



Nyaki

PETROLEUM & LOGISTICS



BUSINESS PLAN

@2025

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1.0: EXECUTIVE SUMMARY

NYAKI PETROLEUM & LOGISTICS LIMITED is a dynamic and forward-looking petroleum logistics company established in 2024 and headquartered in Dar es Salaam, Tanzania. The company is engaged in the importation, distribution, and retailing of petroleum and petroleum-related products across East Africa, including Tanzania, Kenya, Zambia, Burundi, and other regional markets.

Our mission is to become a leading and reliable supplier and distributor of liquid fuels and petroleum products in the East African region. We aim to ensure efficient, safe, and timely delivery through a modern fleet of petroleum transport vehicles

Project Objective

The objective of **Nyaki Petroleum & Logistics Limited** is to establish a highly efficient and sustainable fuel distribution and logistics company that specializes in the importation, storage, transportation, and retail of petroleum products and Liquefied Petroleum Gas (LPG) across East Africa, with a particular focus on Tanzania, Kenya, Uganda, Burundi, and Zambia. The company aims to become a key player in the East African petroleum sector, ensuring a reliable supply of petroleum products while contributing to regional economic growth through foreign exchange generation, job creation, and the transfer of technology.



Nyaki

PETROLEUM & LOGISTICS

2.0: COMPANY DESCRIPTION

Company Name: NYAKI PETROLEUM & LOGISTICS LIMITED

Incorporation Year: 2024

BRELA Registration No: 179364433

TIN Number: 179-364-433

Email: davyfrank@yahoo.com

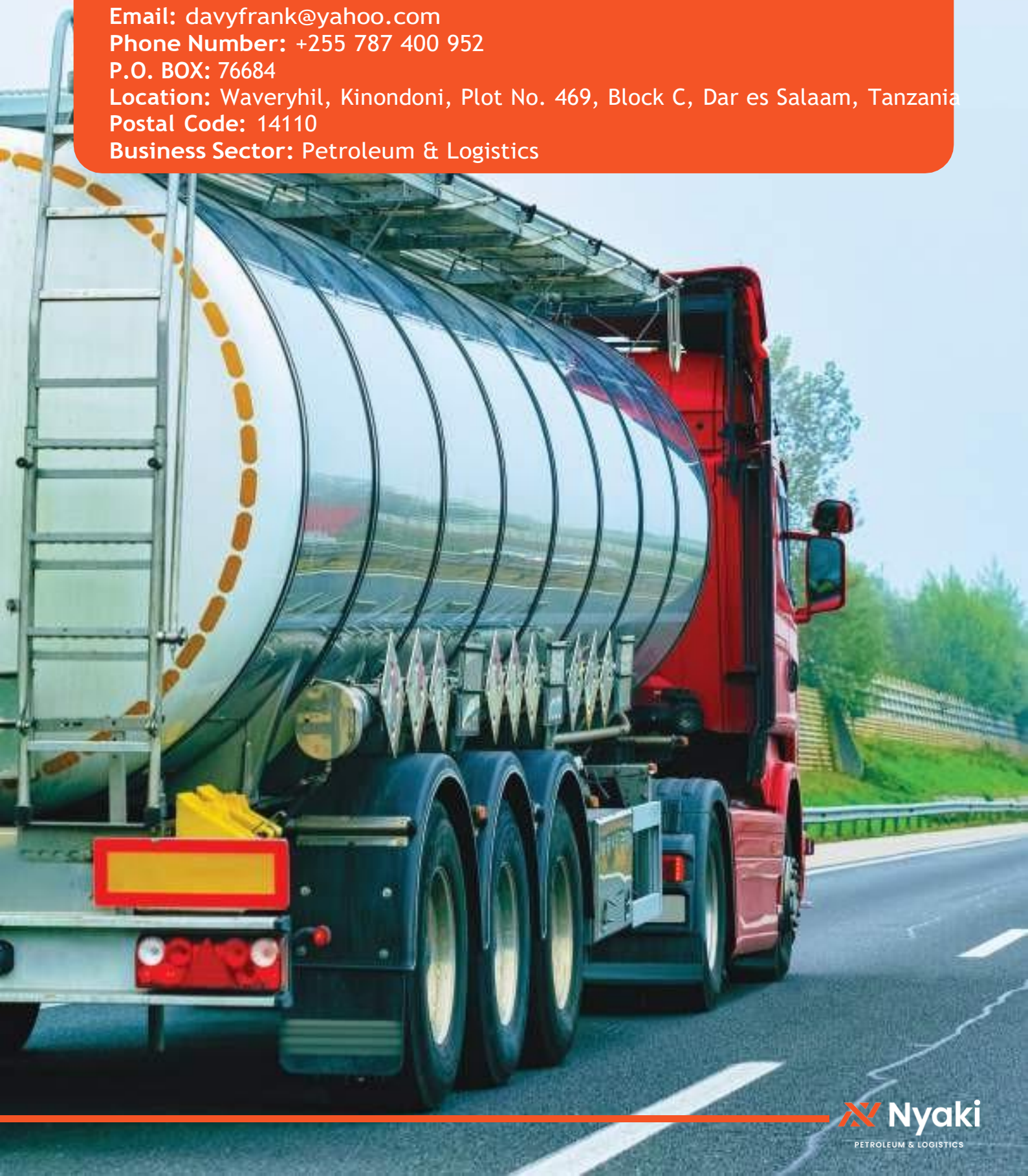
Phone Number: +255 787 400 952

P.O. BOX: 76684

Location: Waveryhil, Kinondoni, Plot No. 469, Block C, Dar es Salaam, Tanzania

Postal Code: 14110

Business Sector: Petroleum & Logistics



Directors:



DAVID FRANK MINJA

Nationality: Tanzanian

Gender: Male

E-mail Address: davyfrank@yahoo.com

Residential Address: Nyakwale, Kibada
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IBRAHIM NONDO KALOMBOLA

Nationality: Congolese

Gender: Male

E-mail Address: Kalombolanh@ymail.com

Residential Address: Plot 30, Quatier De
la Paix, Commune Lukuga, Ville De
Kalemie/RDC Tanganyika, Democratic
