



BUSINESS PLAN

ASAMOIL COMPANY LIMITED





Our Vision

Become the most customer-centric marketably transform the fuel industry into intergrated service hub.

Our Mission

Create a delightful experience for our customers through convinient and quality products, as well as integrated and value adding services, we energize your journey with continous innovations to make it a joyfull memory.

Our Values

At Asamoil, we share a set of core values, honestly, integrity and respect for the peoples which under pin all the work we do. The Asamoil general business principles code of conduct and ethics and compliance manual help every one at Asamoil act in line with these values and copmly with relevant laws and regulations.

Collaborative

Efficient

Progressive

Respectful

Responsible



OUR Work plays crucial role in East Africa. Tanzania we have enable our people to realize their remarkable potential, help to create thousands jobs, driven economic growth and invested in education and research for the future.

OUR Diverse family comprises more than 500 five hundred peoples who originate from more than 60 tribes represented across the company back by their unique perspectives and wide ranging skills sets, our peoples share collective responsibilities to accelerate progress both here in Tanzania and across East Africa.

With an ambitions outlook for the future, we continue look for innovate ways to maximize the value of our resource, while applying the latest Technology, developing mutually, baneficial partnership and driving in-country value, together we are committed to sustaining our economy for generations to come.

TABLE OF CONTENTS

Executive Summary

- *Highlights*
- *Objectives*
- *Mission Statement*
- *Key to Success*

Description of Business

- *Company Ownership/Legal Entity*
- *Location*
- *Hours of Operation*
- *Product and Services*
- *Suppliers*
- *Service*
- *Management*

Marketing

- *Market Segregation*

Financial Management

Executive Summary

AsamOil Company Limited was founded in the year 2014 in Dar Es Salaam, Tanzania. The company currently imports its own fuel from Dar Es Salaam port in Tanzania. All imported product is stored in different storage facility at Dar Es Salaam. Thereafter, the fuel is transported to the all regions by road by using the trucks which are stationed in Dar Es Salaam.

AsamOil Company Limited has its very own (COCO) 12 (Eleven) and CODO 4 (four) Retail Stations with capacity of PMS 497,700 Liters and AGO 472,100 Liters underground storage facility in across the country which helps to serve company's broad customer base. The company also supplies its fuel to many industries all over Tanzania.

Our two more retail stations are under construction currently in Tanzania. We have the unique advantage of better sourcing of quality fuel, storage agreement with other Oil Marketing Companies with great capacity as well as a well-established and ever developing retail network to increase our customer reach.

AsamOil Company Limited has its own 21 fleets with carrying capacity of 45,000 Liters and Five Mobile tankers different capacity of 3,000 Liters, 6,000 Liters, 7,000 Liters and 13,500 Liters.

Through our commitment to the oil markets, we have become a major player in all their various aspects: physical, futures and derivatives. Our customers represent all categories of oil market participants and cover a wide spectrum of industries (OMC, Retails, Hospitality industries, Transportation, Utilities, Manufacturing industries etc.)

Highlights

- ❖ We are planning to bring 200 more fleets in the time span of this five years. We are planning to go with the another Five new petrol station in 2024 and by 2029 we will be having more than 50 petrol station in the country.*
- ❖ We are planning to increase the fleets size of more than 200 in these 5 years of time span.*

- ❖ *We are planning to install CNG Mother Station and sister station all over the country with existing petrol station and all new petrol station*
- ❖ *We are expecting to put our own branded Lubricant blending factory in Dar Es Salaam through that can be supply to all over the country and can capture the transit neighboring countries like DRC, Uganda, Burundi, Malawi, Rwanda etc.*
- ❖ *Same way we are planning to construct our own depot with all modern strategic in Dar es Salaam which can create a huge impact in storage capacity and*
- ❖ *We are planning to make warehouse of Fuel pump dispensing Units along with all retails stations construction material which will boost in Retail segment*

In this strategic way we can boost our countries economy and can change the era of Tanzania

