



HESU
INVESTMENT LIMITED
INTEGRATED LOGISTICS SYSTEM

HESU INVESTMENT LTD

BUSINESS PLAN - 2025

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Mission

- To deliver exceptional, reliable, and innovative logistics solutions that exceed client expectations, drive operational excellence, and set new industry standards.

Vision

- To lead the logistics industry by offering end-to-end transport, and supply chain solutions, fostering sustainable growth and setting new standards in operational excellence.

OWNERSHIP STRUCTURE

- HESU Investment LTD is a partnership which is owned by two brothers – Suleiman Al Hilal who is the Managing Director and Hemed Al Hilal. Both owners have equal shares in the Company

PHILOSOPHY

At Hesu, we create value at every touchpoint. Through integrated supply chain solutions, strategic partnerships, and intelligent resource allocation, we transform logistics from a cost center into a competitive advantage for our clients. Our approach ensures that every operation contributes to efficiency, profitability, and long-term sustainability.



EXECUTIVE SUMMARY & OVERVIEW



Hesu Investments is a Tanzania Revenue Authority (TRA) licensed Inland Container Depot (ICD) & Container Freight Station (CFS) operator, providing world-class cargo handling, storage, and logistics solutions since 2012. Strategically positioned just off Nelson Mandela road, 5 km from the Port of Dar es Salaam, our 9-acre paved facility boasts a facility of 35,000 SQM that allows a storage capacity of 2,000 Twenty-Foot Equivalent Units (TEUs) for our ICD Clients and 1,600 Twenty-Foot Equivalent Units (TEUs) for our CFS Clients, stacked up to Four high.

As one of the most efficiently located and technologically advanced inland container terminals, our operations are designed to maximize throughput and optimize cargo flow. Equipped with state-of-the-art handling machinery, including empty handlers, forklifts, reach stackers, Bobcats, prime movers, and trailers Hesu Investment ensures seamless first-in, first-out (FIFO) stacking configurations for enhanced efficiency.

Our fully secured, high-capacity terminal is complemented by a modern two-floor office complex (750 sqm), housing customs and port authorities, shipping lines, and logistics service providers to streamline cargo clearance and coordination.

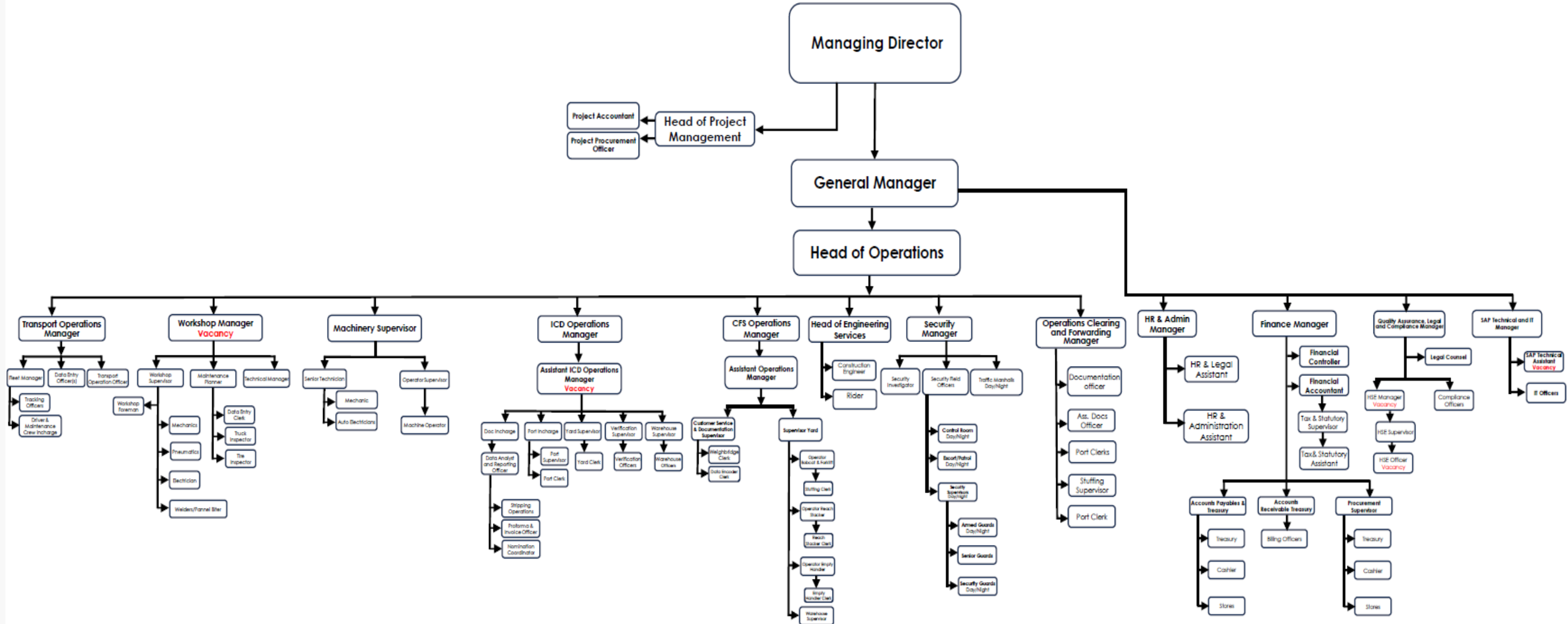
In today's fast-evolving digital landscape, Hesu Investments remains at the forefront of technological innovation. Our advanced Depot Management System (DMS) is fully integrated with Electronic Data Interchange (EDI) and web services, ensuring full compliance with customer requirements, customs protocols, and regulatory standards.