Republic of Congo



CHARLES NTAMBARA

Nationality: Rwandan

Gender: Male

E-mail Address:

ntambaradiane@gmail.com **Residential
Address:** Kicukiro District Kigali Rwanda.



Mission Statement:

To provide efficient, reliable, and safe distribution of petroleum and petroleum-related products across East Africa, while upholding the highest standards of quality, integrity, and sustainability in the fuel logistics industry.



Vision Statement

To become a leading regional force in petroleum logistics and fuel distribution, recognized for excellence in service delivery, innovation, and commitment to powering growth across East Africa.

Core Values



Integrity:

We conduct our business with honesty, transparency, and the highest ethical standards.



Reliability:

We are committed to delivering fuel products on time, safely, and efficiently.



Customer Focus:

We prioritize the needs of our clients and strive to exceed their expectations.



Innovation:

We embrace new technologies and logistics solutions to improve service delivery.



Safety:

We ensure strict adherence to safety protocols for our staff, customers, and communities.



Sustainability:

We aim to minimize our environmental footprint and promote responsible fuel practices.

DETAILS ON FOREIGN EXCHANGE GENERATION/SAVINGS, IMPORT SUBSTITUTION, EMPLOYMENT, LINKAGES, AND TECHNOLOGY TRANSFER



Foreign Exchange Generation/Savings

The project will generate foreign exchange through the importation of refined petroleum products, LPG, and equipment for distribution. With East Africa's demand for petroleum products exceeding local supply, Nyaki Petroleum & Logistics will facilitate substantial foreign exchange inflows by becoming a key distributor in the region. Additionally, by supplying fuel to neighboring countries, Nyaki will further contribute to the generation of foreign exchange.

Import Substitution

The establishment of local fuel distribution facilities and importation of petroleum products will reduce the region's reliance on external sources, promoting import substitution. By establishing its own logistics infrastructure, Nyaki will create a self-sustaining model for East Africa, contributing to energy security and minimizing dependency on foreign suppliers.