Objectives

- ❖ *We are planning to bring 200 more fleets in the time span of this five years. We are planning to go with the another Five new petrol station in 2024 and by 2029 we will be having more than 50 petrol station in the country.*
- ❖ *We are planning to increase the fleets size of more than 200 in these 5 years of time span.*
- ❖ *We are planning to install CNG Mother Station and sister station all over the country with existing petrol station and all new petrol station*
- ❖ *We are expecting to put our own branded Lubricant blending factory in Dar Es Salaam through that can be supply to all over the country and can capture the transit neighboring countries like DRC, Uganda, Burundi, Malawi, Rwanda etc.*
- ❖ *Same way we are planning to construct our own depot with all modern strategic in Dar es Salaam which can create a huge impact in storage capacity and*
- ❖ *We are planning to make warehouse of Fuel pump dispensing Units along with all retails stations construction material which will boost in Retail segment.*

In this strategic way we can boost our countries economy and can change the era of Tanzania

Mission Statement

Our Mission is to provide our customers with quality products and services in a safe efficient and cost effective manner without damaging the environment, to identify and enter new areas of business within the petroleum industry thereby expanding the company, to create a work environment where an employee can exceed their personal best in job performance and in customer service, to operate the company in a manner of continuous improvement thereby expanding market share, to be oriented toward adaptation and to take advantage of windows of opportunity, to make a contribution to the communities as individuals and as a company and finally to succeed in business and to provide a sufficient return on investment. To maximize profits and ensure complete satisfaction of all our stakeholders – our employees, customers, allied companies, local communities, society, and the environment.

At AsamOil our future is enshrined in our Vision statement and we aim to achieve this Vision through delivering on our Mission where specific goals have been identified, and are to be executed. This journey has been guided by our core Values which are Team Work, Reliability, Integrity and Customer Satisfaction.

Keys to Success

We can achieve our goal with our tremendous experience in Oil industry more than 20 years and we are expertise in different kind of industries with great visionary Leaders and Great experienced employees.

Description of Business

Founded in 2014, Asamoil has been a leader in the fuel marketing sector by providing the highest level of services to its customers, as well as the nest marketing experience at the highest international standards, much of the credit goes back to the management team, which sparing no e-ort to make Asamoil the best fuel marketing Company. The management team includes the competent and experienced individual who work hard to achieve the objectives of the company and implement its strategy.

Asamoil, is one of the East Africa Leading energy supplier and a primary catalyst for the grow and diversity of East Africa Economy. We are network of fully-integrated business for Whole sale supply, Retail stations, Fuel delivery (vehicle services platform), Transportation of fuel, and Trading as well as the development of a wide range petro chemical products.

OUR Work plays crucial role in East Africa. Tanzania we have enable our people to realize their remarkable potential, help to create thousands jobs, driven economic growth and invested in education and research for the future. OUR Diverse family comprises more than 500 hundred peoples who originate from more than 60 tribes represented across the company back by their unique perspectives and wide ranging skills sets, our peoples share collective responsibilities to accelerate progress both here in Tanzania and across East Africa. With an ambitions outlook for the future, we continue look for innovate ways to maximize the value of our resource, while applying the latest Technology, developing mutually, beneficial partnership and driving in-country value, together we are committed to sustaining our economy for generations to come.

Company Ownership/Legal Entity

Our journey began in 2014 our founder, young Entrepreneur Mr. Azhad Soud, lead expedition where his vision for the development of oil and gas resource was born. He steered us in the right path, foreseeing abundant possibilities that lay an ahead of us. If we harness the rich hydrocarbon resources effectively. For generations, we have made a positive and lasting contribution to the growth and the development of our nation. We begin as whole sale of petroleum products for locals purchasing and supply to retail customers. We now operate downstream unlock bulk importation, strong retail outlets station across Tanzania over 100 petrol station up to 2029 our goals.

