

**TATO LOGISTICS LIMITED,
P.O. Box 100114,
DAR ES SALAAM, TANZANIA**

**PRE-FEASIBILITY STUDY REPORT ON:
INVESTMENT IN LOGISTICS AND TRANSPORTATION**

**Presented To:
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**TATO LOGISTICS LIMITED,
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**TATO LOGISTICS LIMITED
Strategic Pre-feasibility Report**

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*This profile is strictly for information only and projections in the pre –feasibility study report have been compiled by the consultant with close cooperation of the Promoters of the Business the **TATO LOGISTICS LIMITED** and Sector Experts for illustrative purposes and do not constitute actual forecasts.*

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TATO LOGISTICS LIMITED

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1. Executive Summary

Company & Project concept

TATO Logistics Limited is a private limited company incorporated under the Companies Act, 2002 on 9th August 2023, with Registration Number # 167604994, with the purpose of providing freight transport by road, passenger rail transport, interurban, transport via pipeline, sea and coastal freight water transport, freight air transport, cargo handling and other transportation support activities. The company was formulated to provide commercial logistics services. , Plot No. 33 Block 'A' Mbagala in Temeke Municipal, Dar es Salaam.

Our goals and objectives are straightforward and seek to ensure we run a professional, profitable and ethical company, building relationships with customers, suppliers and investors.

Company Goals and Objectives:

In Summary **TATO LOGISTICS LIMITED** aims to;

- Setup office for Clearing and Forwarding by road and the office will be located at, Plot No. 33 Block 'A' Mbagala in Temeke Municipal, Dar es Salaam.
- Manage **TATO LOGISTICS LIMITED** by human resource policies which encourage and reward individual and unified effort and achievement, provide training and personal development opportunities and create a working environment in which staff can feel a real sense of job involvement
- Build relationships with investors in Logistics sector,
- Achieve levels of profit sufficient to provide for reinvestment and suitable returns to shareholders and investors
- Seek to comply with all statutory legislation and other external relevant authorities. Define and keep under review Company policy, allowing flexibility for local requirements.

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Purpose of Business Plan

This document is prepared to serve the purpose as a Pre-feasibility study report for **TATO LOGISTICS LIMITED** for investment in Logistics to specific transport sector plays a critical role in fostering economic development. Efficient transport systems provide economic and social opportunities that result in positive multiplier effects such as accessibility to markets, employment creation, increased income and additional investments. In recognition to the contribution of transport to economic development, the Government of the United Republic of Tanzania designed policies, strategies and programs to guide, among others, the growth of the transport sector. However, there is a mismatch between the growth of the sector and the demand for transport services. The purpose of this investment is to satisfy the large needs for transportation and, bring more jobs for Tanzanian people. But also, the Pre-feasibility study report shall be submitted to TIC for an award of Certificate of Incentives. The implementation of this project will compromise the following activities: -

- Supply Chain Efficiency. Logistics management leads to greater visibility into the supply chain and fastens the inbound and outbound activities. It is extremely beneficial to reduce the overhead cost and allow delivery processes within the stipulated time. Managing inventory, storage functionalities, and optimizing warehouse operations can significantly enable businesses to better control costs and increase the overall efficiency of operations
- Inventory Management. Managing the inventory is an integral part of the smooth running of businesses. Identifying which and how much stock to order is useful to maintain the inventory levels and satisfy the end customers. Therefore, inventory management tends to limit the risk of stock outs.
- Quality Assurance. The quality should be maintained throughout all facets of the logistics industry. Companies should take thoughtful efforts and always perform activities out of a supervisor's vision. Monitoring the quality of overall logistics operations by utilizing new-age technologies can improve business growth. Quality assurance is considered to be one of the major aspects of the objectives of logistics management.
- Fulfill customer requirements. The main objective of logistics management is to execute proper planning on transportation modes and inventory available to satisfy the customers. This leads to a smooth freight moving process and timely

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delivery of products or goods. Logistics management allows customers to stay informed and enhances the overall experience by providing them with relevant information. Analyzing the customer's wants is the best way to build the synergic relationship and brand reputation of an organization.

The project promoter, the project will be managed and operated by **TATO LOGISTICS LIMITED** is owned by Chinese nationals from China with the following share distribution.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
HANGZHOU SIRUI YUYUAN SUPPLY CHAIN MANAGENT COMPANY LIMITED	Chinese	90%
JOSEPHINE THOMAS MUSH	Tanzanian	10%

Company Legality, the legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, Tax Identification Number. Justify that **TATO LOGISTICS LIMITED** is operating within the ambit of the law of the Land

Project Organization Structure, the management of **TATO LOGISTICS LIMITED** constituted by the following organization set up: - Board of Directors, General Manger who is responsible on the supervision on the entire operations of the Company, a company accountant, a Production Manager who will be directly responsible for all matters pertaining mining process.