Employment Opportunities

Nyaki Petroleum & Logistics will directly employ local staff, including drivers, station attendants, technical engineers, warehouse managers, and administrative staff. The company also expects to create indirect jobs through partnerships with local suppliers and service providers, providing employment in the surrounding communities.



Business Linkage Benefits

The company will collaborate with local suppliers, contractors, and government agencies, leading to the development of new business linkages. Additionally, Nyaki will provide support to local enterprises involved in retail distribution and the LPG industry, creating a network of small and medium enterprises (SMEs).

Technology Transfer

Nyaki will implement cutting-edge technology in its logistics operations, including fleet management systems, fuel dispensing technologies, and automated storage systems. Through collaboration with global partners, the company will facilitate the transfer of advanced technologies in petroleum handling, fueling systems, and safety protocols to the local industry.



3.0 MARKET RESEARCH

Industry Overview:

Tanzania is fast emerging as a strategic hub for oil and gas activities in East Africa, owing to major offshore and onshore gas discoveries in recent years. The coastal shores of the Indian Ocean-particularly Songo Songo, Mnazi Bay, and Mkuranga in the Coast Region-have revealed vast reserves of natural gas, transforming the country's energy landscape. These discoveries are acting as key catalysts for the development of a robust oil and gas sector.

As of the latest estimates, Tanzania holds more than 54 trillion cubic feet of proven natural gas reserves, out of the 441.1 trillion cubic feet estimated across East Africa's coastal belt, stretching as far as Seychelles (US Geological Survey). The country is now considered one of Africa's most promising frontier energy markets.

Currently, 22 international oil and gas companies are actively engaged in exploration activities in Tanzania. These include major global players such as BG Group, Statoil, Petrobras, and Ophir Energy. The government, through the Tanzania Petroleum Development Corporation (TPDC), is continuously inviting more investors through open tenders to explore unallocated deep-sea blocks, with incentives including Production Sharing Agreements (PSAs).



Target Market:

Nyaki Petroleum & Logistics will focus on two primary products:

1. Petroleum Products: Including diesel, petrol, and kerosene, catering to the growing demand in the East African region, driven by rapid industrialization, urbanization, and infrastructure development.

2. LPG (Liquefied Petroleum Gas): As a cleaner alternative to firewood and charcoal, LPG has witnessed increased demand across East Africa, especially in urban areas where household cooking methods are transitioning to cleaner fuels.



Nyaki will also provide associated services such as:

- **Fuel Supply to Retailers:** Supplying fuel to service stations in rural and urban areas.
- **LPG Distribution:** Supplying bottled gas for residential, commercial, and industrial use.



