businesses pride it by offering the best at the most affordable prices. Though the business is bound to be affected by more competition coming in, our strategy of staying one step ahead of others will definitely bring results.

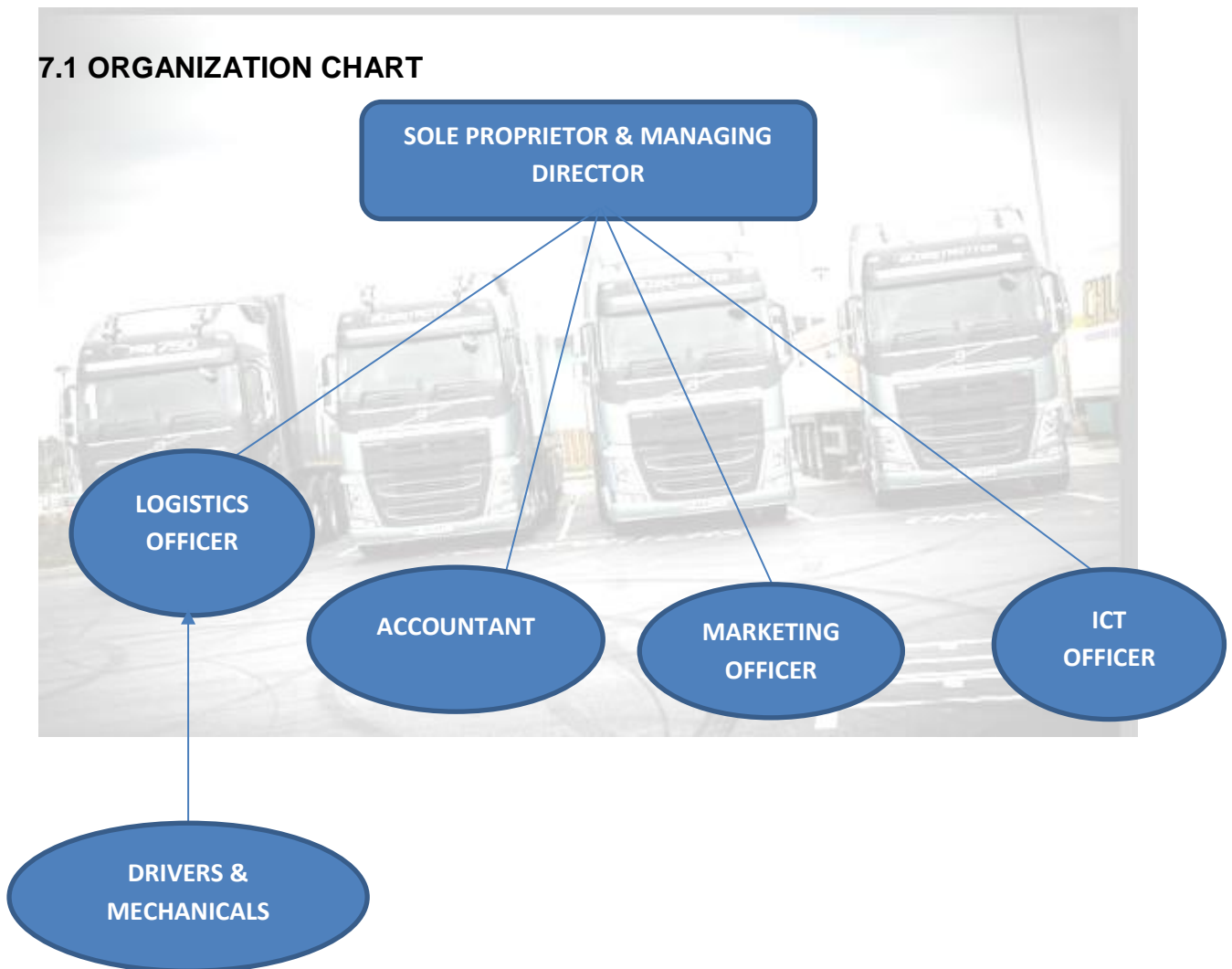


7.0 ORGANIZATION AND MANPOWER MANAGEMENT

The business's policy is to have adequate manpower to its operations efficiently. The business believes in keeping on board only the very essential manpower strength, to develop them into highly motivated and sincere company team for the best and efficient operations of the business.