Investment Structure, the project is estimated to cost 500,000 USD the money covers building structures but also allocated fund include investment in, building structure, Machineries and Equipment, furniture and fittings, pre-expenses and working Capital. The equity contributed by the shareholders is 300,000 USD equivalent to 60%. The remaining part of 50% of investment financing will be done through borrowing from banks and other financial institutions. However, a financial policy of the Company state that the profits generated will be re-invested transport sector plays a critical role in fostering economic development. Efficient transport systems provide economic and social opportunities that result in positive multiplier effects such as accessibility to markets, employment creation, increased income and additional investments. In recognition to the contribution of transport to economic development, the Government

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of the United Republic of Tanzania designed policies, strategies and programs to guide, among others, the growth of the transport sector. However, there is a mismatch between the growth of the sector and the demand for transport services. The purpose of this investment is to satisfy the large needs for transportation and, bring more jobs for Tanzanian people.

Forecasted financial Information, Financial information of **TATO LOGISTICS LIMITED** is projected within five years. The company projected profit and Loss, account show a respectable turnover (for refence you shall see table on last page)

2. Statement of Purpose

This Profile is drawn for the purpose of seeking CERTIFICATE OF INCENTIVES from the TANZANIA INVESTMENT CENTRE and pre –feasibility study report for logistics.

2.1 Purpose of Investment

This document is prepared to the serve the purpose as a feasibility study for **TATO LOGISTICS LIMITED** for establishment of Transportation project. The implementation of the project will compromise of the following: -

- Supply Chain Efficiency. Logistics management leads to greater visibility into the supply chain and fastens the inbound and outbound activities. It is extremely beneficial to reduce the overhead cost and allow delivery processes within the stipulated time. Managing inventory, storage functionalities, and optimizing warehouse operations can significantly enable businesses to better control costs and increase the overall efficiency of operations
- Inventory Management. Managing the inventory is an integral part of the smooth running of businesses. Identifying which and how much stock to order is useful to maintain the inventory levels and satisfy the end customers. Therefore, inventory management tends to limit the risk of stock outs.
- Quality Assurance. The quality should be maintained throughout all facets of the logistics industry. Companies should take thoughtful efforts and always perform activities out of a supervisor’s vision. Monitoring the quality of overall logistics operations by utilizing new-age technologies can improve business growth. Quality assurance is considered to be one of the major aspects of the objectives of logistics management.
- Fulfill customer requirements. The main objective of logistics management is to execute proper planning on transportation modes and inventory available to satisfy the customers. This leads to a smooth freight moving process and timely delivery of products or goods. Logistics management allows customers to stay informed and enhances the overall experience by providing them with relevant information. Analyzing the customer’s wants is the best way to build the synergic relationship and brand reputation of an organization
- Employing more than 50 people.

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2.2. Investment financing plan

The company expect to invest USD 500,000 from shareholders' funds and Loan from the Banks. Profits generated from business operation will be re-invested. There shall be a loan from commercial banks as the investor has set aside 50% of 300,000 USD for the investment in phase one up to phase three and the rest 50% shall be financed by Project promoters' equity. Table below show the assumptions how the investment-financing plan will look like.

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**TABLE 1
FINANCING**

<i>Financing</i>	\$
Long-term liabilities	
Long-term loan	200,000
Owner's equity	
Cash	200,000
Contributed asset value	100,000
Total	500,000

**TABLE 2
INVESTMENT COST PLAN**

<i>COST INVESTMENT STRUCTURE</i>	\$
Current assets	
Working capital	30,000
Opening inventory	20,000
Other	50,000
Property and equipment	
Land	3,500
Building	5,000
Equipment	25,000
Furniture and fixtures	2,000
Leasehold improvements	2,500
Plant	4,000
Motor Vehicles	200,000
Other _____	5,000
Total assets	347,000.00

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2.3 Summary of the Expected Results

At the end, the project is expected to achieve the following: -

- Provide an opportunity for availability of trucks for transportation of Goods by roads
- Import modern machines and spare parts for purpose of transportation which contribute in advancing of new technology in Tanzania
- Increase 50 direct employment opportunities.
- Direct Domestic investment of more than \$100,000 within 2023 -2028.
- Increase tax contributed to the government
- Generate foreign currency.