Location

*Our Head Office is located in Dar es Salaam which is **the largest city and financial hub of Tanzania** and we are presence all over the country through our retail network and our fleet operation. It is also the capital of the Dar es Salaam Region. With a population of over Eight million people, Dar es Salaam is the largest city in East Africa and the sixth-largest in Africa. Located on the Swahili coast, Dar es Salaam is an important economic center.*

Hours of Operation

*Our Corporate office works from Monday to Friday (8: 00 AM to 5:PM) and Saturday (8:00 AM to 1:00 PM). Our all Retails & mobile networks works for 24*7 throughout the week.*

Products and Services

Currently we are dealing with Petroleum product like Gasoil, Gasoline, Kerosene and Logistics with Twenty- one no of fleets and different varieties of lubricant business through all over the country.

- ❖ Asamoil marketing commercial fuel business is focused on quality and safe of bulk petroleum products to all types of government and commercial customers and business. Asamoil delivers millions of liters of fuel safely and on time to meet customers fuel requirements for permanent and temporary projects across the Tanzania and East Africa based on the latest Technologies such as*
- ❖ Asamoil is a yacht (Boat) on go. Every day we supply high quality fuels to the local marketing place for auto, home and business, our network of domestic and distribution centers positions us to create more values for our company and our customer through greater operational economics and introduction of new revenue generating products lines. Asamoil has developed a retail strategy that will initially focus on establishing its presence in Tanzania in advice of its long term goal to be one of the primary global retails players. We intend to our consumers a line of nished lubricant products, as part of its commitment to diversity its downstream portfolio. We have network of Retail station across Tanzania including*
- ❖ As a leader in the energy industry, we see an opportunity to leverage technology to fundamentally change the way we do business. We bring innovative solutions to the market that provide better service and value to our customers. These improvements streamline our operations and help our clients make smarter, more cost-effective decisions. The advent of Uber was a huge event not only for the taxi industry, but for every other industry. Fuel delivery software is nothing but an Uber for fuel delivery. The process is similar to Uber, to start requesting for fuel, rest you have to install and register yourselves. Now, whenever you want to refuel your vehicle, all you have to do is make a fuel request via the app at your location.*
- ❖ Explore our range of high quality lubricants designed by technological experts, our products create substantial saving for business by helping to increase component efficiency, prolong equipment life and significantly reduce down time.*

1. Passenger Cars

2. Diesel Engine Oils

3. Axle and Transmission Oils

4. Marine Lubricants

5. Brake Fluids
6. Coolants
7. Motorcycle Engines
8. Transformer Oils
9. Greases
10. Gear Oils
11. Hydranlic Oil
12. Compressor Oils
13. Bearing and Circulating Oils

Along history and a bright future, the spirit of creativity and excellence is our motivation to be pioneers in East Africa improving quality transportation of fuel and environmental sustainability transporting petroleum products and derivatives efficiently and professionally on the safest roads. Asamoil feet app (instant insight) Offering tailored solutions for fleets that helps you to manage fuel costs and streamline admin, helping to make life easier for you and your business services on the road (Destination all access). Explore our range of services on the road from breakdown assistance to road, tunnels and bridge to all payment, designed to make fleet journey both safe and simple.

