

THE BUSINESS PLAN OF
NEXCELLA DYNAMICS LIMITED

EXECUTIVE SUMMARY

NEXCELLA DYNAMICS LIMITED is registered company within the United Republic of Tanzania. The company is a forward-thinking logistics (transportation services) within and across borders. The company is dedicated.

ted to delivering efficient, reliable, and cost-effective transportation solutions. With a strong commitment to innovation and customer service, we specialize in end-to-end logistics, including, distribution and milled delivery services.

Mission

To empower businesses through seamless logistics solutions that enhance supply chain efficiency, reduce costs, and drive customer satisfaction.

Vision

To be a leading logistics partner recognized globally for our reliability, innovation, and commitment to excellence.

Values:

- **Integrity:** We act with honesty and transparency.
- **Innovation:** We embrace creativity and change.
- **Customer-Centricity:** We prioritize the needs and success of our clients.
- **Sustainability:** We are committed to long-term ecological and social responsibility.
- **Collaboration:** We believe in the power of teamwork and open communication.

Services Offered

- Freight transportation (road, sea, and rail)
- Warehousing and inventory management
- Customs clearance and documentation
- Supply chain consulting and optimization
- Freight transport by road and services incidental to land transportation
- Services activities incidental to land transportation.
- Warehouse and storage
- Cargo handling
- Real estate activities with own or leased property
- Management consultancy activities
- Renting and leasing of motor vehicles
- Sale of motor vehicles
- Wholesale of construction materials, hardware, plumbing and heating equipment and supplies

Competitive Advantages

- **Technology-Driven:** Use of advanced tracking systems, route optimization software, and real-time reporting tools.

- **Scalability:** Flexible logistics solutions tailored to businesses of all sizes.
- **Customer-Centric Approach:** Dedicated account managers and 24/7 customer support.
- **Sustainability:** Focus on green logistics and reducing carbon footprint.

Main Objectives

- 4923 - To carry on the business of freight transport by road and services incidental to land transportation
- 5210 - To carry on the business of warehouse and storage.
- 5221 - To carry on the business of services activities incidental to land transportation.
- 5224 - To carry on the business of cargo handling.
- 6810 - To carry on the business of real estate activities with own or leased property.
- 6820 - To carry on the business of real estate activities on a fee or contract basis.
- 7020 - To carry on the business of management consultancy activities.
- 8219 - To carry on the business of photocopying, document preparation and other specialized office support activities.
- 7710 -To carry on the business of renting and leasing of motor vehicles.
- 7730 - To carry on the business of renting and leasing of other machinery, equipment and tangible goods.
- 4721 - To carry on the business of retail sale of food in specialized stores.
- 4722 - To carry on the business of retail sale of beverages in specialized store.
- 4510 -To carry on the business of sale of motor vehicles.
- 4520 - To carry on the business of maintenance and repair of motor vehicles.
- 4530 - To carry on the business of sale of motor vehicle parts and accessories.4620 - To carry on the business of wholesale of agricultural materials, fertilizers and live animals.
- 4653 -To carry on the business of wholesale of agricultural machinery, equipment and supplies.
- 4663 - To carry on the business of wholesale of construction materials, hardware, plumbing and heating equipment and supplies.
- 4641 - To carry on the business of whole sale of textiles, clothing and footwear.
- 1071 - To carry on the business of manufacture of bakery products.

IMPORTANT NOTICE TO BOARD

NEXCELLA DYNAMICS LIMITED Management is commissioning a five (5) years business plan to project the opening. The intent of the plan is to show viability of the services to be offered through transportation within and across the country borders.

The information contained in the Business Plan has been compiled with due professional care and in good faith and reflects prevailing conditions as of the date of publication. No representation or warranty is made regarding the accuracy or completeness of the Plan. Information from other relevant sources have been used to show case the viability of the business, however, no responsibility is admitted, in case inadvertent error or incorrectness is noticed therein.