3. BUSINESS DESCRIPTION

TATO LOGISTICS LIMITED is limited Company incorporated in Tanzania under the Company act of 2002. The Company was incorporated 09TH AUGUST 2023, and bears Certificate of Incorporate # 167604994. Company implements project which is under Logistics sector.

The Company will be responsible among others activities, operating and managing transportation activities.

3.1.1. Legal Status

Legal certificates and documents such as Memorandum and Article of Association, certificate of incorporation, business license, Tax Identification Number, and value added Tax certificates Justify that **TATO LOGISTICS LIMITED** is operating within the ambit of the law of the Land.

3.1.2. Mission and Vision

The company vision is to be one of the leading companies in transportation of goods by road.

The current mission of the company is to penetrate the markets within mining sector in Tanzania. The company can achieve this through

- Transportation of Goods by Roads.
- Establishing sustainable business relationship with mining companies and buyers
- Proper and reasonable remuneration of the personnel
- Continuing networking with our esteemed clients.

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3.1.3. Project Promoters

The **project promoter**, the project will be managed and operated by **INTERTZ LOGISTICS COMPANY LIMITED**. The Company is owned by Chinese corporations with diverse business in China. Current shareholding status is hereby shown below.

NAME OF SHAREHOLDERS	NATIONALITY	SHARES%
HANGZHOU SIRUI YUYUAN SUPPLY CHAIN MANAGEMENT COMPANY LIMITED	Chinese	90%
JOSEPHINE THOMAS MUSH	Tanzanian	10%

3.1.4. Operations

The project will be managed and operated by **TATO LOGISTICS LIMITED**. The Company is finalizing acquisition of operation permits and Tax exemption clearance for machineries and equipment to start the implementation of the project. Management will establish sound operating guidelines to conduct the day-to-day operations of this project.

3.1.5. Project Location

The project shall be implemented at established garage, administration block that will accommodate this project of this nature. The project shall be located at Maktaba Square Street, Kisutu Ward in Dar Es Saalam Region

3.1.6. Postal Address

TATO LOGISTICS LIMITED
P.O. Box 100114
Dar Es Salaam,
Tanzania

4. Core Activities of the company

TATO LOGISTICS LIMITED will be dealing with establishing and operating the following facilities;

4.1.1. Construction of garage facility

In the first phase of the implementation of this project, the Company shall construct garage that shall be used to accommodate trucks servicing station.

4.1.2. Machines and Spare parts Plant

This consist of machines and spare parts for the trucks service.

4.2. Technical requirements of the project

The project implementation shall require some of technical facilities among others include -

- Machines for installing or removing spare parts from the trucks.
- Forklift for moving heavy equipment and machines such as engines
- Trucks

5. LOGISTICS INDUSTRY

5.1 TRANSPORTATION SECTOR IN TANZANIA

Transportation of goods by road through trucks is a common method of freight transportation in Tanzania. The country has an extensive road network that connects major cities, towns, and rural areas, making road transport a popular choice for moving goods.

Here are some key points regarding the transportation of goods by road through trucks in Tanzania.

Road Network: Tanzania has a road network of over 86,000 kilometers, including national highways, regional roads, and district roads. The most important road is the

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Great North Road, which connects the country to neighboring Kenya, Uganda, and beyond.

Trucking Industry: The trucking industry in Tanzania is well established, and various companies and independent truckers operate across the country. These trucks range from small vehicles for local deliveries to large, long-haul trucks capable of transporting significant cargo over long distances.

Cargo Types: Road transport in Tanzania caters to a wide range of cargo types, including raw materials, agricultural produce, manufactured goods, and fuel products. Trucks are used to transport goods such as containers, bulk cargo, perishable goods, construction materials, and consumer goods.

Regional Trade: Tanzania serves as a gateway for landlocked countries in East and Central Africa, such as Uganda, Rwanda, Burundi, and parts of the Democratic Republic of the Congo. Trucks play a crucial role in facilitating regional trade by transporting goods to and from these countries through various border points.

Infrastructure Challenges: While Tanzania's road network is extensive, there are some challenges related to infrastructure maintenance and road conditions. Some roads may be in poor condition, especially in rural areas, leading to longer transit times and potential damages to the cargo. However, ongoing efforts by the government aim to improve infrastructure and enhance road connectivity.