The business has a team of qualified and experienced functional managers in the areas of operations, marketing, workshop, finance and administration. Other senior and middle level staff are available for the continued and subsequent operations of the business.

7.1 ORGANIZATION CHART



8.0 FINANCIAL STATEMENT AND PROJECTIONS

ASSUMPTIONS BEHIND THE FINANCIAL STATEMENT PROJECTIONS

1. The projected revenue break-down from transportation business as per market research;
 - Cross Boarder Trips – Revenue projected as an average of \$ 5,000 from Dsm Port to Zambia, \$ 4,300 from Dsm Port to Malawi and \$ 3,200 from Dsm Port to Rwanda.
 - Returning with cargo especially Copper from Zambia at an average price of \$ (3,500 – 4,000).
 - Local Trip – Revenue projected as average of TZS (3 – 4) million
 - Shunting Services (Carriage of Containers from Dsm Port to ICD) is averaged at \$ 150 per Container.

Note: The mentioned prices are assumed to grow @10% every year

2. The Sole Proprietor is planning to new 5 brand new Trucks and Trailers and continue with the existing 1 Truck and Trailer to make total fleet size of 6 Trucks and Trailers as to cope with the increased demand.
3. There will additional of fleet after every 5 years of business to strengthen revenue generation and operational efficiency.
4. The business assumed to experience high and low volume for sometimes from the past experience.
5. The projected revenue are treated as weighted average for all months however there is huge possibility for revenue to be increased after 24 months as a result of investment of new Trucks made and personnel management in the business.
6. The incoming from transportation are 100% in US Dollars for cross-border trips.