The Plan is to be treated with the utmost confidentiality, and that information contained is not to be used for any purpose other than the evaluation of the company business prospects arising within its contexts.

The Plan is not to be made available to anyone not directly involved with the decision regarding such participation. By accepting receipt of the Plan, in whole or in part, a third party undertakes not to use any of its contents for any other purpose, in particular, not to copy or distribute the Plan in whole or in part, at any time, except with prior written approval of the shareholders.

The shareholders are under no obligation to consider or accept offers made to them and do not accept any liability for any costs incurred by any other party. Parties who will have access of the Business Plan but have no further interest of Project are requested to return the Plan promptly to NEXCELLA DYNAMICS LIMITED Management. Market analysis

With the growth of e-commerce, globalization, and the increasing demand for efficient supply chains, the logistics industry is poised for rapid expansion. [Your Company Name] is strategically positioned to capitalize on these trends by offering tailored and tech-enabled logistics solutions.

Financial Outlook

We project strong year-over-year growth driven by strategic partnerships, market expansion, and continued investment in technology and infrastructure. Our lean operational model ensures high profitability and scalability.

Marketing Plans

Digital Marketing

- Website Optimization: Rank for terms like "affordable freight services," "last-mile delivery," etc.
- Google Ads & PPC: Target B2B keywords.
- Social Media (LinkedIn, Facebook, Instagram):
- Share success stories
- Highlight real-time delivery experiences
- Promote new routes or services

Email Marketing

- Monthly newsletters

- Service updates
- Promotions & customer loyalty offers

Direct Sales & Outreach

- Sales reps targeting manufacturers and retailers
- Cold calling, email pitches, and networking

Referral & Loyalty Programs

- Offer discounts to clients who refer others
- Volume-based loyalty rewards

Partnerships

- E-commerce platforms
- Warehousing or packaging providers
- Local trade associations

The 4 Ps are critically analyzed as applicable to Kariakoo market for formulation of appropriate market strategies to be used for earning competitive edge in the area. Market plans and strategies are further elaborated in Annex 1

Service Plans

Service planning is a vital function that ensures customers' expectations are met with minimum effort and that the society is able to deliver timely and quality services. Members have to believe and be satisfied with the service and products offered by the society, in terms of adequacy, delivery times, benefits, and affordability.

The Company will strive to ensure quality, smooth and timely delivery of services and products. Solutions will be sought for customers complains were applicable to maintain good corporate image.

SWOT ANALYSIS

The project's SWOT analysis is availed below:

Strengths

The innovation, creativity, strong and skillful leadership and being compliant to the URT Laws will make the company strong and remain the market for a long period of time. business center in Dar Availability and adoption of appropriate strategies geared towards achieving and maintaining operational and financial sustainability will see growth of the company over the long run.

The Government's commitment and promotion of local and foreigner investors for poverty reduction and employment creation is our target.

Competence Areas

- Management Skills
- Analytical Skills
- Community entry Skills
- Ability to communicate.

Weakness

Other logistic companies have failed to capture wide area of operation especially within the country. They are only targeting foreign markets leaving the local unsatisfied.

Opportunities

- Gateway to East and Central Africa: Tanzania borders 8 countries and has access to landlocked markets like Rwanda, Burundi, Uganda, Zambia, and the DRC.
- Dar es Salaam Port: One of the busiest and most strategic ports in East Africa. Increasing investment in port expansion improves trade flow.
- Bagamoyo Port Project: If completed, this could become one of Africa's largest ports, offering major long-term logistics potential.
- Import/Export Growth: Increased demand for logistics services due to growth in agricultural
- Tanzania's economy is heavily reliant on agriculture (about 25% of GDP).
- There's a high demand for cold chain and farm-to-market logistics, especially for perishable goods like fruits, vegetables, and seafood.
- Projects like the East African Crude Oil Pipeline (EACOP) and mineral exports (gold, tanzanite, lithium) create demand for heavy cargo and specialized logistics.