Regulations and Permits: The transportation of goods by road in Tanzania is subject to regulations and permits. Truck drivers and operators must comply with weight restrictions, traffic laws, and safety regulations. They need to obtain necessary permits, such as a road freight license and transit documents for cross-border movements.

Hubs and Logistics Centers: Major cities and towns in Tanzania, such as Dar es Salaam, Arusha, Mwanza, and Dodoma, serve as transportation hubs and logistics centers. These locations have facilities such as warehouses, trucking depots, and customs clearance points to facilitate the movement of goods.

Freight Forwarders and Clearing Agents: Many businesses in Tanzania rely on the expertise of freight forwarders and clearing agents to handle the logistics of transporting goods by road. These professionals assist with documentation, customs clearance, and coordination between shippers, truckers, and consignees.

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5:2 IMPORTANCE OF MANUFACTURING SECTOR IN TANZANIA

The transportation of goods by road plays a crucial role in Tanzania's economy. Here are some key reasons highlighting the importance of road transportation for the movement of goods within the country.

Accessibility: Road networks provide access to various regions, including remote areas, where other modes of transportation might not be available or viable. This accessibility ensures that goods can reach different parts of the country efficiently.

Trade facilitation: Tanzania relies heavily on domestic and international trade for economic growth. Road transportation serves as a vital link between production centers, distribution hubs, and markets, facilitating the movement of goods and enabling trade activities to thrive.

Flexibility and connectivity: Road transport offer greater flexibility in terms of routes and destinations compared to other modes of transportation. It provides connectivity to rural areas, urban centers, industrial zones, and ports, contributing to the development of various economic sectors.

Cost-effectiveness: Road transportation is generally considered a cost-effective option for the movement of goods, especially over short and medium distances. It allows for efficient logistics planning, timely deliveries, and lower overall transportation costs compared to other modes like air or rail.

5.3 LOGISTICS COMPANIES IN TANZANIA

Currently there are a many companies and individuals who are in the transportation business and are thriving in this industry, which we are going to be among them.

The proposed business is to acquire enough trucks that will be used to transport cargo to countries such as Zambia, Rwanda and DR Congo. The company has good connections with cargo clearing and forwarders whom the company is confident to receive contracts that will be executed efficiently.

5.4 PROJECT JUSTIFICATION

The proposed project is under management **of TATO LOGISTICS LIMITED** is in line with Tanzania Government efforts in attempt to revamp investments in Tanzania. This has also been noted of recent drive of attracting investors in Tanzania in order to maximize her annual earnings from investment and compete effectively with regional competitors. This also has been complemented by following measures

- i. The government is making a critical review of all existing laws and regulations, taxation and policies with ultimate aim of improving and creating conducive environment for private sector Investment, tourism sector is inclusive.
- ii. In 2007/2008 the Government reviewed the existing Industry and trade Policy, taking into consideration the social economic base and the dynamism of Manufacturing industry in Tanzania.
- iii. In depth studies have been carried out in the following area
 - SMEs development study
 - Trade Integration Strategy, 2009-2013

Regarding the initiative undertaken by **TATO LOGISTICS LIMITED** sponsors, is justified by the following facts.

- The sponsors have a special invested interest in Transportation and they have several years of experience in this industry.

Therefore, the establishment and operation of Transportation facility will boost and at the same time strength, Logistics sector in Tanzania. The Company is marketing strategy and intention is to have a wide products base which focuses both to Ordinary consumers and Industrial use.

5:5 SOCIAL AND ECONOMIC IMPACT OF THE PROJECT

The proposed project will result into the following social and economic impacts:

- Improve and increase production of through movement of cargo from one place to another easier in Tanzania
- Increased competitiveness among other transporters in Tanzania
- The project will provide employment for more than 50 people
- The Government and other agencies will benefit from various taxes, fees and commissions that will be paid to the Treasury etc. by this Company.

6. OPPORTUNITY DRIVERS

6.1 Increased demand of Transportations in Tanzania and all over the world

Tanzania now is witnessing the tremendous developments of technology advancement. Transportation is among the crucial aspect that is used in many all sectors of investments and in the world, there is a high demand in it so it shall contribute to the internal market of logistics.

6.2 Uniqueness location of the project

TATO LOGISTICS LIMITED.'s project will be one of the major Transporters in Tanzania. In addition, location of the Project shall be in Maktaba Square Street, Kisutu Ward, Ilala District in Dar Es Salaam Region. The location of this project provides an opportunity to **TATO LOGISTICS LIMITED** to capture easily the market around Arusha, Kilimanjaro, Manyara and Singida and other nearby regions.

