



**BUSINESS PLAN  
FOR THE ESTABLISHMENT OF CARGO  
TRANSPORTATION PROJECT  
RALLY LINK COMPANY LIMITED MJI  
MWEMA, KIGAMBONI DISTRICT, DAR  
ES SALAAM**

## 1.0. **EXECUTIVE SUMMARY.**

**RALLY LINK COMPANY LIMITED** is a company having certificate of compliance No. 181062002 dated 9<sup>TH</sup> January 2025 issued by BRELA.

The project promoter is a Tanzanian business man and well established across East Africa. Having been in the energy sector and transportation in Tanzania for over 10 years, the director is now well prepared for modernizing transportation business and he sees a very bright future in the transport sector.

This document has been prepared to serve as a business plan for **RALLY LINK COMPANY LIMITED** for their transport project. The implementation of this project will comprise of the following activities: -

- The purchase of 20 trucks to be done in phases,
- The construction of a modern workshop and office
- The purchase of 1 cranes
- The purchase of 2 pick up
- The purchase of 2 Hard top
- The purchase of 1 break down
- The purchase of 1 set of CCTV
- The purchase of 1 generator
- Equipping the company with relevant facilities

The proposed project is estimated to cost about **US\$ 800,000**. The project sponsors will provide 100% of this investment.

## 1.1 **VISION**

To be the leading transportation company in East and Central Africa

## 1.2 MISSION STATEMENT

**RALLY LINK COMPANY LIMITED** mission is to provide customized services and timely delivery services

## 1.3 COMPANY MOTTO

To be the leading transporter in Tanzania

## 1.4 THE PROJECT PROMOTERS

The shareholders of this project are a corporate based in Tanzania. The company is owned by 2 shareholders, namely: -

Name	Nationality	% of Shares
ABUBAKAR AZIZ SALIM	TANZANIAN	95%
YUSRA AWADH SAID	TANZANIAN	5%

## 1.5 LOCATION.

The project head office will be located at Kibugumo, Kigamboni DISTRICT, DAR ES SALAAM Region

## 1.6 TARGETED MARKETS.

The targeted markets of the project are the neighboring landlocked countries of Tanzania and to a small extent the hinterland of Tanzania (domestic market). The neighboring countries that are the target of this project are specifically DRC,

Malawi, Zambia, Burundi, Rwanda and Uganda, including some hinterland parts of Tanzania.

Poor transport and communication infrastructure are said to be the major causes of low levels of intraregional trade in Eastern Africa. It is in view of this that, despite poor road infrastructure linking these countries that **RALLY LINK COMPANY LIMITED** has resolved to invest in the transport sector so as to provide a solution that would lead to stimulating the said intraregional trade. The project is expected to offer a challenge to the business community to enhance intraregional trade between Tanzania and these countries.

## **2 PROJECT DETAILS**

### **2.1 INTRODUCTION**

Tanzania is the largest country in East Africa that is geographically strategically located in relation to her neighbors. Because of the above mentioned factor, the country's transportation system is also used to serve landlocked neighbors, i.e. countries of Uganda, Rwanda, Burundi, Eastern D. R. of Congo, Northern parts of Zambia, Malawi and some northern parts of Mozambique.

The transport sector plays a critical role in the social and economic development of a country. Transport provides links between centers of production and those of consumption, markets, in the economic sectors such as agriculture, industry mining and tourism. It facilitates the flow of goods and people along the import/export corridors that link the coastal ports and landlocked countries. Transport equally provides access to employment, health, education, recreation and other services. Therefore, one is rightly justified to conclude that "without a good transportation system the development of a country is impossible. What

roads and railways are to a country's development is lie what the blood system is to the human body'

It is quite gratifying to note that the Government of Tanzania realizes the role of the transport sector for its economic and social development, and as a result has developed a Transport Sector Programme which will be very instrumental in improving the business and investment environmental in the transport sector.

It is alleged that poor transport and communication infrastructure are the major causes of low levels of intraregional trade in Eastern Africa. It is in view of this that, despite this poor infrastructure, **RALLY LINK COMPANY LIMITED** has resolved to assist to provide a solution to stimulate the said intraregional trade.