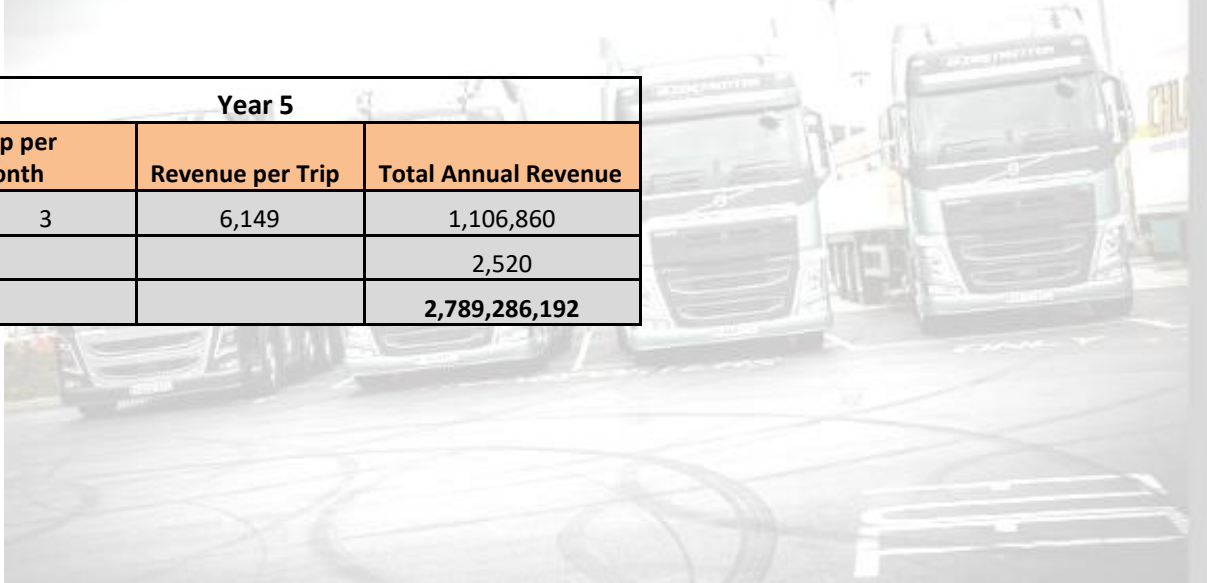
9.1 FINANCIAL STATEMENTS PROJECTIONS

9.1.1 REVENUE PROJECTIONS

Revenue Projections		Year 1				Year 2			
"USD"		Unit	Trip per month	Revenue per Trip	Total Annual Revenue	Unit	Trip per month	Revenue per Trip	Total Annual Revenue
Trucks	5	3	4,200	756,000	5	3	4,620	831,600	
Rate of Change				2,520				2,520	
Net Revenue(TZS)				1,905,120,000				2,095,632,000	

Year 3				Year 4			
Unit	Trip per month	Revenue per Trip	Total Annual Revenue	Unit	Trip per month	Revenue per Trip	Total Annual Revenue
5	3	5,082	914,760	5	3	5,590.20	1,006,236
			2,520				2,520
			2,305,195,200				2,535,714,720

Year 5			
Unit	Trip per month	Revenue per Trip	Total Annual Revenue
5	3	6,149	1,106,860
			2,520
			2,789,286,192



9.1.2 PERSONNEL COSTS ANALYS

"TZS"	Year 2024	Year 2025	Year 2026	Year 2027	Year 2028		
Net Revenues	1,905,120,000	2,095,632,000	2,305,195,200	2,535,714,720	2,789,286,192		
Staff Salaries	Monthly Income						
Sole Proprietor/Managing Director	1	3,000,000	36,000,000	39,600,000	43,560,000	47,916,000	52,707,600
Logistics	1	800,000	9,600,000	10,560,000	11,616,000	12,777,600	14,055,360
Accountant	1	800,000	9,600,000	10,560,000	11,616,000	12,777,600	14,055,360
Marketing Officer	1	700,000	8,400,000	9,240,000	10,164,000	11,180,400	12,298,440
ICT Officer (Tracking System Operator)	1	650,000	7,800,000	8,580,000	9,438,000	10,381,800	11,419,980
Drivers	6	400,000	28,800,000	31,680,000	34,848,000	38,332,800	42,166,080
Mechanical Staff	0	400,000	0	0	0	0	0
Total Salary		100,200,000	110,220,000	121,242,000	133,366,200	146,702,820	
Benefits							
Percent (%)		10%	10%	10%	10%	10%	10%
Total benefit costs		10,020,000	11,022,000	12,124,200	13,336,620	14,670,282	
Total S & M Compensation		110,220,000	121,242,000	133,366,200	146,702,820	161,373,102	
% of Revenue		5.8%	5.8%	5.8%	5.8%	5.8%	5.8%
Hourly Personnel							
Number of employees		0	0	0	0	0	0
Average wages per employee		0	0	0	0	0	0
Total wages		0	0	0	0	0	0
Benefits							
Percent (%)		10%	10%	10%	10%	10%	10%
Total benefit costs		0	0	0	0	0	0
Total Wage Costs		0	0	0	0	0	0
Total Salary & Wages		100,200,000	110,220,000	121,242,000	133,366,200	146,702,820	
Total Benefits		10,020,000	11,022,000	12,124,200	13,336,620	14,670,282	
Total S & M Compensation		110,220,000	121,242,000	133,366,200	146,702,820	161,373,102	
% of Revenue		5.8%	5.8%	5.8%	5.8%	5.8%	5.8%

9.1.3 DIRECT COSTS ANALYSIS

"TZS"	Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
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Revenue	1,905,120,000	2,095,632,000	2,305,195,200	2,535,714,720	2,789,286,192
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Cost of Revenue					
Fuel costs	914,457,600	1,005,903,360	1,106,493,696	1,217,143,066	1,338,857,372
Mileage	58,080,000	66,792,000	76,810,800	88,332,420	101,582,283
Road Toll	40,554,545	46,637,727	53,633,386	61,678,394	70,930,153
Other overhead costs	25,000,000	28,000,000	31,360,000	35,123,200	39,337,984
Total Direct Costs at 100% capacity	1,038,092,145	1,147,333,087	1,268,297,882	1,402,277,079	1,550,707,792

