

PERISHABLE MOVEMENTS TANZANIA LIMITED

P.O Box 13383 Arusha

Dar es Salam office

1st Floor, Room 22, Swissport Terminal 2,
Julius Nyerere Airport, Dar es Salam ,Tanzania

JRO office

Swissport Cargo Terminal
Room no. 12

Related Companies:

Perishable Movements Uganda Limited
Perishable Movements Kenya Limited
Perishable Movements Inc.

Key contacts

Directors in Tanzania

Yusuf Onali
Omar Onali

Shareholders

Perishable movements Kenya Limited

Directors

1. Silas Kashindi
2. Nelson Konzoro

Bankers

- Diamond Trust bank- Nyerere Road
- Exim Bank- Usa River

BUSINESS PLAN

Executive summary

Our Brand

We are a leading freight forwarding & logistics company that partners with various airlines, Partner agents & clients to deliver supply chain solutions in Air Cargo Freight.

Perishable movements Kenya is a wholly owned subsidiary of Perishable Movements Kenya Limited.

Perishable Movements Tanzania offices are in Dar es Salam- Julius Nyerere Airport and in Arusha – Kilimanjaro Airport.

We also have presence in the East African region with sister companies in Kenya – JKIA and Uganda- Entebbe Airport.

We mainly deal with fresh produce, i.e. vegetables, fruit's, herbs and flowers

Our core strength is our strong customer focus and our partnerships with airlines to offer fast, efficient and unrivalled service. We have an experienced team on the ground, coupled with assistance from the sister companies. With increased customer expectations, we also partner with various service providers around the world who help the last mile cargo clearance.

Perishable Movements Tanzania will play a critical role in linking Tanzania exports to the world market through offering an airbridge solution that is consistent and efficient and cost effective.

Perishable movements Tanzania holds a customs agent licence as well as a clearing and forwarding agent licence and is a member of TAFFA.

Market analysis

We have conducted a SWOT analysis of our business in order to position the business to maximize our strength, leverage on opportunities that will be available to us, mitigate our risks and be equipped to confront our threats

Strengths

- Good relationships with airlines, Air Tanzania, Emirates, Qatar, KLM & Turkish Airlines.
- Qualified Personnel- combined experience for the East African team in fresh produce Airfreight logistics.
- Partnerships with global handling agents handling the last mile clearance of produce from Airport to Airport or Airport to door.
- Partnerships with tracking companies and other counterparts in the destination countries to ensure that notifications and pre-alerts are received in time, and necessary arrangements are made for timely discharge and on-carriage of cargo.
- High customer satisfaction levels.
- Experience in major world routes.
- Experienced staff in preparing requisite documents and arranging customs clearance.

b. Weakness

- Contracted airline capacity, thus inability to meet demand across all seasons.
- The everchanging requirements for export documents for the various commodities

Opportunities

- Strong round the year availability of horticultural produce , mainly vegetable and fruits.
- Good demand for horticultural produce from East Africa.
- Use of technology to save on costs.
- Designing a customized solutions that meet the needs of both the Shippers and consignees.
- Knowledge of all the applicable regulations and jurisdictions with a thorough understanding of the business's commercial environment.

Threats

- Adverse weather conditions that lead to poor harvest
- Supply chain disruption failures e.g due to war
- Rise in oil prices pushing freight rates high

- Increasing customer expectations, with shipper's expecting freight forwarders to handle more aspects of their supply chain, with growing requirements on data sharing, cargo status updates, and real-time visibility

Marketing strategy

Due to our wide customer base in the region, and our many years of experience in the airfreight of horticultural produce, we look to leverage these strengths to grow our Tanzania operation to a world class cargo logistics company.

We attended the cargo Forum in Dar es Salam and hope to take part this year.

We do farm visits to inform the farmers on the services we offer whilst at the same time have recommendations by our existing customer base.

Target market segment

- Horticultural and fruit farmers
- Overseas customers who source produce from Tanzania
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The company key marketing strategies include:

- Customer centric approach
- Customer sensitization and mobilization through farm visits
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- customer open days and stakeholder forums
- Company website and social media platforms
- Participation in Cargo forums
- Word of mouth from existing client base

Product development plan

The solution offered by the company is cost effective. We offer competitive freight rates and bespoke customer service.

Operations and management plan

The management plans to increase the number of staff as onward tonnage levels become clear couple with considerations of airline space availability based on blocked space agreements signed with airlines.

Financial Plan

Perishable movements Tanzania has been funded mainly for Working capital needs through seed capital by the sister company- Perishable Movements Kenya Limited.

Guarantees with the airlines in Tanzania are with our bankers Diamond trust bank – Nyere road branch as follows:-

1. Perishable movements Tanzania / IATA- \$300,000
2. Perishable movements Tanzania / Emirates Airlines- \$50,000
3. Perishable movements Tanzania / Qatar Airlines- \$50,000
4. Perishable movements Tanzania / KLM Airlines- \$50,000

Management plan

The company will be run by a team of competent personnel headed by the Chief Executive Officer. The shareholders of the company will appoint a board of directors who will be tasked with developing the long-term strategies of the company. Their primary function will be to act on behalf of the organization's shareholders.

The company's management will comprise of the following: -

1. Director- Yusuf Onali
2. Director- Omar Onali
3. Commercial manager- Alfred Bukuru
4. Accountant- Ziada Chora

Auditors

Cassian & Associates

Contingency plan

Through diversification into the region, the company is well placed to counter a threat that is country specific through shipping the product from another country.

On Financing the company is well placed to get funding from the regional sister companies for working capital requirements as it gets a stable customer base.

The company has secured trade credit insurance to mitigate the risk of bad debts.