



## **BUSINESS PLAN PRESENTATION: SIMBA VIT**

### **Executive Summary**

Simba Valuables-In-Transit Limited (Simba VIT) is a security company registered in Tanzania under Registration Number 154199721, operational since November 2021.

It operates under the Simba Group of Companies and is headquartered in Mikocheni, Dar es Salaam. Simba VIT extends the Simba Group's logistics legacy, specializing in cash and valuables management with a current fleet of 28 armored vehicles equipped with advanced features including ballistic-level protection (B5), independent access control, online CCTV surveillance, and real-time tracking.

**Vision:** To be the most reliable cash and valuables management solution provider in Africa.

**Mission:** To deliver exceptional service that exceeds stakeholder expectations, offering innovative cash management solutions and fostering mutual relationships with clients and employees.

---



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Industry Overview

### Market Size and Trends

- **Tanzania's** cash-in-transit (CIT) industry is driven by the country's predominantly cash-based economy.
- **46 Licensed Financial Institutions:** These include 34 commercial banks, 3 community banks, and other financial entities, all requiring secure cash and valuables movement.
- **Geographic Challenges:** Covering a total area of 947,087 sqkm with a population exceeding 60 million, the demand for CIT services continues to grow.
- **Growth Opportunities:** Tanzania's expanding financial sector and increasing rural economic activity create a high demand for secure and reliable CIT solutions.

### Competitive Landscape

1. <b>SGA</b> - Market leader with extensive national footprint and over 30 years of experience.	2. <b>Simba VIT</b> - Second largest, leveraging strategic investments and operational efficiencies.
3. <b>Garda World</b> - New entrant focused on premium services.	4. <b>G4S</b> - Well-established international brand with regional operations.

### Key Challenges

- High capital investment in armored vehicles.
- Operational costs including security training, insurance, and vehicle maintenance.



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Current Operations

### Fleet Overview

- Current fleet size: 28 operational armored vehicles.
- Equipped to meet Bank of Tanzania (BOT) standards.

### Clients Serviced

- CRDB Bank, NBC Bank, BOA, ECO Bank, UBA Bank, Maendeleo Bank, Azania Bank.
- Actively tendering for additional clients.

### Core Services

1. **Commercial Cash Management Services**
  2. **Turnkey ATM Replenishment**
  3. **Overnight Storage/Safe Custody**
  4. **Regional/International Valuables Movement**
  5. **Bullion and Mineral Handling**
  6. **Cash Processing (Note Sorting and Bundling)**
- 



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Market Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Highly experienced management team with over 30 years in the CIT industry.</li> <li>• Strategic alignment with the Simba Group's established logistics network.</li> <li>• Advanced fleet technology ensuring compliance with BOT regulations.</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Untapped rural and semi-urban regions in Tanzania.</li> <li>• Increasing number of financial institutions requiring CIT services.</li> <li>• Partnerships with international mining and bullion companies.</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited geographical footprint compared to market leader SGA.</li> <li>• High initial capital expenditure requirements.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competitive pressure from established players like SGA and G4S.</li> <li>• Fluctuating operational costs (fuel, maintenance).</li> <li>• Regulatory changes impacting the CIT industry.</li> </ul>



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Strategic Growth Plan

Phase 1 (Q1 2025)	Phase 2 (Q3 2026)
<ul style="list-style-type: none"> <li>• <b>Objective:</b> Increase fleet capacity by acquiring 30 additional armored vehicles.</li> <li>• <b>Cost:</b> \$3,000,000 (30 vehicles at \$100,000 each).</li> <li>• <b>Focus Areas:</b> <ul style="list-style-type: none"> <li>○ Enhance service coverage in underserved regions.</li> <li>○ Strengthen partnerships with existing and new clients.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Objective:</b> Acquire another 30 armored vehicles.</li> <li>• <b>Cost:</b> \$3,000,000.</li> <li>• <b>Focus Areas:</b> <ul style="list-style-type: none"> <li>○ Solidify Simba VIT's position as a market leader.</li> <li>○ Expand to regional markets beyond Tanzania.</li> </ul> </li> </ul>

## Investment Breakdown

Item	Cost (\$)
Vehicle Acquisition (Phase 1)	3,000,000
Operational Setup Costs	500,000
Staff Training and Recruitment	300,000
Marketing and Client Acquisition	200,000
Technology and Security Upgrades	200,000
<b>Total (Phase 1)</b>	<b>4,200,000</b>



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Financial Projections (2025-2027)

### Revenue Assumptions

- **Fleet Expansion Impact:** Each additional vehicle generates \$200,000 annually in revenue.
- **Client Base Growth:** Projected increase in client base by 20% annually.
- **Service Diversification:** Introduction of bullion handling and international valuables movement services to contribute 15% to revenue.

### Operating Costs

- **Vehicle Maintenance:** \$15,000 per vehicle annually.
- **Staff Costs:** Increased proportionally with fleet and client base growth.
- **Technology and Security Upgrades:** \$300,000 annually post-expansion.

### Snapshot of Financial Projections (2025-2027)

YEAR	REVENUE (\$)	OPERATING COSTS (\$)	NET PROFIT (\$)	FLEET SIZE	CLIENTS
2025	9,600,000	5,800,000	3,800,000	58	15
2026	13,800,000	8,200,000	5,600,000	88	18
2027	18,400,000	10,500,000	7,900,000	88	22

### Highlights

- **Revenue Growth:** Achieved through fleet expansion and service diversification.
- **Operating Cost Management:** Optimized through economies of scale and advanced fleet technology.
- **Profitability:** Projected net profit growth of over 100% between 2025 and 2027.



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania



## Call to Action

Simba VIT is strategically positioned to capitalize on Tanzania's growing demand for CIT services. The proposed phased CAPEX investment will:

- Expand operational capacity to meet rising market demand.
- Enhance Simba VIT's competitive position, ensuring it becomes a market leader.



Call: +255 677 222 605 | [info@simbavit.co.tz](mailto:info@simbavit.co.tz) | [www.simbavit.co.tz](http://www.simbavit.co.tz)

Plot No. 71, Siwa Road, Mikocheni Industrial Area | P.O.Box 40451, Dar es salaam - Tanzania