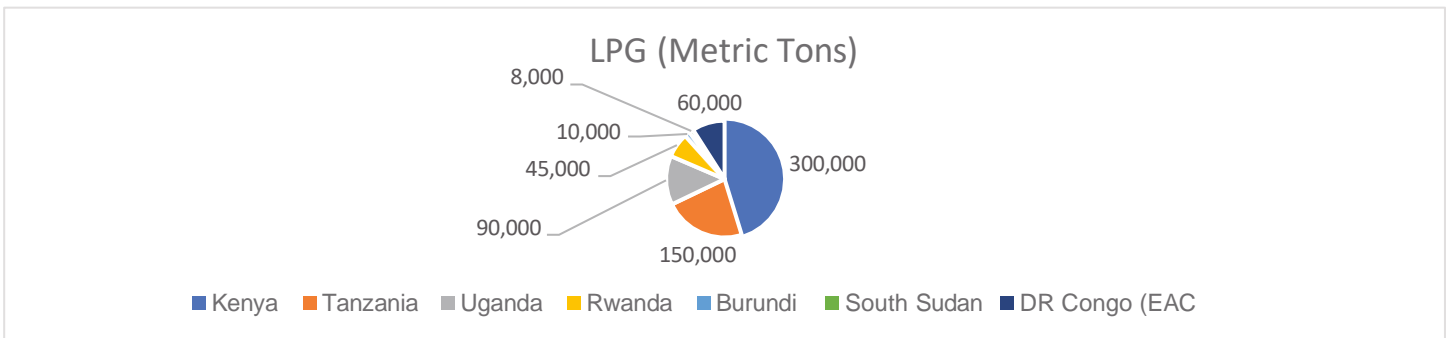
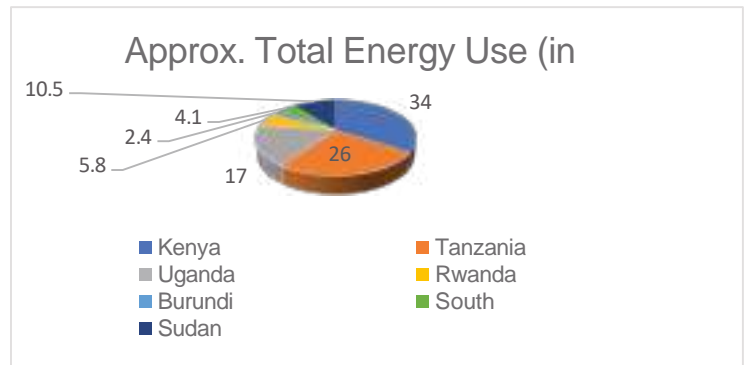
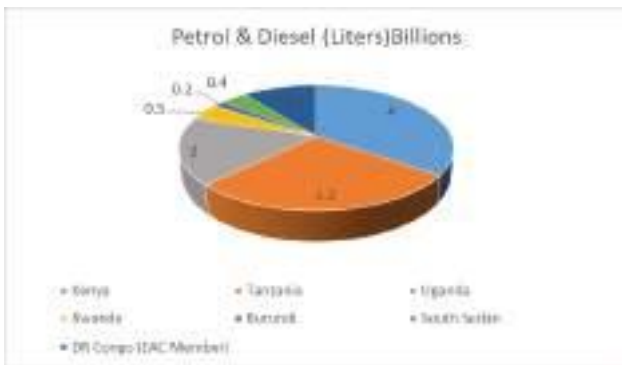
NYAKI PETROLEUM & LOGISTICS LIMITED targets a diverse customer base across East Africa that demands consistent and secure petroleum and gas supply. Our focus is on both retail and commercial clients, ensuring fuel accessibility and efficient delivery through strategic partnerships and operational excellence.



The EAC region is experiencing rapid population growth, urbanization, and industrialization - all of which are driving up demand for oil and gas products. The region's expanding transport, manufacturing, and power generation sectors are especially dependent on petroleum-based fuels and liquefied natural gas (LNG).

- ◎ EAC Population (2024): Over 300 million people
- ◎ Urbanization rate: ~4.3% annually
- ◎ Vehicle ownership is increasing at an average of 10% annually, boosting demand for petrol and diesel.

Fuel Consumption Trends (Selected Highlights)



Key Target Segments

Fuel Retail Stations - Independent and franchised fuel outlets in need of bulk and timely petroleum supply.

Commercial Enterprises - Large industries, mining companies, and construction firms requiring bulk petroleum products.

Government Institutions - Ministries and agencies needing petroleum logistics for their operations and transportation.

NGOs and Relief Agencies - Organizations operating in remote regions where fuel availability is crucial.

Cross-border and Regional Traders - Supporting movement of fuel across EAC Regions

4.0 PRODUCTS AND SERVICES

Nyaki Petroleum & Logistics Limited offers a comprehensive range of services in the oil and gas sector across East Africa:

1. **Petroleum Supply** - Wholesale and retail of petrol, diesel, kerosene, heavy fuel oil, and jet fuel.
2. **LPG Distribution** - Importation and bulk supply of LPG, installation of storage systems, and sale of gas cylinders.
3. **Fuel Transport Logistics** Cross-border fuel transportation using a dedicated fleet of petroleum tankers.
4. **Fuel Station Development** Construction, operation, and franchising of modern petrol stations.
5. **Lubricants & Fluids** - Supply of engine oils, greases, and automotive fluids.
6. **Energy Consultancy** Advisory and technical support in fuel infrastructure and safety compliance.