Suppliers

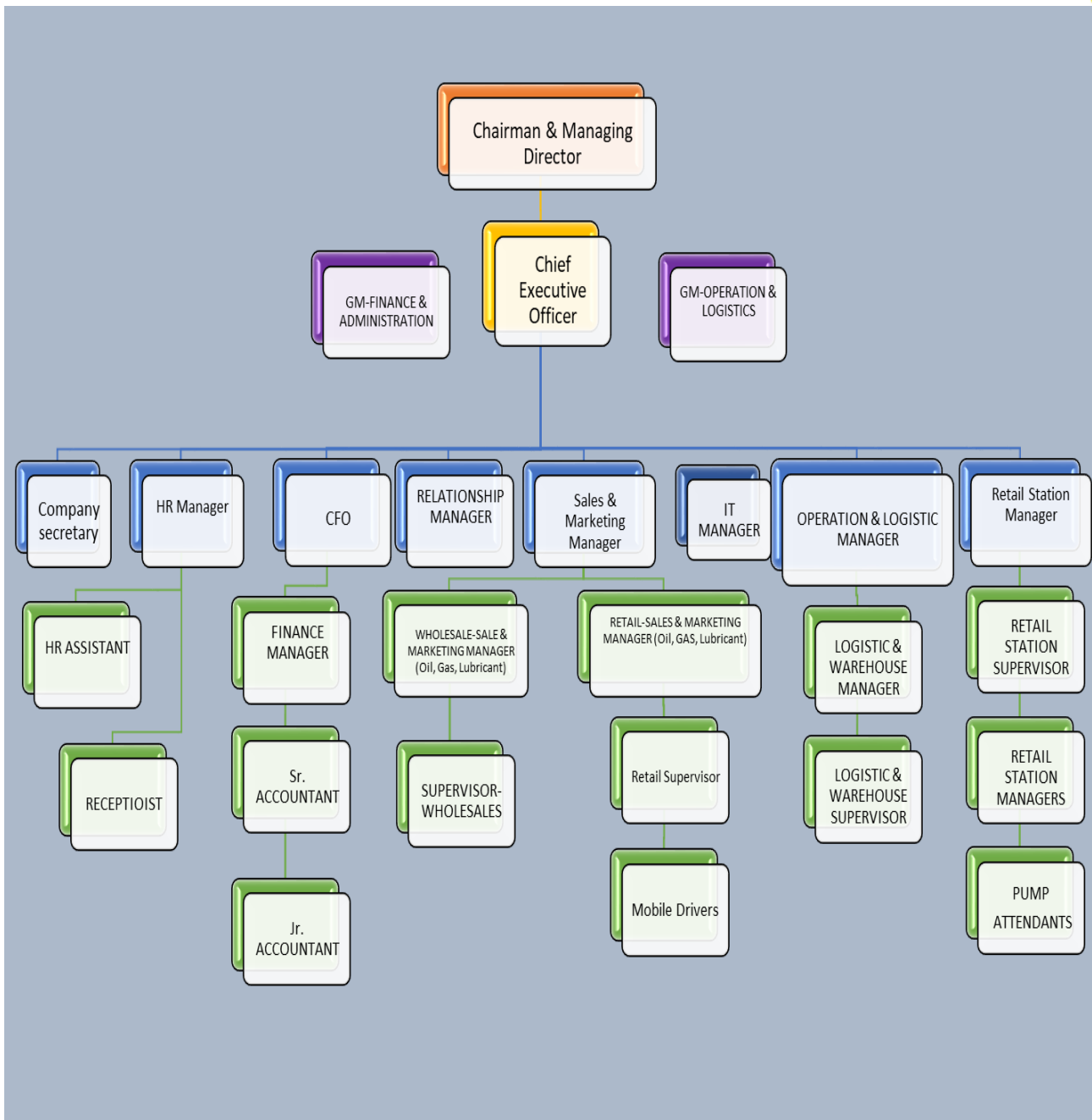
We have our own supplier which are regulated by the Authority in Locally and also we imports product through Govt. Organization and under surveillance of Government organization in the country.