Threat

Road and Rail Projects: Projects like the Standard Gauge Railway (SGR) connecting Dar es Salaam to Mwanza, Dodoma, and beyond will reduce transit times and boost cargo volumes.

Threats such as political unrest, armed conflict, terrorism, riots or insurrection may cause strategic, financial, and personnel loss to the company.

The market consists many competing companies operating hence posing challenge to our company especially in foreign markets.

High volatility in foreign exchange and inflation may cause significant challenge to the company as it may be financially affected as they import products from abroad.

Any move by the Government to implementation unfriendly policy decisions in fiscal, monetary, trade, investment, industrial, income, labor, may threaten company operation.

Any happening of downturns, financial or economic in Tanzania may have bitter repercussions in markets.

Business analysis

Social and economical

The Project would help to:

The company will avail services to customers/member next door. Create employment direct and indirectly to the citizens of URT.

PESTLE ANALYSIS

PESTLE analysis is tool used to analyze factors surrounding and impacting the business.

Politically

- There is a positive influence result from various business regulations that supports investors from within and outside URT.
- Tanzania enjoys peaceful business environment where businesses such as logistic companies can compete fairly.
- There is strong political will and cooperation between government and private sector in promoting large investment.

Economically,

- Tanzania has declining Bank and financial institutions lending interest rates some attracting single digit.
- Foreign exchange rate is volatility due to dollar rate fluctuations and current inflation rate is 3%, these impact traders who import products for resale.
- Long term, the economy of the country looks good with more Government involvement in infrastructural developments, minerals, oil and gas exploitation, and Industrialization promotion creating more business improvement, human resources development and skills base development.
- Dar es Salaam the market of logistic company is a commercial capital city of Tanzania posing potential opportunity business development.

Socio-cultural

- Logistic companies support social and cultural ventures for member by provision of finance pool where they are able to take loans at affordable interest rates.
- Social pages in internet promotes huge interactions between majority of population socially creating medium of communication even for members where services and products may easily be discussed positively hence attracting more clients .
- Demographic trends indicate a potential availability of human resources at a price which is fair.

Technology,

- Technology is key in improving competitiveness and especially in the provision of accurate and prompt services and public accessing business service offering.
- Development and existence of Satellite and mobile phones facilitate communication ease with members, customers and suppliers who are widely scattered in the market.
- Increased computer usage and automation improves communication, loans accounting, payroll, sales analysis etc
- Information systems and the company Internet web page will expose company products

nationally and internationally.

- CCTVs cameras and system help to ensure safety of company vehicles, office equipment and documents, and un-authorized intrusions

Legally,

Tanzania Laws, policies and regulations are continuously changing to reflect the need of business community including Logistics and Public at large.

Environmentally,

Always adhere to all national and international regulations concerning environment aspects in which the company will operates.

Geographically Tanzania has experienced less risks and damages resulting from Rainfalls, hurricanes, earthquakes, volcanic activity etc., which may pose threat or disturbance on company operations.

The Marketing Strategy - 4 P's

This brings in the importance of a facility such as the expected customers' needs.

It thus follows the viability of the market, developing appropriate market strategies to serve customers alike, and be in a position to beat competition. The broad marketing strategy is subdivided in for 4 Ps that is, Pricing, Product/service, Place and Promotion. These are briefly discussed in this section and more analysis,

Pricing Strategy

Continuously seek to increase revenues where appropriate to ensure that its products are priced competitively. By optimizing pricing giving affordable and economic prices to its customers, establishing and maintaining a health foundation for its company growth and sustainability.

Product Strategy

- Mobile and web-based tracking systems with live updates
- SMS alerts for rural clients or those with limited internet
- Refrigerated trucks for fresh produce, seafood, dairy, and medicine
- Short- and long-term storage options
- Pick, pack, and ship services
- Offer in-house or partner clearance services for imports and exports.
- Target busy importers who struggle with delays and bureaucracy.
- Full-service cargo pickup from Dar es Salaam Port or Tanga Port to inland cities or neighboring countries.