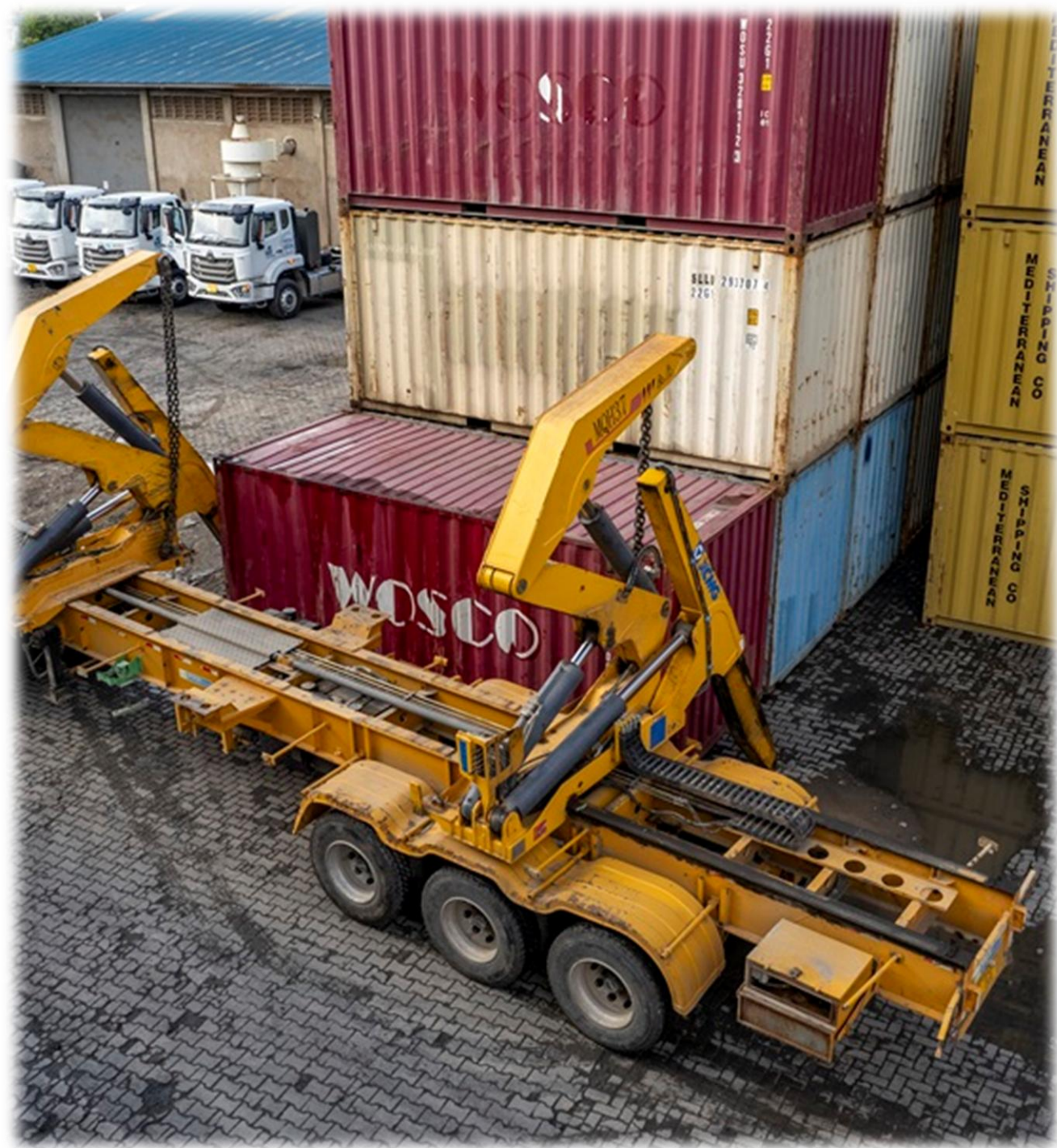
As the company has grown through the years, we have expanded to cross border deliveries, having a fleet of up to 44 trucks and trailers delivering commodities from Dar Port South bound to, as far as Kamoja Copper Mine in the DRC.