5.0 MARKETING STRATEGY

Nyaki Petroleum & Logistics Limited aims to establish itself as a trusted and dominant energy brand across East Africa. To achieve this, the company has developed a comprehensive marketing strategy focused on market penetration, brand visibility, customer satisfaction, and regional expansion.

Target Market

- ▶ Industrial and commercial fuel consumers (factories, transport companies, construction firms).
- ▶ Petrol station owners and LPG resellers.
- ▶ Government and institutional clients.
- ▶ End consumers through Nyaki-owned or franchised fuel stations.



Promotion and Branding

- ▶ Strong brand identity through professional signage, uniforms, and tanker branding.
- ▶ Digital marketing via website, social media, and email campaigns.
- ▶ Strategic advertising in local radio, TV, and newspapers.
- ▶ Sponsorship of community events and CSR initiatives to build goodwill.



Distribution Channels

- ▶ Direct distribution to clients using Nyaki's own fleet of tankers.
- ▶ Retail sales through Nyaki-branded fuel stations and LPG outlets.
- ▶ Regional coverage via partnerships and agents in key East African markets.

Pricing Strategy

- ▶ Competitive pricing to attract bulk and repeat buyers.
- ▶ Discounts for long-term contracts and high-volume clients.
- ▶ Flexible pricing packages for resellers and institutional clients.





Customer Relationship Management

- ▶ Dedicated account managers for corporate clients.
- ▶ Feedback systems for service improvement.
- ▶ Customer loyalty programs for fuel stations and LPG buyers.

Expansion and Market Penetration

- ▶ Establishing new fuel stations and logistics bases in strategic border towns and trade routes.
- ▶ Entering underserved regions in Burundi, Rwanda, Zambia, and the DRC.
- ▶ Collaborating with local businesses to enhance market acceptance and reduce entry barriers.



6.0 INVESTMENT PLAN

Nyaki Petroleum & Logistics Limited has developed a strategic investment plan to ensure the successful establishment and operation of its petroleum and LPG distribution business in Tanzania and the East African region. The total capital required for the project implementation is estimated at TZS 1.2 billion, which will be entirely financed through equity contribution from the shareholders.



Investment Plan Breakdown

➤ Land and Building:

The company plans to acquire land and develop infrastructure for administrative offices, fuel storage facilities, and LPG depots. The total allocation for land purchase and construction is estimated between TZS 200 million and TZS 300 million.



➤ Furniture and Fittings:

The company will invest TZS 25 million in office furniture and fittings to furnish its operational headquarters, administrative offices, and field stations.

➤ Vehicles for Fuel and Gas Distribution:

A major component of the investment includes the acquisition of 25 motor vehicles-consisting of fuel tankers, gas distribution trucks (trailers and horses)-to facilitate efficient transportation and delivery of fuel and LPG across Tanzania and neighboring countries. The investment in distribution vehicles ensures full control over the supply chain and service quality.

➤ Pre-operational Expenses:

These include licensing fees, environmental assessments, business registration, legal consultations, feasibility studies, and staff recruitment and training. Pre-operational costs are estimated at TZS 300 million.

Investment Plan Breakdown

→ Working Capital:

The remaining portion of the investment will be allocated to working capital to support the company's day-to-day operations, including fuel purchases, staff salaries, utilities, and other recurring expenses necessary during the start-up phase.



Source of Funds

The entire investment will be financed through equity capital contributions from the company's shareholders. There will be no external borrowing or loan financing in the initial phase, allowing the company to operate debt-free and maintain a strong balance sheet.



Equity Contribution by Shareholders:

TZS 1.2 Billion (100% of the total investment)

This funding structure reflects the commitment of the investors and provides a solid financial foundation for the business, enabling it to launch and expand operations effectively while minimizing financial risk and interest burden in the early stages of growth.