Service

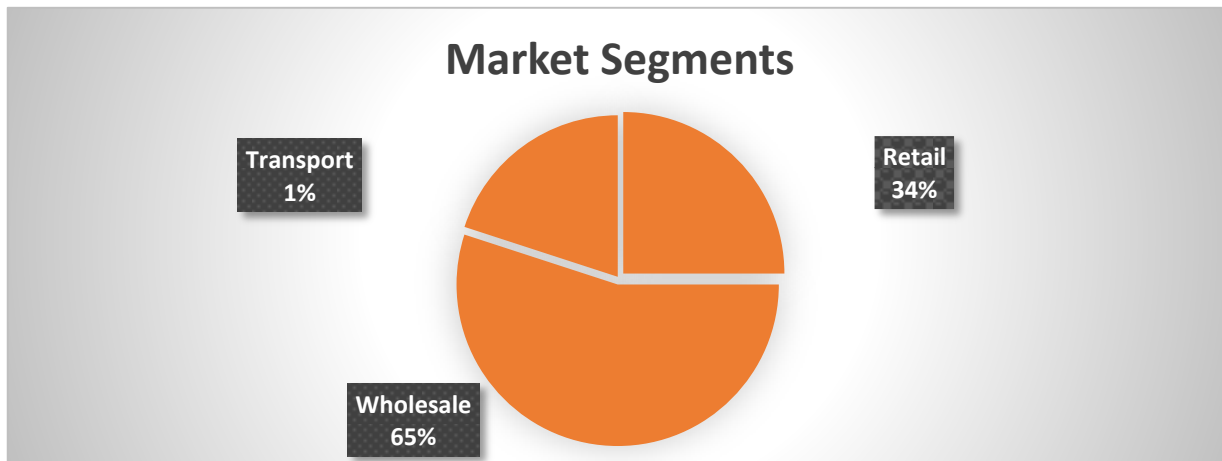
As an Oil Marketing company we are in the service of end consumer requirement in Energy sector in downstream segment.

Management

We have highly qualified, structured and vast experience employees form Energy, Trading, Manufacturing, Logistic, Financial Institute industries with a visionary Leader Mr. Azhad Soud and looking forward for exponential growth of the company and economy booster in the economy of the Country.