In summary, we can say that **RALLY LINK COMPANY LIMITED** has major objectives the following:-

- Construction , import and export agricultural produce
- Storage and distribution.
- Import of merchandised goods
- Wholesale.

### 3.0 THE PROJECT

The project's objective is to have a fleet of vehicles in a total of **20 trucks and trailers** each with a trailer. The trucks will be sourced mostly from China. The trucks, together with their trailers will be procured in phases.

This study is based on the **20 trucks** to be purchased within 3 to 5 years of project implementation period from 2025-2028. The first phase will start with 10 trucks. It has been estimate that full scale operations the **20 trucks** are expected to meet at least **480 trips** annually, their destinations being Tanzania's landlocked neighboring countries of Malawi, Zambia, Burundi, Rwanda the Democratic Republic of Congo, etc. as well as domestic trips

### 4.0 INVESTMENT AND FINANCING US\$ 2,000,000

For the project to be a reality a total investment amounting to **US\$ 800,000** the summary is found in schedule.

#### RALLY LINK COMPANY LIMITED COST STRUCTURE

PARTICULAR	US\$
Land and Buildings	40,000.00
Machinery & Equipment	160,000.00
Motor Vehicles	480,000.00
Furniture & Fixtures	2,000.00
Pre expenditure	4,000.00
Others	2,000.00
Working Capital	112,000.00
<b>TOTAL</b>	<b>800,000.00</b>

**(i) Building: US\$ 40,000,**

The project is going to renovate project buildings

**(ii) Machinery and Equipment: US\$160,000**

Some anticipated to be spent on the purchase of various garage machinery and equipments. The equipment for the mechanical workshop will include things like a diesel pump, lathe and panel beating and spray facilities, tyre retreating plants.

Also to be included is the purchase of a welding and grinding machine, compressors, mobile and stationery, iron sheet folding machine, generator and other general tools and equipment

**(iii) Motor Vehicles: US\$ 480,000**

The project will need **20 vehicles** at the estimated cost of **US\$480,000**. These vehicles will be used in overhauling petroleum products on behalf of several customers located in the land locked neighboring countries of Malawi, Zambia, Burundi, Rwanda, Democratic Republic of Congo , Uganda and domestic market

Internally the project anticipates making trips to several regional centers spread throughout the country. However, when required to do so, these trips will be also made to any internal destination provided they have the rightful road conditions.

**(iv) Office Furniture and Equipment: US\$ 2,000**

This investment cost item has been estimated to cost US\$ 2,000. It will consist of office tables, chairs, telephone, fax, machines, file cabinets, sofa chairs etc.

**(v) Pre-Operational Expenses: US\$ 4,000**

These will come to about US\$4,000 and they cover things like company registration, expenses spent by **RALLY LINK COMPANY LIMITED** in exploring the viability of the project, especially the market/client identification exercise done in those countries targeted to be served. This Pre-operational cost item also covers the architectural designs of project buildings and other engineering services. Also included under this item are issues like consultancy fees, legal fees and recruitment and training costs of personnel.

**(vi) Initial Working Capital: US\$ 112,000**

Calculations as well as assumptions for working capital requirements are as shown in the working capital schedule.

#### **4.1 FINANCING PATTERN**

The financing pattern being considered is that involving the purchasing of **20 trucks** and their trailers. The project will be financed both by equity and loan. Equity contribution will constitute 50% i.e. US\$ 400,000 and debt will constitute 50% i.e US\$400,000

## **5.0 TECHNICAL ASPECTS**

### **5.1 Sources of Technology**

All the project's trucks will be procured from China.

### **5.2 IMPLEMENTATION**

Project implementation is expected to be relatively very short once TIC approval is received. Currently, the supplier of the trucks has already been identified and supply is awaiting instructions from the project promoters. In this respect, delivery can be done in less than 18 months once we finalize financing sources.

## **6.0 MANPOWER AND ORGANIZATION STRUCTURE**

The project will be managed by a Board of Directors of **RALLY LINK COMPANY LIMITED**. The Board, like all other boards is responsible for the formulation and supervision of company policies and guidelines. The project's day to day operations will be under the supervision of Managing Director.

The project's employee requirement is estimated to be **28** people

## **7.0 MARKET AND MARKETING**

The project's earmarked clientele is in the land locked neighboring countries of Malawi, Zambia, Democratic Republic of Congo, Burundi, Rwanda and even Uganda. Management has already explored these markets and is confident it can conduct profitable business with them.