Promotion Strategy

The company shall make itself known in the market by promoting of its services and products using various channels both digital and analog.

Place (Distribution) Strategy

The company has planned to reach wide arrears of operation within and outside of URT by ensuring that it creates awareness through the its outlets and agents nondifferent localities of the URT.

Sales Strategy

Excellence in quality products offering is the first step toward repeat sales and a key to closing the doors to competitors.

Competition

Competition Analysis using Porter 5 Forces Model assures the company is able to obtain profits above industry average level through building a sustainable competitive advantage at local market.

Competition among existing firms. The market has high number of competitors, creating stiff competition among societies.

Threat of substitute products: The threat of substitute products is low. Products are more attractive when compared to other service providers. Customers prefer affordable prices as compared to expensive one.

Strength of buyers: Buyer bargaining power is high because availability of many service providers in the market.

Strength of suppliers: Strength of suppliers is high because they operate on a regulated business with bylaws to serve members and customers hence no individual bargaining when supplying products in the market.

Human Resources Plans

Human resources is key asset of the company; with proper usage and management the branch is set achieve its business objectives as planned. The branch staff recruitment will be commensurate with the required qualification for each job and further in-house staff trainings will be carried where necessary. Branch Organization structure is completed with clear roles and responsibilities, and performance management culture will be installed. Performance management will form basis of awarding bonuses and future salary reviews.

Suggestions and staff complain will be encouraged and collected from staff and manager, an at all levels, to help in surfacing issues that may promote developmental changes in business process and/or culture and also in identifying those constraints that will need to be overcome for successful implementation.

Skills training will be enhanced to improve competence levels of human resource. The branch will employ 4 people including manager of the branch. Organization structure is provided in Annex 3.

Financial Plans

- **Investment costs and Sources of Finance**

The company expects to spend over TZS 2billion to make their initial investment in the business. The source of finance for the company is from the shareholders of the company and

borrowing from financial institutions. The shareholders are able to raise over TZS 2billion and are able to borrow over TZS 800million.

- **Working Capital**

Working capital needs include operations costs such as staff salaries, office rent and other administrative expenses. The company has enough capital in circulation to finance its operations.

Non-Current Assets

The company plans to spend over TZS 2billion to acquired vehicles of different capacities which will be used by the company for its operations.

Depreciation

All tangible non-current assets are depreciated on a reducing balance basis. Company vehicles will be depreciated at the annual rate of 20%

Projected statement of income

During projected period, the sources of income shall be derived from sales of company products and services. On the basis of the assumptions used, the Profit & Loss Account shows positive retained net earning after-tax.

Cash flow projections

Cash flow projections show a positive overall net cumulative cash position throughout the five years period under review.

The Company cash flow is entirely regulated by the incoming flow of funds from operations, which are made to correspond with outflows of funds into investments in expenditures.

Statement of financial position projections

Projected statement of financial position has been attached at the end of this document.

Capacity of the project

The company expects to acquire Heavy Trucks for long-haul & cross-border and Light/Medium Trucks & Vans for regional and urban deliveries. The acquisition of these trucks are expected to consume more than fifty percent of the investment costs.

Conclusion

NEXCELLA DYNAMICS LIMITED is building the logistics infrastructure of the future. With a strong foundation in operational excellence, a commitment to innovation, and a customer-first mindset, we are set to become a trusted logistics partner for businesses worldwide.

Permit and certifications

3. License, Permits and Regulations Required
 - a) Trading license
 - c) OSHA Certification
 - d) Tax Clearance Certificate