Market Segment

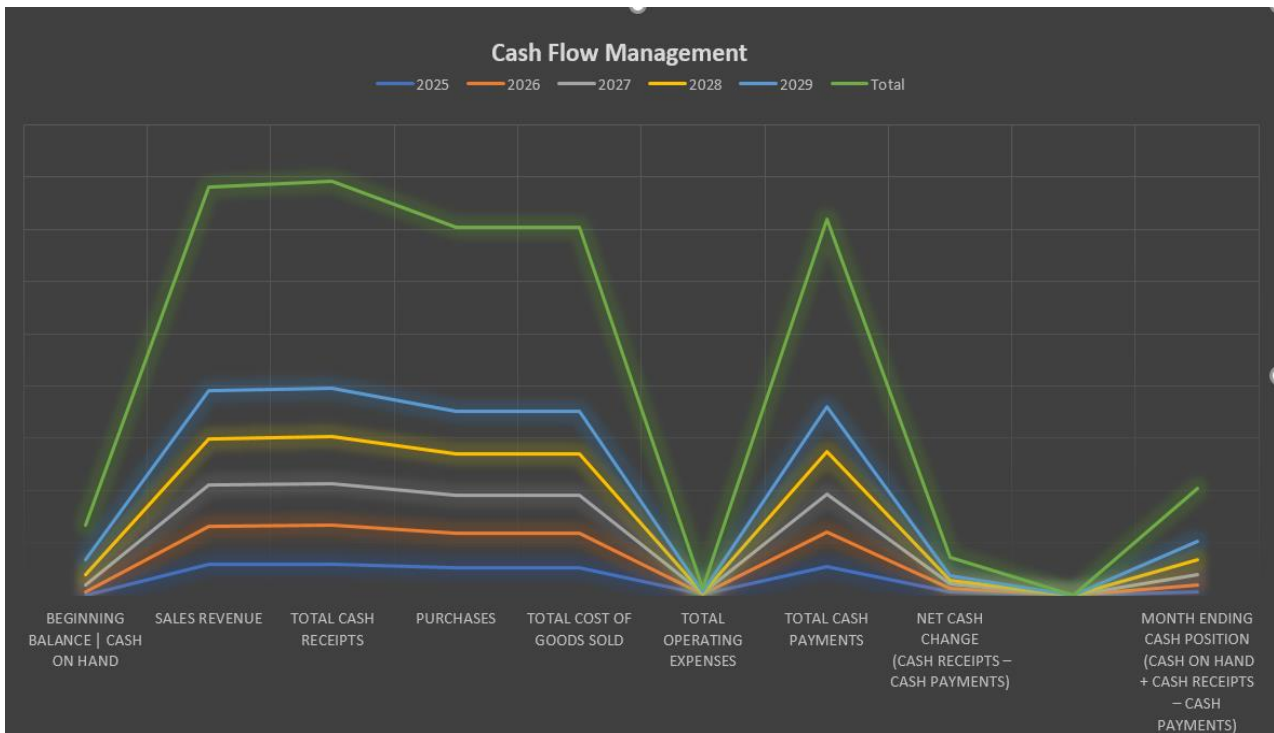


FINANCIAL MANAGEMENT

Cash Flow Projection- ASAM OIL COMPANY LIMITED						
Particulars	2025	2026	2027	2028	2029	Total
BEGINNING BALANCE CASH ON HAND	234,005,040.00	27,659,372,738.81	63,317,212,593.60	100,647,594,555.22	140,414,887,959.51	332,273,672,887.14
(+) CASH RECEIPTS						
SALES REVENUE	291,291,111,962.00	364,113,889,952.50	400,525,278,947.75	440,577,806,842.53	458,200,919,116.23	1,954,709,006,821.00
TRANSPORT REVENUE	2,076,052,556.00	3,114,078,834.00	3,736,894,600.80	4,484,273,520.96	5,381,128,225.15	18,792,427,736.91
LOAN DISBURSEMENT	2,500,000,000.00	2,500,000,000.00				5,000,000,000.00
OTHER CASH RECEIPTS	-	-	-	-	-	-
TOTAL CASH RECEIPTS	295,867,164,518.00	369,727,968,786.50	404,262,173,548.55	445,062,080,363.49	463,582,047,341.38	1,978,501,434,557.91
(-) CASH PAYMENTS						
(-) COST OF GOODS SOLD						
PURCHASES	262,162,000,765.80	327,702,500,957.25	360,472,751,052.98	396,520,026,158.27	412,380,827,204.60	1,759,238,106,138.90
TOTAL COST OF GOODS SOLD	262,162,000,765.80	327,702,500,957.25	360,472,751,052.98	396,520,026,158.27	412,380,827,204.60	1,759,238,106,138.90
(-) OPERATING EXPENSES						
CONSULTANCY FEES	15,000,000.00	15,300,000.00	15,606,000.00	23,409,000.00	35,113,500.00	104,428,500.00
ADVERTISING	120,000,000.00	122,400,000.00	124,848,000.00	187,272,000.00	280,908,000.00	835,428,000.00
CAR MAINTENANCE	180,000,000.00	183,600,000.00	187,272,000.00	280,908,000.00	421,362,000.00	1,253,142,000.00
COMMISSIONS	58,258,222.39	59,423,386.84	60,611,854.58	90,317,781.87	136,376,672.80	405,587,918.47
BANK FEES	32,159,520.00	32,802,710.40	33,458,764.61	50,188,146.91	75,282,220.37	223,891,362.29
INTERNET AND TELEPHONE	42,000,000.00	42,840,000.00	43,696,800.00	65,545,200.00	98,317,800.00	292,399,800.00
LICENSES / PERMITS	5,400,000.00	5,508,000.00	5,618,160.00	8,427,240.00	12,640,860.00	37,594,260.00
MEALS / ENTERTAINMENT	30,000,000.00	31,800,000.00	33,636,000.00	140,454,000.00	210,681,000.00	626,571,000.00
OFFICE EXPENSES	157,355,000.00	160,502,100.00	163,712,142.00	245,568,213.00	368,352,319.50	1,095,489,774.50
EMPLOYMENT EXPENSES & PRINTING & STATIONERY	513,115,708.00	523,378,022.16	533,845,582.60	800,768,373.90	1,201,152,560.86	3,572,260,247.53
REPAIRS & MAINTENANCE	65,902,000.00	67,220,040.00	68,564,440.80	102,846,661.20	154,269,991.80	458,803,133.80
RENTAL FEES	271,078,529.00	276,500,099.58	282,030,101.57	423,045,152.36	634,567,728.54	1,887,221,611.05
TRANSPORTATION-FUEL	534,327,678.00	545,014,231.56	555,914,516.19	833,871,774.29	1,250,807,661.43	3,719,935,861.47
TRAVEL	970,402,000.00	989,810,040.00	1,009,606,240.80	1,514,409,361.20	2,271,614,041.80	6,755,841,683.80
UTILITIES	1,203,328,456.00	1,227,395,025.12	1,251,942,925.62	1,877,914,388.43	2,816,871,582.65	8,377,452,377.83
CLEANING	37,268,940.00	39,214,318.80	40,198,605.18	151,797,907.76	227,696,861.65	677,176,633.39
TOTAL OPERATING EXPENSES	4,391,596,053.39	4,479,427,974.46	4,569,016,533.95	6,853,524,800.92	10,280,287,201.39	30,573,852,564.11
(-) ADDITIONAL EXPENSES						
INCOME TAX EXPENSE	60,000,000.00	61,200,000.00	62,424,000.00	93,636,000.00	140,454,000.00	417,714,000.00
REPAYMENT OF LOAN	1,827,600,000.00	1,827,600,000.00	1,827,600,000.00	1,827,600,000.00	1,827,600,000.00	9,138,000,000.00
OTHER	-	-	-	-	-	-
TOTAL ADDITIONAL EXPENSES	1,887,600,000.00	1,888,800,000.00	1,890,024,000.00	1,921,236,000.00	1,968,054,000.00	9,555,714,000.00
TOTAL CASH PAYMENTS	268,441,196,819.19	334,070,728,931.71	366,931,791,586.92	405,294,786,959.20	424,629,168,405.99	1,799,367,672,703.01
NET CASH CHANGE (CASH RECEIPTS - CASH PAYMENTS)	27,425,967,698.81	35,657,239,854.79	37,330,381,961.63	39,767,293,404.29	38,952,878,935.39	179,133,761,854.90
MONTH ENDING CASH POSITION (CASH ON HAND + CASH RECEIPTS - CASH PAYMENTS)	27,659,372,738.81	63,317,212,593.60	100,647,594,555.22	140,414,887,959.51	179,367,766,894.90	511,407,434,742.04