Gross Profit	867,027,855	948,298,913	1,036,897,318	1,133,437,641	1,238,578,400
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	% of Revenue	46%	45%	45%	45%	44%
Salaries and wages		100,200,000	110,220,000	121,242,000	133,366,200	146,702,820
Insurance		8,712,323	7,841,091	7,056,982	6,351,283	5,716,155
Utilities		5,000,000	5,500,000	6,050,000	6,655,000	7,320,500
Miscellaneous expenses		5,000,000	5,500,000	6,050,000	6,655,000	7,320,500
Total Administrative and Operating costs		118,912,323	129,061,091	140,398,982	153,027,483	167,059,975

Other Expenses						
Loan repayments		-	-	-	-	
Depreciation		94,234,000	108,369,100	124,624,465	143,318,135	164,815,855
Total Cost of Revenues		213,146,323	237,430,191	265,023,447	296,345,618	331,875,830
% of Revenue		11.2%	11.3%	11.5%	11.7%	11.9%

Allocation of Cost of Revenue between:						
Variable		1,038,092,145	1,147,333,087	1,268,297,882	1,402,277,079	1,550,707,792
Fixed		118,912,323	129,061,091	140,398,982	153,027,483	167,059,975
Total		1,157,004,468	1,276,394,177	1,408,696,863	1,555,304,563	1,717,767,767

9.1.4 COMPREHENSIVE INCOME STATEMENTS ANALYSIS

"TZS"	Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
NET REVENUES	1,905,120,000	2,095,632,000	2,305,195,200	2,535,714,720	2,789,286,192
DIRECT COSTS	1,038,092,145	1,147,333,087	1,268,297,882	1,402,277,079	1,550,707,792
% of Revenues	54%	55%	55%	55%	56%
EARNINGS FROM OPERATION	867,027,855	948,298,913	1,036,897,318	1,133,437,641	1,238,578,400
% of Revenues	46%	45%	45%	45%	44%
ADMINISTRATIVE AND OPERATING COSTS	213,146,323	237,430,191	265,023,447	296,345,618	331,875,830
% of Revenues	11%	11%	11%	12%	12%
PROFIT BEFORE TAX	653,881,532	710,868,723	771,873,872	837,092,023	906,702,570
% of Revenues	0%	0%	0%	0%	0%
TAXES	196,164,460	213,260,617	231,562,161	251,127,607	272,010,771
NET EARNINGS	457,717,072	497,608,106	540,311,710	585,964,416	634,691,799
% of Revenues	24%	24%	23%	23%	23%
Cumulative Earnings	457,717,072	955,325,178	1,495,636,888	2,081,601,304	2,716,293,103



10.0 CONCLUSION AND RECOMMENDATIONS

10.1 Viability of the Business

The analysis of the business demonstrates that the business is financially viable and technically attainable, economically feasible, and it is providing a good opportunity for other entrepreneurs to participate in meaningfully vital sector of the country's economy.

10.2 Social and Economic Benefits of the Business

Apart from job creation, business's earning, and taxes, there are other possible social and economic impacts associated with the business. Just to a name few, possible gains include; building relationships and employment opportunities.

10.3 Poverty Alleviation

Part of poverty alleviation is tackling unemployment because of access to employment have been created. By the time the business was started the operation, a total of 8 staff were employed as full time employees since then and by the way we are going to employ more than 24 employees for permanent basis. This is one step further towards eliminating poverty and taking people away from the streets.

10.4 Building Relationships

Majority of employees to be employed by the business are Tanzanians. In this aspect, the owners of the project have definitely built good relationships and strengthen the local community through hiring these local individuals on permanent or temporary basis.

Hence, this proposal sought for **seeking tax incentive from Tanzania Investment Center (TIC)** to allow the purchase of 5 brand new Trucks and Trailers the total financing worth **\$ 238,000** based on what the proposal depicted the business viability in the operations, sales and marketing and financial aspects of the business.