NEXCELLA DYNAMICS LTD					
PROJECTED STATEMENT OF FINANCIAL POSITION FOR THE YEARS 2025-2029					
FIGURES TZS '000'					
ASSETS	31.12.2025	31.12.2026	31.12.2027	31.12.2028	31.12.2029
NON-CURRENT ASSETS					
Trucks	6,448,000.00	5,803,200.00	5,222,880.00	4,700,592.00	470,059.20
Investments	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
TOTAL	6,458,000.00	5,813,200.00	5,232,880.00	4,710,592.00	480,059.20
CURRENT ASSETS					
Cash at bank	468,034.48	2,503,210.72	2,709,546.56	2,902,287.51	6,841,340.29
Account receivables	1,811,461.19	1,103,825.65	2,610,245.90	4,782,137.57	9,250,769.27
TOTAL	2,279,495.68	3,607,036.37	5,319,792.46	7,684,425.08	16,092,109.57
TOTAL ASSETS	8,737,495.68	9,420,236.37	10,552,672.46	12,395,017.08	16,572,168.77
EQUITY & LIABILITIES					
EQUITY					
Share capital	2,350,000.00	2,350,000.00	2,350,000.00	2,350,000.00	2,350,000.00
Retaining earnings	2,041,340.08	3,145,165.74	4,651,585.99	6,823,477.65	11,292,109.36
	4,391,340.08	5,495,165.74	7,001,585.99	9,173,477.65	13,642,109.36
LIABILITIES					
NON-CURRENT LIABILITIES					
Loan	4,278,865.60	3,850,979.04	3,465,881.13	3,119,293.02	2,807,363.72
CURRENT LAIBILITIES					
Accounts payables	1,200.00	1,320.00	1,518.00	1,821.60	2,185.92
WHT on Rentals	3,000.00	3,300.00	3,795.00	4,554.00	5,464.80
WHT on Security Services	90.00	99.00	113.85	136.62	163.94

WHT on Accountancy fee	60.00	66.00	75.90	91.08	109.30
WHT on Marketing expenses	60.00	66.00	75.90	91.08	109.30
PAYE on Director remunerations	21,600.00	23,760.00	27,324.00	32,788.80	39,346.56
Social Security Contributions	32,400.00	35,640.00	40,986.00	49,183.20	59,019.84
SDL	5,670.00	6,237.00	7,172.55	8,607.06	10,328.47
WCF	810.00	891.00	1,024.65	1,229.58	1,475.50
OSHA	2,400.00	2,712.60	3,119.49	3,743.39	4,492.07
	67,290.00	74,091.60	85,205.34	102,246.41	122,695.69
TOTAL EQUITY & LIABILITIES	8,737,495.68	9,420,236.37	10,552,672.46	12,395,017.08	16,572,168.77