Having to expand our vision to cross border business, HESU has gained the necessary skillset to provide Clearing and Forwarding to our valued clients that require our services. We take pride in having an efficient and smooth process for ourselves and our clients.

At Hesu Investments, we don't just store and move cargo—we engineer efficiency, enhance trade flow, and deliver logistics solutions with precision and reliability.

HESU INVESTMENT - ORGANOGRAM





OUR SERVICES



Hesu Investment is a premier logistics and transport company specializing in cross-border and local cargo transportation. With a robust fleet of 120 trucks and trailers, we ensure seamless and reliable deliveries from Dar es Salaam Port to destinations being ICD/CFS to as far as Kamoja Copper Mine in the DRC. Our extensive industry expertise, operational efficiency, and commitment to customer satisfaction position us as a trusted partner for businesses requiring dependable freight solutions.

Strategically located near the Port of Dar es Salaam, Hesu Investment operates with a mission to streamline cargo movement through end-to-end transport solutions. Our transport division is supported by a highly skilled team, real-time tracking systems, and optimized route planning, ensuring timely deliveries while minimizing delays and inefficiencies.

At Hesu Investments, we don't just move cargo—we drive efficiency, enhance trade flow, and deliver tailored logistics solutions with precision and reliability. As we continue expanding, our focus remains on innovation, sustainability, and delivering value-driven transport services to our clients across East and Central Africa.

MARKET ANALYSIS

KEY MARKET TRENDS

The demand for transit Cargo is fueled by the expansion of international trade and the growing need for efficient logistics solutions. Key trends shaping the industry include:

- Globalization: Increased import and export volumes are driving demand for logistics and supply chain services.
- Integrated Logistics Solutions: A rising need for end-to-end supply chain visibility and operational efficiency.
- Sustainability Focus: Growing emphasis on environmentally sustainable practices in container management.

Our primary competitors include Alistair Group, Mainland, Raphael Logistics, Bollore.

TARGET MARKET

We serve a diverse client base, including:

- Importers and exporters utilizing containerized shipping
- Freight forwarders and logistics providers
- Shipping lines and carriers
- Manufacturers and distributors engaged in international trade



PROJECT OBJECTIVES

Strategic Expansion in Transport Operations

As part of our strategic expansion, Hesu Investments is committed to strengthening and enhancing the efficiency of our transport and logistics operations. With a growing fleet of 120 trucks and trailers, we provide reliable cross-border and local freight solutions, ensuring seamless cargo movement from Dar es Salaam Port to destinations across East and Central Africa, including Kamoja Copper Mine in the DRC. Our investment in modern fleet management systems, GPS tracking, and optimized routing positions us as a leader in safe, cost-effective, and timely transportation services.

Economic and Employment Impact

This expansion will increase employment opportunities for skilled and semi-skilled labor within the transport and logistics sector. As we scale operations, we will require additional truck drivers, logistics coordinators, fleet managers, and maintenance personnel, creating direct and indirect jobs that contribute to local and regional economic development. To support this growth, Hesu Investments is investing in a structured fleet maintenance program, ensuring that our vehicles operate at peak efficiency while minimizing downtime and maximizing asset utilization. This initiative also opens opportunities for technical training and skill development in vehicle servicing, logistics management, and supply chain coordination.