2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz




MISCELLANEOUS DOCUMENTS

- *Personal Resumes*
- *Bank Statement*
- *Copies of leases and Title deed*
- *Letter of reference*
- *Legal documents*
- *Tax Returns*
- *Miscellaneous relevant documents.*
- *Photographs*

**2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.**

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz

ISO 9001: 2008 CERTIFIED VAT 108



TANZANIA REVENUE AUTHORITY

**Certificate of Registration
for
Value Added Tax (VAT)**

(ISSUED UNDER SECTION 20 OF THE VALUE ADDED TAX ACT NO. 24 OF 1997)

**THIS IS TO CERTIFY THAT
ASAMOIL COMPANY LIMITED**

**WHOSE TAXPAYER IDENTIFICATION NUMBER (TIN) IS
124-282-551**


**HAS BEEN REGISTERED FOR VALUE ADDED TAX (VAT)
AND ASSIGNED VAT REGISTRATION NUMBER (VRN)
40-024488-J**



**FOR BUSINESS LOCATED AT SIKUKUU / FIRE STREET 1032
DAR ES SALAAM**

WITH EFFECT FROM 20 September 2016

GIVEN UNDER MY HAND

THIS 20th DAY OF September 2016


**ELDAH G. MWANJUMBIYA
COMMISSIONER FOR VAT**

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE STATED OVERLEAF

FOR NATIONAL DEVELOPMENT

STATION

2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz

C.1

TANZANIA



Certificate of Incorporation

Section 15

No 109270

I HEREBY CERTIFY THAT
ASAMOIL COMPANY LIMITED

is this day incorporated under the Companies Act, 2002 and that the Company is Limited.


Given under my hand at Dar es salaam

this 24TH day of JUNE
TWO THOUSAND AND FOURTEEN.


