



# JC 2021 LTD: JC LOGISTICS BUSINESS PLAN

12.09.2024

**Eng Justine Uiso**

Head of Operations

Mbezi Industrial area

Plot no 298

Dar Es Salaam

# **Executive summary**

## **Business Overview**

JC 2021 Ltd is a new logistics company located in Kibaha Vikawe. Our company aims to provide regional businesses with all their logistics needs. Some of the services we provide include warehousing, fulfilment, and shipping. We are open to serving businesses within a 100-mile radius of Dar es Salaam and the country's capital in Dodoma. Still, we primarily expect to work with the healthcare, agribusiness, and food and beverage industries.

## **Services**

JC 2021 Ltd will provide numerous logistics services to retailers and businesses within 100 miles of Dar es Salaam and Dodoma. Some of these services include:

- Warehousing
- Invest
- Order fulfillment
- Shipping and transportation services
- 24/7 customer service support

## **Customer Focus**

JC 2021 Ltd will primarily service businesses within 100 miles of Dar es Salaam. Their potential customers are the approximately 100,000 businesses and manufacturers in this region, giving us a large customer base. Though we are open to working with most businesses, some of the industries we expect to serve the most include:

- Healthcare
- Agribusiness
- Chemical and Energy
- Food and Beverage
- Technology

## **Management Team**

JC 2021 Ltd is headed by Thomas Uiso, who graduated from the University of Dar Es Salaam with a degree in Business Administration. Before starting JC 2021 Ltd, Thomas Uiso worked as the Managing Director of Namis Corporate Ltd for 20 years, where he learned all aspects of the industry, including the operations (e.g., running day-to-day operations) and management (e.g., staffing, marketing, etc.) sides. His experience will be invaluable to the business.

## **Success Factors**

JC 2021 Ltd is uniquely qualified to succeed for the following reasons:

- JC 2021 Ltd will focus primarily on the local region
- We surveyed the target market and received extremely positive feedback, saying that they explicitly wanted to use our services when they were launched.
- The U.S. has a robust business environment with many businesses needing logistics services like ours.
- The management team has a track record of success in the logistics services industry.

## **Financial Highlights**

JC 2021 Ltd is currently seeking \$1,000,000 to launch. Specifically, these funds will be used as follows:

- Company HQ design/build: \$500,000
- Vehicle purchase and maintenance: \$200,000
- Equipment and supplies: \$150,000
- Working capital: \$150,000 to pay for marketing, salaries, and lease costs until JC 2021 Ltd reaches break-even

Top line projections over the next five years are as follows:

| Financial Projections |                             |                     |                      |                          |                   |                      |                                      |          |                                |
|-----------------------|-----------------------------|---------------------|----------------------|--------------------------|-------------------|----------------------|--------------------------------------|----------|--------------------------------|
|                       | Production per Annum(Units) | Price per unit(TZS) | Sales per Annum(TZS) | Cost of Production (TZS) | Gross Profit(TZS) | Operating Cost (TZS) | Earning before Interest and Tax(TZS) | Tax(TZS) | Earnings before Dividends(TZS) |
| YEAR 1                | 960.00                      | 900,000.00          | 864,000,000.00       | 0.00                     | 864,000,000.00    | 43,200,000.00        | 820,800,000.00                       | 0.00     | 820,800,000.00                 |
| YEAR 2                | 1,152.00                    | 900,000.00          | 1,036,800,000.00     | 0.00                     | 1,036,800,000.00  | 51,840,000.00        | 984,960,000.00                       | 0.00     | 984,960,000.00                 |
| YEAR 3                | 1,344.00                    | 900,000.00          | 1,209,600,000.00     | 0.00                     | 1,209,600,000.00  | 60,480,000.00        | 1,149,120,000.00                     | 0.00     | 1,149,120,000.00               |
| YEAR 4                | 1,536.00                    | 900,000.00          | 1,382,400,000.00     | 0.00                     | 1,382,400,000.00  | 69,120,000.00        | 1,313,280,000.00                     | 0.00     | 1,313,280,000.00               |
| YEAR 5                | 1,536.00                    | 900,000.00          | 1,382,400,000.00     | 0.00                     | 1,382,400,000.00  | 69,120,000.00        | 1,313,280,000.00                     | 0.00     | 1,313,280,000.00               |

## Company Overview

### Who is JC 2021 Ltd?

JC 2021 Ltd is a new logistics company located in Vikawe. We provide a wide range of essential logistics services, including warehousing, inventory management, and transportation. We are open to serving any businesses within Tanzania but primarily expect to work with the healthcare, agribusiness, and food and beverage industries.

JC 2021 Ltd is headed by its founder, Thomas Uiso. During his career, he was able to learn the ins and outs of the logistics industry, including the operations and management sides. Throughout his career, he noticed that the local region was underserved by other logistics companies. He aims to fill this gap by creating a more regional logistics business that serves local businesses.

### JC 2021 Ltd History

Thomas Uiso incorporated JC 2021 Ltd on [date of incorporation]. Upon incorporation, JC 2021 Logistics was able to achieve the following milestones:

- Found a business location and signed a Letter of Intent to lease it
- Developed the company's name, logo, and website located at [website]
- Established the company as a limited liability company (LLC)
- Determined equipment and fixture requirements
- Began recruiting key employees

## **JC 2021 Logistics's Products/Services**

JC 2021 Ltd will provide numerous logistics services to retailers and businesses located within Dar Es Salaam.