Commitment to Local Community Development

At Hesu Investments, we believe that sustainable economic growth is achieved by empowering local talent. Our expansion plan includes structured training programs for truck drivers and fleet supervisors, enhancing safety, compliance, and efficiency in transport operations. Additionally, our logistics growth will stimulate demand for local suppliers, fuel stations, and support businesses, further strengthening Tanzania's position as a key regional trade hub.

By optimizing transport efficiency, reducing lead times, and ensuring seamless cross-border movement, Hesu Investments is not just moving goods—we are driving trade, connecting markets, and fueling economic growth across Africa.

MARKETING PLAN

PRODUCT

Hesu offers a range of value-added services, including cargo tracking, real-time reporting, and customizable logistics solutions. Our offerings extend to container stuffing/destuffing, cargo consolidation, labeling, packaging, and customs clearance. These services are designed to enhance customer experience and optimize supply chain operations, adding measurable value at every stage.

PRICE

We differentiate ourselves by offering competitive, flexible pricing models tailored to the specific needs of our clients. Our pricing strategy is designed to deliver cost-effective solutions without compromising service quality.

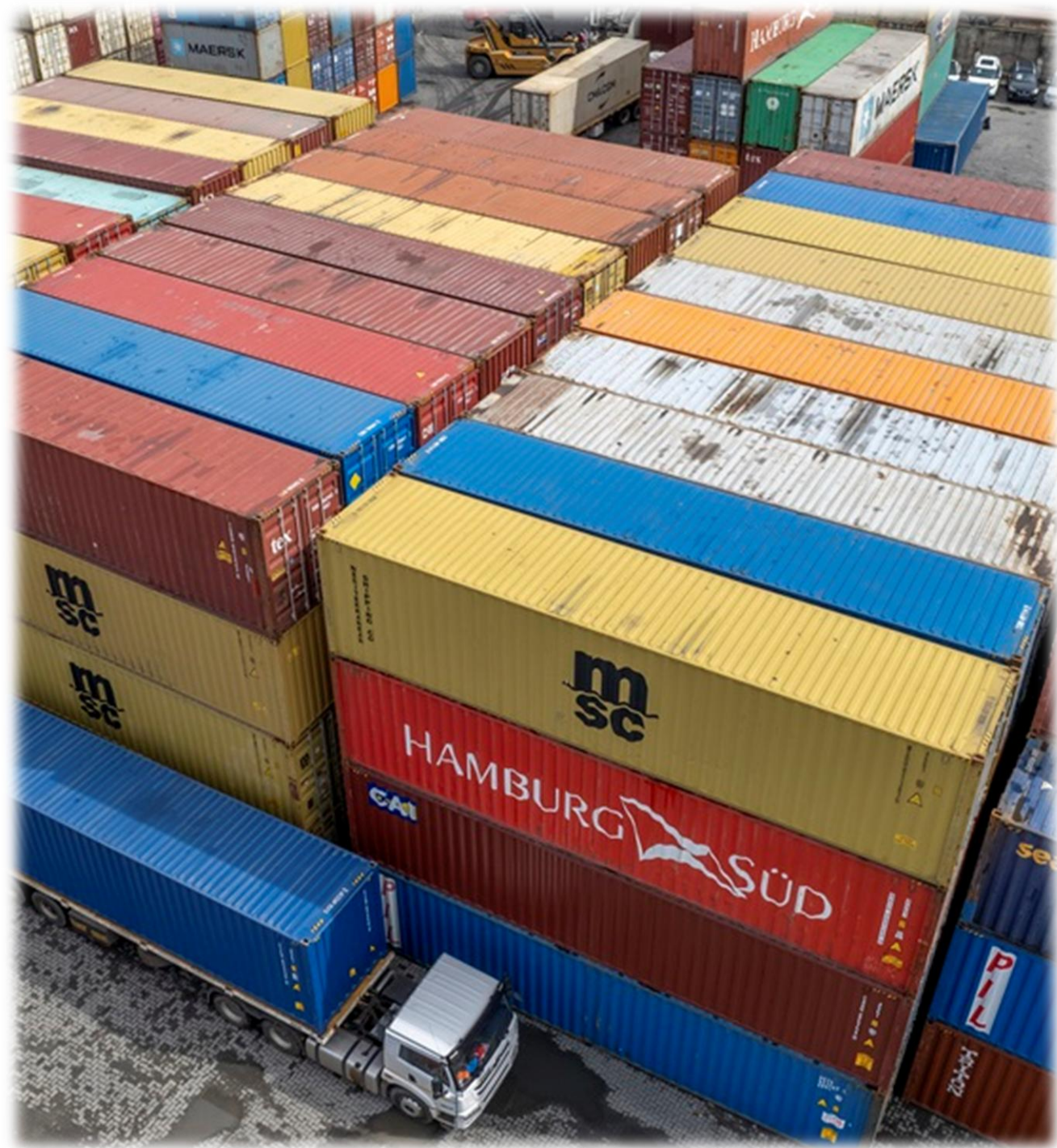
PROMOTION

We will harness the power of digital marketing to expand our market reach and visibility. This includes:

- Optimizing our website for search engines (SEO)
- Leveraging social media platforms for targeted engagement
- Running email marketing campaigns and online advertising to attract specific market segments
- Showcasing our fleet expansion and operational efficiencies as part of our brand story
- Incorporating client testimonials and case studies to build credibility and trust

LOCATION