6.3 Government Policy

The Government of Tanzania has made the policy that intends to improve and promote Logistics Industry. This sector employs many people and it is a key driver towards transforming and developing the national economy.

6.4 Government Incentives package

In 1997, Tanzania Government enacted Investment law that offers and guaranteed reasonable incentives to both local and foreign investors.

7. Analysis of Strengths, Weaknesses, Opportunity and Threats

Table below present the analysis of the company's Strengths, Weaknesses, Opportunities and Threats (SWOTS)

<p>Strengths</p> <ul style="list-style-type: none"> ▪ It has a strong equity financing ▪ Strong management and well paid personnel ▪ Has a will to expand ▪ Access to reliable high technology 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Not yet emphasize on the marketing
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Good government suitable facilitative policy ▪ Raising investments real estate sector ▪ Government development power supply project in Tanzania 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Unawareness of the new entrants in the Industry in the same location ▪ Increment of inflation ▪ Presence of fake suppliers of the same products.

The company has prepared for the action plans by doing the following:

1. In future if needs arise the Company may seek more funds from bank to finishing phase of this project.
2. The company will employ expatriates for marketing of its products/services and develop marketing plan.

8. Marketing Information

8.1. Marketing Strategy

8.1.1. Overview

The success of **TATO LOGISTICS LIMITED** will be achieved by providing high tech products, providing friendly service and employing an aggressive marketing plan to build customer traffic. Today's market requires more than just products and service to make **TATO LOGISTICS LIMITED** successful. **TATO LOGISTICS LIMITED** will constantly strive to enthusiastically win more customers by being proactive rather than reactive in our marketing efforts.

Management will endeavour to create and maintain a positive, appealing image for the customers. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales.

8.1.2. Customer Database

TATO LOGISTICS LIMITED will aggressively seek to build a database of Customers. Customers will have an opportunity to be included in the database so they can participate in sales promotions such as birthday or anniversary cards; email notification of upcoming specials; coupons; etc. The database will be gathered and maintained on special software TATO LOGISTICS LIMITED will gather names in a variety of manners including staff requests; business card drop for free lunch; guests' sign-up book with promotional signage; menu insert promotion; etc

8.1.3. Advertising

TATO LOGISTICS LIMITED will adopt an aggressive advertising strategy. Outdoor signage for TATO LOGISTICS LIMITED will describe outdoor and changeable copy advertisement and elaborate design signage depends upon lease space restrictions; designed within allowable limits to achieve maximum exposure.

TATO LOGISTICS LIMITED will utilize both traditional non-traditional methods of advertising. Management's viewpoint on advertising is state in your own words, the philosophy TATO LOGISTICS LIMITED will adopt towards the use of traditional advertising such as radio, newspaper, billboards or television.

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8.1.4. Costing and Pricing

The costing and pricing are done by the management of **TATO LOGISTICS LIMITED**. The costing takes into consideration various aspects depending on the cost, which has already been incurred, inflation factor and Operating costs. The project promoters of the company are in business for long time i.e. they are business-oriented personnel.

8.1.5. Customers

TATO LOGISTICS LIMITED is targeting to all regions in Tanzania and outside of Tanzania specifically targeting the following customers: Manufacturers.

8.1.6. Products

As it has been explained in preamble chapters, **TATO LOGISTICS LIMITED** will set project, which will be indulging in transportation of Goods by road in Tanzania

8.2 Marketing Plan

The company has both short term and long-term marketing plan:

The short-term marketing plan includes:

- Participating in business show case exhibitions
- Building sustainable long-term relationship with manufacturers who use transportation.
- Training of sales staff sales and Marketing.

Long Term Plans includes:

- Join to the network of Logistics companies to market and exploit more business opportunities
- Investing Market Research and Development

9. Management & Administration

9.1. Management

The management team of **TATO LOGISTICS LIMITED** planned to be constituted by the following management team: -

9.1.1. Board of Directors

TATO LOGISTICS LIMITED be managed by the board of Directors, which is the apex body for strategic decision making of the project. Directors of the Company are the ones who having shares in TATO LOGISTICS LIMITED, The Company that shall manage this project.

9.1.2. General Manager

Immediate after Board of Director the shall be a General Manager who will be responsible to take care of mater pertaining operation and managing daily activities of the project as well as other staff's welfares and report them to the board of directors.

9.1.3. Transport Manager

Transport Manager will be employed who expected to have an extensive background in the logistics industry. As the transportation, Manager will be directly responsible for all logistics issues regarding transportation of goods.