The project management plans for all vehicles several trips per month. The number of trips and the cost of trip are determined by both the trip's destination

and nature of road involved. All in all, a total of **480trips** will be made. Each truck will transport a minimum of **28** tons per trip.

The routes are prices according to distance and the status of the road in question. It has however been conservatively assumed that all foreign destinations will have a flat rate charge of US \$ 5000 per trip,

## **8.0 REVENUE ASSUMPTIONS**

20 trucks each makes two return trips per month. Each trip will cost **US \$ 5,000** per each return trip therefore for 100 trips/month revenue is **US\$ 200,000**. Therefore, a total of US 2, 400,000 revenue per year

The number of trips assumed here, is just a conservative estimate. With the expected improvement of the roads and in general operations coupled with the driver's gaining experience in long distance travels, the number of trips per truck will be raised. This will have a tremendous impact on the Company's expenditure and earnings. However, this scenario is not the subject of the current study.

## **9.0 FINANCIAL ASPECTS FOR THE PROJECT**

### **(i) PROJECTED PROFIT AND LOSS STATEMENT**

The schedule below shows the projected income for the 5-year period. The position depicted is that the project earns profit throughout its life. Accumulated after-tax profits grow from **US\$ 384,300** to **US\$ 2,142,266** in the 5th year, refer appendix I.

### **(ii) PROJECTED CASH FLOWS**

The project's cash flows are shown in schedule vii. They depict a good liquid position right from the first year. Cash accumulation builds up from **US\$ 435,300** in the first year to **US\$ 2,397,266** at the end of 5th years of the project's operations based on the 20 trucks, refer appendix II.

### **(iii) BALANCE SHEET**

The total asset increase from **US\$ 800,000** in the first year to **US\$ 2,939,266** in the fifth year of project implementation period, refer appendix III.

### **(iv) PAYBACK PERIOD**

Total investment is **US\$ 800,000**; cash accumulation in year 2 is **US\$ 891,600**, which is more than the initial investment by **US\$ 91,600**. The project payback period is within two years.

The project has a relatively short payback period. It is remarkably impressive for a project whose investment is **US\$ 800,000** being recovered in less than 2 years, refer appendix V.

## **10.0 ECONOMIC ASPECTS OF THE PROJECTS**

Besides the financial/monetary returns to the owners, there are other benefits to be derived for the whole country viz.

### **(i) Employment Opportunities**

Employment and poverty reduction are among the major concern of the Central and the Local Government authorities. It is gratifying to note that **RALLY LINK COMPANY LIMITED** is going to provide additional employment to **28** people. This is a significant contribution coming from local investors.

### **(ii) Revenue to the Government**

The Project is expected to pay a substantial annual amount in the form of corporation tax.

## **11.0 CONCLUSION AND RECOMMENDATION**

### **11.1 Conclusion**

- (i) The project is profitable and contributes to government revenue by way of taxes.
- (ii) The projected to provide direct employment to **28** people.
- (iii) The project is an encouraging sign to prove that we have investors who have confidence in this country. Tanzania so much so that they

are ready to invest such large sums of investment despite the odds of the sector in question.

## **12.0 RECOMMENDATION**

After the foregoing economic and financial evaluation of the project, we strongly recommend that this project be implemented and be given all the support required by all the concerned Government Ministries and Agencies, including the Tanzania Revenue Authority, TRA and the Tanzania Investment Centre – (TIC). The project deserves this support because of its viability, since it is technically feasible, economically viable and socially acceptable.