Hesu is strategically located just 5 km from the port, off Nelson Mandela Road, positioning us as one of the most accessible and efficient inland container terminals. Our proximity to the port allows for faster container turnaround times, reducing delays and enhancing service reliability.



CLIENTS & SUPPLIERS

CLIENTS

Alistair James Company Ltd, Alliance ONE Tobacco Tanzania Limited, Allmol Freight Services Limited, Batmac Company Limited, Bero Company Limited, Cmtl Group Limited, Cnf Tanzania Limited, Express Logistics Ltd, Freedom Freight Forwarders, Freight Forwarders (T) Ltd, Freight World Limited, Furniture Centre (Dsm) Limited, Ganador Logistics International Limited, Goldstar Paints Tanzania Limited, Gulack International Limited, Hamadi Masumbuko Bikoko, Hasa Customs Clearance, Hellmann International Ltd, Hk Freight Forwarders Ltd, Ibex Logistics Ltd, Iceheath Logtech Tanzania Limited, Idia Traders & Logistics Co. Limited, Jamaap Co Limited, Jambo Group Of Company Co Ltd, Karimjee Value Chain Limited, Kassam Freight Ltd, Knauf Gypsum Tanzania Limited, Kuehne + Nagel Limited, Kaysala Company Limited, Lodhia Steel Industries Limited, Lohe Tanzania Limited, Manchinchi Marine Movers Ltd, Marinair Freight Ltd, Martfed Logistics Co. Limited, Nisha Clearing And Forwarding Limited, Nova Esperanca Service Limited, Ntalo Logistics Company Limited, Oceanair Freight Ltd, Omega Group (T) Limited, Oryx Energies Tanzania Ltd, Oryx Gas Tanzania Ltd, Pangani Ascending (Ea) Ltd, Rhino Africa Ltd, Richrens Logistics Ltd, RK Chemicals (Tanzania) Ltd, Sami Agencies Ltd, Super Star Forwarders Ltd, Sure Freight (T) Ltd, United Youth Shipping Co. Ltd, Usangu Logistics Tz Ltd, Yara Tanzania Limited.

SUPPLIERS

Superdoll Trailer Manufacturer, General Petroleum, Fareed Automobile, Amana Truck Parts, Mj Trucks Parts, The Gold Wish Logistics Company Ltd, Mogent Tanzania Limited, Ideal Office Supplies, Mbeleye Oil Filing Station & Co Ltd, Guptauto Spares & Hardware Ltd, Nas Tyres Ltd, Masumin Printways & Stationeries, Mwanza Automobiles, S.R Enterprises.