Under Transportation manager there shall be reasonable number of technical staffs who will be involved in daily duties within this project.

9.1.4. Accountant/cash

An accountant will be employed who expected to have good experience in accounting system as well as he will be responsible in managing cash of **TATO LOGISTICS LIMITED** but also keeping books of accounts properly.

9.1.5. Management Agreements

Management Agreements will be executed between **TATO LOGISTICS LIMITED** and other team managers. The purpose of these agreements is to define the expectations of both parties, establish an incentive structure, and define the grounds under which the agreement may be terminated.

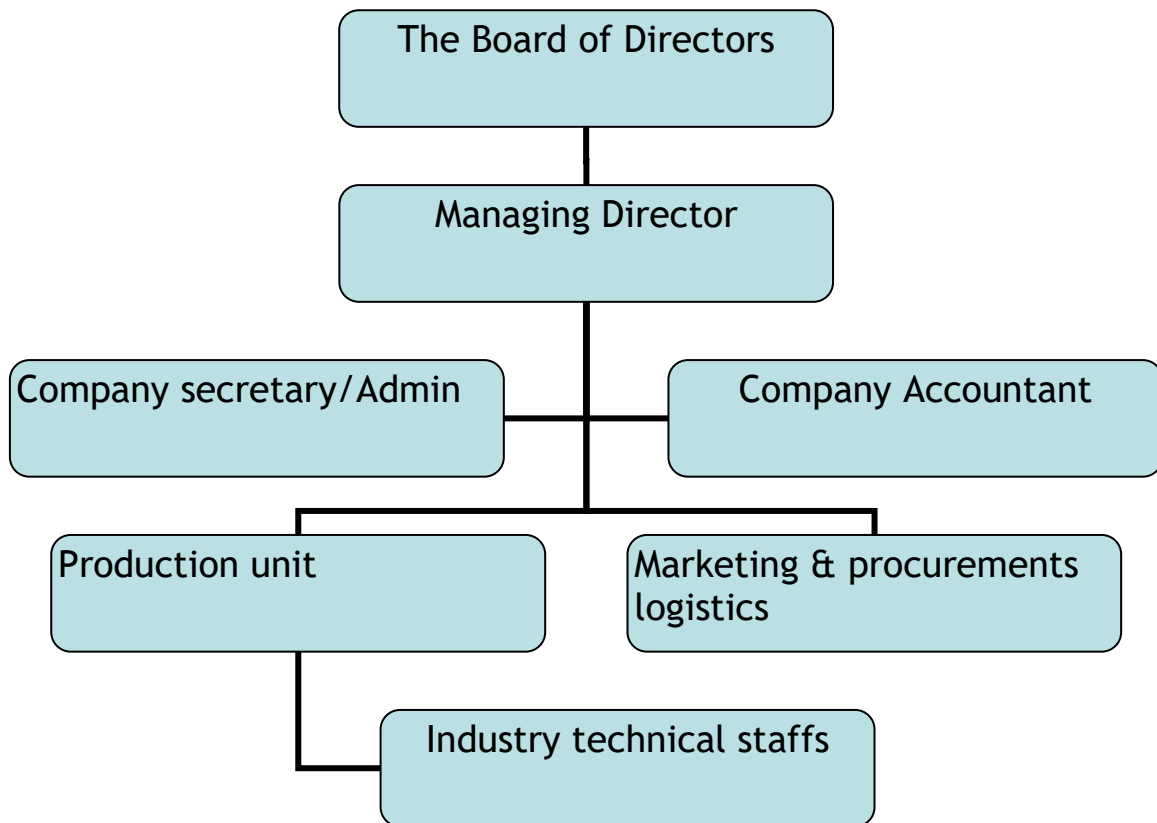
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9.1.6. Confidentiality Agreements

TATO LOGISTICS LIMITED will enforce that all employees sign a confidentiality agreement. Confidentiality agreements with our employees and partners will protect our products, operating systems, policies and procedures. Having a confidentiality agreement in place is essential to protect the company's trade secrets, and show our employees that we take our business seriously.

9.1.7 Organization Structure

The management of **TATO LOGISTICS LIMITED** is planning to have the following organization structure.



3 Conclusion

- Revenue will be contributed to the Government through various taxes.
- The project will offer continuous direct employment to almost 50 people and create other indirect employment to other people.
- The company looks technically feasible and financially viable. It is therefore recommended that the project be supported.