Some of these services include:

- Warehousing
- Inventory
- Supply chain management
- Order fulfillment and packaging
- Shipping and transportation services

## **Industry Analysis**

The logistics industry has never been in higher demand. The pandemic has brought about a supply chain crisis, with retail establishments, grocery stores, restaurants, and many other industries still struggling to keep their inventory in stock and fulfil orders quickly. Due to market trends and the supply chain issues of the past few years, millions of people now realize the importance of having a good logistics team to help out their businesses. Therefore, it has never been a better or more crucial time to build a logistics business.

The logistics industry is enormous. According to Allied Market Research, the industry is projected to reach just under \$13 billion in the next five years. Furthermore, the industry will see a compound annual growth rate of 6.5% during that time. And with the global supply chain issues, the demand for good logistics and improved supply chain services will not falter anytime soon.

## **Customer Analysis**

### **Demographic Profile of Target Market**

JC 2021 Ltd will serve the local businesses and industries located within . The area is home to more than 100,000 businesses but is still relatively underserved when it comes to logistics services.

## **Customer Segmentation**

Though we are open to working with most businesses and industries, our market analysis shows that we will primarily work with the following segments:

- **Healthcare industry:** Local hospitals currently depend on other logistics companies that are not local and do not cater to their unique needs. They require special handling of their materials and quick delivery to get essential products for testing and procedures. We can easily provide the local healthcare industry with these services.
- **Agribusiness:** This industry needs proper storage for food and equipment and quick shipping to prevent spoilage. Since this is such an important industry, we will work closely with local agribusinesses to provide them with all their logistics needs.
- **Food and beverage industry:** JC 2021 Ltd will also offer storage space and refrigeration to carry perishable and non-perishable food items for local food and beverage businesses.

## **Competitive Analysis**

### **Silent Ocean**

Silent Ocean is one of the leading logistics providers in the country. They offer all the logistics services a business could need, from order fulfilment and inventory management to expedited shipping and delivery. For decades, Fulfill and Deliver Inc. has been the dominating logistics company, loved for its convenience and national presence. Though they are a giant in the logistics industry, they are often criticized for a lack of customer service.

## **Competitive Advantage**

JC 2021 Ltd enjoys several advantages over its competitors. These advantages include:

- **Location:** JC 2021 Ltd business is local and will cater to regional businesses.
- **Client-oriented service:** JC 2021 Ltd will have 24/7 customer service and a strong sales team to fully cater to our client's needs.
- **Management:** Managing Director has been extremely successful working in the industry and will be able to use his previous experience to provide the best sales and customer service experience. His unique qualifications will serve customers in a much more sophisticated manner than JC 2021 Ltd competitors.
- **Relationships:** Thomas Uiso knows many of the local leaders, business managers, and other influencers within Tanzania. With his 20 years of experience and good relationships with business leaders in the area, he will be able to develop an initial client base.

## **Marketing Plan**

The JC 2021 Logistics Brand

The JC 2021 Logistics brand will focus on the Company's unique value proposition:

- **Client-focused logistics services that treat each client individually and get the job done right the first time**
- **Service built on long-term relationships**
- **Thorough knowledge of our clients and their varying needs**

## **Promotions Strategy**

JC 2021 Logistics expects its target customers to be businesses operating within the country. JC 2021 Logistics marketing strategy to reach these businesses includes:

- **Website and Search Engine Optimization**

JC 2021 Logistics will develop a professional website that showcases pictures of the warehouse and the services we provide. It will also invest in SEO so that the company's website will appear at the top of search engine results.

- **Social Media**

The marketing people with the IT team will create the company's social media accounts and invest in ads on all social media platforms. The company will use a targeted marketing strategy to appeal to our target demographics.

- **Publications**

JC 2021 Ltd will announce its product launch several weeks in advance through publicity pieces in multiple newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

- **Commuter Advertising**

We will drive attention toward JC 2021 Logistics by renting billboard ad spaces along routes or highways that hold heavy traffic. Advertising on heavily travelled commute routes is an opportunity to alert large numbers of businesses of our opening.

- **Client Referral Programs**

JC 2021 Logistics will create an aggressive client referral program that gives discounts to existing clients for every successful referral.

- **Direct Mail**

JC 2021 Logistics will blanket businesses with direct mail pieces. These pieces will provide general information on JC 2021 Logistics, offer discounts and/or provide other enticements for people to use our services.

- **Pricing Strategy**

JC 2021 Logistics's pricing will be moderate, so customers feel they receive great value when working with us. Our customers can expect to receive quality services at a more affordable price than what they pay for larger logistics providers.

## **Operations Plan**

### **Functional Roles**

To execute JC 2021 Logistics's business model, the company needs to perform many functions, including the following:

#### **Administrative Functions**

- **Bookkeeping**
- **Marketing**
- **Website and social media maintenance**
- **Provide customer service**
- **Hiring and training staff**
- **General maintenance functions**

#### **Inventory and Warehouse Functions**

- **Stock and organize products**
- **Fulfill and package incoming orders**
- **Count inventory often for accuracy**

## **Transportation Functions**

- **Schedule deliveries and map out routes**
- **Load and unload trucks**
- **Deliver products to destinations**
- **Provide excellent customer service**

## **Hiring Plan**

**To launch, it needs to hire the following personnel:**

- **Warehouse Manager**
- **Inventory Manager**
- **Administrative Assistants (2 to start)**
- **Chief Finance Officer**
- **Head of Marketing**
- **Transport Manager**
- **Drivers (6 to start)**
- **Inventory Associates (6 to start)**
- **Sales Representatives (3 to start)**