FINANCE – PROJECTED INCOME STATEMENT

	FY2024	FY2025	FY2026	FY2027	FY2028	FY2029
	TShs	TShs	TShs	TShs	TShs	TShs
Revenue	35,826,883,604	39,409,571,964	43,350,529,161	45,685,582,077	50,254,140,285	56,279,554,313
Other Income	108,227,200	119,049,920	133,216,860	149,069,667	166,808,957	186,659,223
Direct Cost	(16,903,058,917)	(17,683,120,275)	(19,173,030,000)	(19,255,727,000)	(23,816,738,691)	(28,569,855,750)
Gross Profit	19,032,051,887	21,845,501,609	24,310,716,021	26,578,924,744	26,604,210,551	27,896,357,786
Administration cost	(2,041,061,064)	(2,245,167,170)	(2,514,587,231)	(2,263,128,508)	(2,217,865,938)	(2,173,508,619)
Manpower expenses	(5,420,081,010)	(4,574,281,820)	(4,926,853,638)	(4,434,168,274)	(3,990,751,447)	(3,391,676,302)
Operating expenses	(2,823,766,467)	(2,724,625,145)	(2,630,440,888)	(2,940,965,845)	(2,455,964,554)	(2,375,213,327)
Finance costs	(428,251,104)	(429,107,606)	(429,965,821)	(430,825,753)	(431,687,405)	(432,550,779)
Non Operating	(274,836,822)	(307,817,241)	(344,755,310)	(386,125,947)	(432,461,060)	(484,356,387)
Total Operating Expenses	(10,987,996,467)	(10,280,998,982)	(10,846,602,888)	(10,455,214,327)	(9,528,730,403)	(8,857,305,415)
Operating Profit/(Loss) for the Period	8,044,055,420	11,564,502,627	13,464,113,133	16,123,710,417	17,075,480,148	19,039,052,372
Port handling charge - Gain/ (Loss)	1,145,300,847	1,970,488,167	2,078,343,156	1,866,029,206	2,066,029,206	2,066,029,206
Net Operating Profit/(Loss)	9,189,356,267	13,534,990,795	15,542,456,289	17,989,739,623	19,141,509,354	21,105,081,577
Other comprehensive income						
YTD Profit before Tax	9,189,356,267	13,534,990,795	15,542,456,289	17,989,739,623	19,141,509,354	21,105,081,577
GP-Margin	53%	55%	56%	58%	53%	50%
NP-Margin	26%	34%	36%	39%	38%	38%