NEXCELLA DYNAMICS LTD						
PROJECTED STATEMENT OF INCOME FOR THE YEARS 2025-2029- FIGURES TZS '000'						
DETAILS	31.12.2025	31.12.2026	31.12.2027	31.12.2028	31.12.2029	TOTAL
Sales Revenue	17,993,832.88	20,692,907.82	24,831,489.38	31,039,361.72	40,351,170.24	134,908,762.04
ADMNISTRATION EXPENSES						
Purchases of fuel and spares	12,287,726.36	13,516,499.00	15,543,973.85	18,652,768.61	22,383,322.34	82,384,290.16
Salaries and wages	162,000.00	178,200.00	204,930.00	245,916.00	295,099.20	1,086,145.20
Social Security Contributions	32,400.00	35,640.00	40,986.00	49,183.20	59,019.84	217,229.04
SDL	5,670.00	6,237.00	7,172.55	8,607.06	10,328.47	38,015.08
WCF	810.00	891.00	1,024.65	1,229.58	1,475.50	5,430.73
OSHA	2,466.00	2,712.60	3,119.49	3,743.39	4,492.07	16,533.54
Rent	30,000.00	33,000.00	37,950.00	45,540.00	54,648.00	201,138.00
Communication	1,440.00	1,584.00	1,821.60	2,185.92	2,623.10	9,654.62
Electricity and water	648.96	713.86	820.93	985.12	1,182.15	4,351.02
Transport & traveling	31,222.47	34,344.71	39,496.42	47,395.70	56,874.84	209,334.14
Stationery and Printing	272.56	299.82	344.79	413.75	496.50	1,827.43
Bank charges	3,817.08	4,198.79	4,828.61	5,794.33	6,953.20	25,592.01
Security	1,800.00	1,980.00	2,277.00	2,732.40	3,278.88	12,068.28
Flight Expenses	3,000.00	3,300.00	3,795.00	4,554.00	5,464.80	20,113.80
Accountancy Fees	1,200.00	1,320.00	1,518.00	1,821.60	2,185.92	8,045.52
Finance charges	1,689,379.37	1,858,317.30	2,137,064.90	2,564,477.88	3,077,373.46	11,326,612.91
Depreciation	1,612,000.00	1,773,200.00	2,039,180.00	2,447,016.00	2,936,419.20	10,807,815.20
Meals & Food	12,000.00	13,200.00	15,180.00	18,216.00	21,859.20	80,455.20
Internet expenses	1,440.00	1,584.00	1,821.60	2,185.92	2,623.10	9,654.62
Director Remuneration	72,000.00	79,200.00	91,080.00	109,296.00	131,155.20	482,731.20
Marketing expenses	1,200.00	1,320.00	1,518.00	1,821.60	2,185.92	8,045.52
TOTAL EXPENSES	15,952,492.80	17,547,742.08	20,179,903.39	24,215,884.07	29,059,060.88	106,955,083.22
Net profit/loss before tax	2,041,340.08	3,145,165.74	4,651,585.99	6,823,477.65	11,292,109.36	27,953,678.82
Tax charges	612,402.03	943,549.72	1,395,475.80	2,047,043.30	3,387,632.81	8,386,103.65
Net profit/loss after tax	1,428,938.06	2,201,616.02	3,256,110.19	4,776,434.36	7,904,476.55	19,567,575.17

NEXCELLA DYNAMICS LTD					
PROJECTED STATEMENT OF CASH FLOW FOR THE YEARS 2025-2029					
FIGURES TZS '000'					
CASH FLOW FROM OPERATING ACTIVITIES	31.12.2025	31.12.2026	31.12.2027	31.12.2028	31.12.2029
Net profit/ Loss before interest & tax	2,041,340.08	3,145,165.74	4,651,585.99	6,823,477.65	11,292,109.36
Adjustments for:					
Depreciation on property, plant and equipment	1,612,000.00	1,773,200.00	2,039,180.00	2,447,016.00	2,936,419.20
	3,653,340.08	4,918,365.74	6,690,765.99	9,270,493.65	14,228,528.56
Changes in working capital:					
Increase/ Decrease in trade and other receivables	(1,811,461.19)	(707,635.54)	(1,506,420.25)	(2,171,891.67)	(4,468,631.70)
Increase/ Decrease in tax payable	67,290.00	312.60	11,113.74	17,041.07	20,449.28
Income Tax paid	(1,612,000.00)	(1,747,980.00)	(4,604,025.74)	(6,576,313.99)	(5,529,364.05)
Net cash flow from operating activities	297,168.89	2,463,062.80	591,433.74	539,329.07	4,250,982.08
CASH FROM INVESTMENT					
Cash paid for purchase of property, plant and equipment	(6,448,000.00)				
Investments	(10,000.00)				
Net cash flow from investing activities	(6,458,000.00)	-	-	-	-
CASH FLOW FINANCING ACTIVITIES					
Capital introduced	2,350,000.00				
Loan repayments	4,278,865.60	(427,886.56)	(385,097.90)	(346,588.11)	(311,929.30)
Net cash flow from financing activities	6,628,865.60	(427,886.56)	(385,097.90)	(346,588.11)	(311,929.30)
Net Increase/ Decrease in cash and cash equivalents	468,034.48	2,035,176.24	206,335.84	192,740.95	3,939,052.78
Increase/(decrease) in cash and cash equivalents at start	-	468,034.48	2,503,210.72	2,709,546.56	2,902,287.51
Increase/(decrease) in cash and cash equivalents at year end	468,034.48	2,503,210.72	2,709,546.56	2,902,287.51	6,841,340.29