Project Commencement and Employment Plan

The implementation of the **Nyaki Petroleum & Logistics Limited** project is already in progress, with various foundational activities underway, including site acquisition, vehicle procurement, recruitment of key personnel, and compliance procedures.

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Employment Plan

The project is committed to job creation and skills development in Tanzania and the East African region. Upon commencement, the company expects to create:

Direct Employment Opportunities:

A total of 30 local employees will be hired directly, including administrative staff, drivers, logistics officers, and fuel station attendants.

Indirect Employment Opportunities:

The project is also projected to generate 15 indirect jobs, which may include contractors, external consultants, suppliers, and temporary labor. These opportunities will benefit both local and foreign professionals, contributing to regional employment and knowledge exchange.

8.0 FINANCIAL PLAN

Revenue Projections:

The business anticipates steady growth in sales over the 5 Yearly as Showed Below:

Revenue Sources	COST	PRICE	Unit Sold	
R1-Oil				
AGO-CM		640	655	18000
PMS-CM		640	655	18000
R2 Transportation (Trucks)				
Borders (USD/CUBIC METRES)		85		

Oils Revenue are expected to increases by 0.02%, While Expected Units Sold are expected to increases by 40%.

Transportation Revenue are expected to increases by 20%, While Expected Trips are Expected to increases by 30%.

While Direct cost expected to be TZS 65% of the cost and increases by 2%, Operating Cost expected to increases by 20%.

8.1: Projected Annual Revenue (5 Years) IN TZS)

Hints	Year 1	Year 2	Year 3	Year 4	Year 5
Expected Units Sold (OILS)	25000	35,000	49,000	68,600	96,040
Averages Revenue (USD)	655	668	681	695	709
Total Revenue(USD)	16,375,000	23,383,500	33,391,638	47,683,259	68,091,694

Hints (Transportation)	Year 1	Year 2	Year 3	Year 4	Year 5
Expected Trips	225	292.5	380.25	494.325	642.6225
Expected Revenue (USD)	85	102	122	147	176
Total Revenue	19,125	29,835	46,543	72,606	113,266

5.2: Projected Annual Income Statement IN TZS

In Quarterly Basis(TZS)					
Details	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues Per Annum	43,444,431,250	62,045,337,750	88,611,178,590	126,553,043,628	180,743,144,039
Direct Expenses	42,272,818,500	59,727,379,393	85,290,700,333	121,748,297,818	175,364,380,772
Gross Profit	1,171,612,750	2,317,958,357	3,320,478,257	4,804,745,810	5,378,763,267
Expenses					
Operating Cost	434,444,313	1,240,906,755	1,772,223,572	2,531,060,873	2,186,992,043
Earning Before Tax & Interest	737,168,438	1,077,051,602	1,548,254,686	2,273,684,937	3,191,771,224
Tax (30%)	(221,150,531)	(323,115,481)	(464,476,406)	(682,105,481)	(957,531,367)
Earning Before Tax & Interest	516,017,906	753,936,122	1,083,778,280	1,591,579,456	2,234,239,857

9.0 PROJECTS RISKS & MITIGATION

Projects are often subjected to a number of risks which in turn if not carefully, handed may lead to mishaps in project implementation. Identification of such risks is considered as part of safety measures to project owners which in turn lead to smooth implementation of the proposed projects at hand.

1. Cost overruns - inability to secure necessary funding to carry out the proposed project

- ⦿ Prior engagements with financial institutions to ensure sufficient cash flow through loans
- ⦿ Developing detailed budgets with contingencies, close monitoring of expenses as well as negotiating fixed-price contracts with

2. Completion risk failure to timely complete the project contrary to the agreed time

- ⦿ Creation of comprehensive project timeline with realistic milestones and build in buffer time Constant monitoring and supervision of the project
- ⦿ Creation of comprehensive project timeline with realistic milestones and build in buffer time
- ⦿ Constant monitoring supervision of the project and
- ⦿ The project will be implemented in accordance with all necessary procedures, approvals, and guidelines for strategic projects.
- ⦿ Complying with all applicable building codes, zoning regulations and permitting requirements





CONTACT US



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