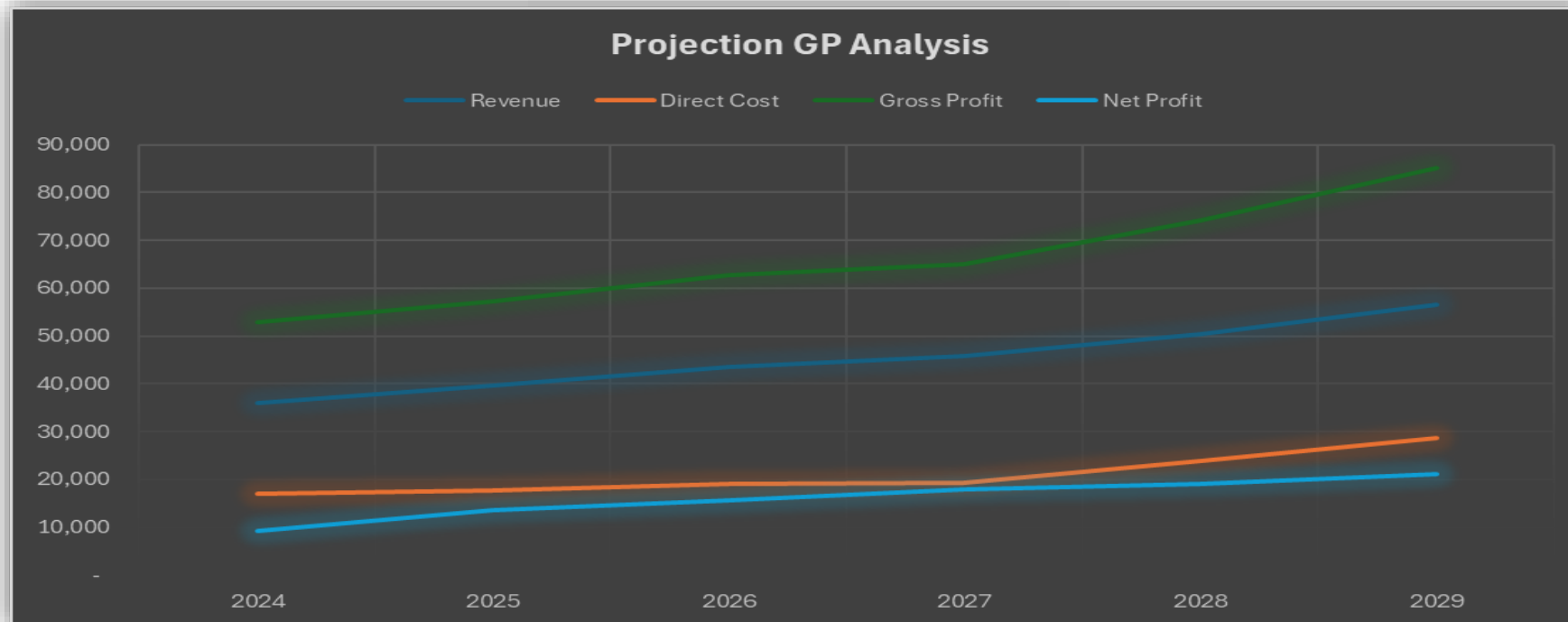
FINANCE – PROJECTED BALANCE SHEET

	2024	2025	2026	2027	2028	2029
	TShs	TShs	TShs	TShs	TShs	TShs
Non current Assest						
Property , Plant and Equipment	4,260,207,667	6,232,632,834	8,386,754,335	9,356,969,154	9,577,250,413	10,534,975,454
Current Assets						
Cash and Bank Balances	1,624,803,190	2,491,863,686	2,281,651,455	5,108,876,069	6,975,920,394	4,349,581,521
Trade debtors	7,662,933,639	5,507,895,170	3,855,526,619	3,349,033,945	3,114,455,632	2,803,010,069
Receivable from Sister companies	3,557,684,618	5,595,062,175	6,763,869,498	4,926,851,180	3,353,299,867	7,548,478,360
Other Receivables	1,075,197,631	938,269,569	638,376,110	675,214,447	646,555,815	217,932,390
Consumable stock	346,815,179	427,250,102	401,615,096	468,463,421	585,016,477	549,915,488
Unamortized Charges	590,490,487	580,403,995	435,302,996	405,126,567	403,660,771	302,745,579
Total current Assets	14,857,924,743	15,540,744,697	14,376,341,775	14,933,565,629	15,078,908,957	15,771,663,407
Total Asset	19,118,132,410	21,773,377,530	22,763,096,110	24,290,534,782	24,656,159,370	26,306,638,862
Equity and Liabilities						
Equity						
Owners Equity	2,592,349,145	2,592,349,145	2,592,349,145	2,592,349,145	2,592,349,145	2,592,349,145
Shareholders' Fund	-	-	-	-	-	-
Retained Earnings	9,189,356,267	13,534,990,795	15,542,456,289	17,989,739,623	19,141,509,354	21,105,081,577
	11,781,705,412	16,127,339,940	18,134,805,434	20,582,088,768	21,733,858,499	23,697,430,722
Non Current Liabilities						
Long term Bank Loans	2,617,360,913	2,031,763,352	1,828,587,017	1,523,822,514	1,219,058,011	551,261,153
Total Non Current Liabilities	2,617,360,913	2,031,763,352	1,828,587,017	1,523,822,514	1,219,058,011	551,261,153
Current Liabilities						
Trade Creditors	429,219,657	386,297,691	347,667,922	302,471,092	241,976,874	159,953,238
Statutory Payable	330,264,415	313,751,194	298,063,635	283,160,453	269,002,430	422,317,417
Other Account Payable	898,462,262	718,769,810	575,015,848	460,012,678	368,010,143	486,529,255
Payable to Sister Companies	526,717,175	421,373,740	337,098,992	269,679,193	215,743,355	285,224,350
VAT Control Account	2,534,402,576	1,774,081,803	1,241,857,262	869,300,084	608,510,058	703,922,725
Total Current Liabilities	4,719,066,085	3,614,274,238	2,799,703,658	2,184,623,500	1,703,242,860	2,057,946,986
Total Equity and Liabilities	19,118,132,410	21,773,377,530	22,763,096,110	24,290,534,782	24,656,159,370	26,306,638,862

FINANCE – PERFORMANCE TREND

(Million TSHs)

Description	2024	2025	2026	2027	2028	2029
Revenue	35,935	39,529	43,484	45,835	50,421	56,466
Direct Cost	16,903	17,683	19,173	19,256	23,817	28,570
Gross Profit	52,838	57,212	62,657	65,090	74,238	85,036
Net Profit	9,189	13,535	15,542	17,990	19,142	21,105



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