Certified True Copy of the Original
Omar Abubakar Ahmed
Assistant, Ministry Public & Commissioner
for Courts
Date: 16/11/2023

Asst. Registrar of Companies

CTIN: 0788245



TANZANIA REVENUE AUTHORITY

CERTIFICATE OF REGISTRATION
FOR
TAXPAYER IDENTIFICATION NUMBER (TIN)
(ISSUED UNDER SECTION 23 OF THE TAX ADMINISTRATION ACT 2015)

THIS IS TO CERTIFY THAT
ASAMOIL COMPANY LIMITED

HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY
AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER


124-282-551

WITH EFFECT FROM: **04 July 2014**

TRA LOCATION: **ILALA** TAX OFFICE: **ILALA**

PHYSICAL LOCATION: **PLOT No. 2** **BLOCK No. 2**

STREET / AREA: **SIKUKUU / FIRE STREET**


ELIJAH G. MWANDUMBYA
COMMISSIONER FOR DOMESTIC REVENUE

OFFICIAL SEAL

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE STATED OVERLEAF



TANZANIA



Register of Companies Detailed information

Information date and time: 10/05/2023 16:13:58

Last update date and time: 17/09/2022 21:46:00

Registration date and time: 24/06/2014 00:00:00

1. Status:	Registered
2. Incorporation number:	109270
3. Company:	ASAMOIL COMPANY LIMITED
4. Company type:	Private company Limited by shares
5. Registered office:	Region Dar Es Salaam, District Ilala CBD, Ward Mchikichini, Postal code 11109, Street FIRE/SIKUKUU, Road Morogoro Road, Plot number 04, Block number D, House number 04
6. Contacts:	Email: azhadsoud8@gmail.com, Mob no/Tel no: 255672666666, P.O.Box 15730
7. Business activity:	0910 - Support activities for petroleum and natural gas extraction, Main activity 0610 - Extraction of crude petroleum, Main activity 6810 - Real estate activities with own or leased property 4923 - Freight transport by road
8. Directors / Directors in the country of origin:	AZHAD SOUD ALBUSAILY, Tanzanian SALIM ABDALLAH ALLY, Tanzanian
9. Company secretary / Company secretary in the country of origin:	SALIM ABDALLAH ALLY, Tanzania
10. Authorised share capital:	100000000 TZS
11. Class of shares:	Class Ordinary: 100 shares, 1000000 TZS/share, 100000000 TZS
12. Shareholders:	AZHAD SOUD ALBUSAILY Class Ordinary 99 shares taken SALIM ABDALLAH ALLY Class Ordinary 1 shares taken

Information ordered by: OMAR AHMED

NOTE. Information printed from the Register of Company is true and complete as per extract generation date and time. Please be advised to refer to the Online Registration System at BRELA (ors.brela.go.tz) for an up-to-date information regarding given Company.



Princ. Asst. Registrar of Companies

2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz

LUBRICANT SUPPLY



MOBILE DELIVERY



2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz

FLEET MANAGEMENT



BULK SUPPLY

ASAMOIL BULK FUEL

AsamOil marketing commercial fuel business is focused on quality and safe of bulk petroleum products to all types of government and commercial customers and business. AsamOil delivers millions of litres of fuel safely and on time to meet customers fuel requirements for permanent and temporary projects across the Tanzania and East Africa based on the latest Technologies such as



SMART FUELING

Through out its history, AsamOil has proved to be worthy partner and has a long standing record of providing complete package solutions that cater to customers.

Requirement with services that deliver added value through

- Visit new sites to advice and asses safety issues and arrange for aprovals from all perspective ministries and the authorities concerned.
- Provide civil work drawings and site design layouts of the fuel storage area the constntruction of tank foundations.
- Provide piping work and electricity connections at storage area.



2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz



2nd Floor, Vodacom Tower, Paloma Park, Bagamoyo Road
P.O. Box 15730, Dar es Salaam, Tanzania.

Phone: +255 758 666 666 | +255 713 333 333 / Email: info@asamoil.co.tz / Website: www.asamoil.co.tz