**RALLY LINK COMPANY LIMITED PROJECTED INCOME & EXPENDITURE  
STATEMENT**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Revenue	2,400,000	2,520,000	2,646,000	2,778,300	2,917,215
<b>Operating Expenses:</b>	1,800,000	1,890,000	1,984,500	2,083,725	2,187,911
<b>Profit before Depreciation &amp; Interest</b>	<b>600,000</b>	<b>630,000</b>	<b>661,500</b>	<b>694,575</b>	<b>729,304</b>
<b>Depreciation</b>	51,000	51,000	51,000	51,000	51,000
<b>Gross Profit</b>	<b>549,000</b>	<b>579,000</b>	<b>610,000</b>	<b>643,575</b>	<b>678,304</b>
Tax (30%)	164,700	173,700	183,150	193,072	203,491
<b>Profit After Tax</b>	<b>384,00</b>	<b>405,300</b>	<b>427,350</b>	<b>450,305</b>	<b>474,813</b>
Accumulated Profit	384,000	789,600	1,216,950	1,667,453	2,142,266

APPENDIX II

RALLY LINK COMPANY LIMITED **PROJECTED CASH FLOWS**

	-	1	2	3	4	5
<b>SOURCES:</b>						
Profit before interest and depreciation	-	<b>600,000</b>	<b>630,000</b>	<b>661,500</b>	<b>694,575</b>	<b>729,304,259</b>
Equity	800,000					
<b>Total Sources</b>	<b>800,000</b>	<b>600,000</b>	<b>630,000</b>	<b>661,500</b>	<b>694,575</b>	<b>729,304</b>
<b>Applications:</b>						
Capital expenditure	684,000	-	-	-	-	-
working Capital & Others	116,000					
Cash	-	435,300	456,300	478,350	501,503	525,813
Tax	-	164,700	173,700	183,150	193,072	203,491
<b>Accumulated cash</b>		<b>435,300</b>	<b>891,600</b>	<b>1,369,950</b>	<b>1,871,453</b>	<b>2,397,266</b>

## RALLY LINK COMPANY LIMITED ROJECTED BALANCE SHEET US \$

	0	1	2	3	4	5
<b>Fixed Assets</b>						
Opening balance	-	<b>684,000</b>	<b>632,000</b>	<b>580,000</b>	<b>529,000</b>	<b>477,000</b>
<b>Total Long-term Assets</b>	-	<b>684,000</b>	<b>632,000</b>	<b>580,000</b>	<b>529,000</b>	<b>477,000</b>
<b>Less depreciation</b>	-	<b>51600</b>	<b>51600</b>	<b>51600</b>	<b>51600</b>	<b>51600</b>
<b>Closing balance</b>	-	<b>632,400</b>	<b>580,800</b>	<b>529,200</b>	<b>477,200</b>	<b>426,000</b>
Working capital	116,000	116,000	116,000	116,000	116,000	116,000
Accumulated cash	-	435,300	891,600	1,369,950	1,871,453	2,397,266
<b>Total assets</b>		<b>1,183,700</b>	<b>1,588,400</b>	<b>2,015,150</b>	<b>2,465,053</b>	<b>2,939,266</b>
Financed by						
Equity	800,000	800,000	800,000	800,000	800,000	800,000
Accumulated profit	-	<b>384,300</b>	<b>789,600</b>	<b>1,216,950</b>	<b>1,667,453</b>	<b>2,142,266</b>
Total equity	800,000	1,184,300	1,589,600	2,016,950	2,467,453	2,942,266
<b>Total equity and debts</b>	<b>800,000</b>	<b>1,184,300</b>	<b>1,589,600</b>	<b>2,016,950</b>	<b>2,467,453</b>	<b>2,942,266</b>

**APPENDIX IV****RALLY LINK COMPANY LIMITED****PAYBACK PERIOD**

<b>Year</b>	<b>Profit After Tax</b>	<b>Depreciation</b>	<b>Total Cash Flow</b>	<b>Accumulated Cash Flow</b>
1	<b>384,300</b>	<b>51,000</b>	<b>435,300</b>	435,300
2	<b>405,300</b>	<b>51,000</b>	<b>456,300</b>	891,600
3	<b>427,350</b>	<b>51,000</b>	<b>478,350</b>	1,369,950
4	<b>450,503</b>	<b>51,000</b>	<b>501,503</b>	1,871,453
5	<b>474, 813</b>	<b>51,000</b>	<b>525,813</b>	2,397,266

## COST STRUCTURE

<b>PARTICULAR</b>	<b>US\$</b>
Land and Buildings	40,000.00
Machinery & Equipment	160,000.00
Motor Vehicles	480,000.00
Furniture & Fixtures	2,000.00
Pre exp	4,000.00
Others	2,000.00
Working Capital	1120,000.00
<b>TOTAL</b>	<b>800,000.00</b>