



Business Plan

Ocean Road Logistics Company Limited

Project Title: Ocean Road Logistics Modern Fleet Expansion Project

Location: Dar es Salaam, Tanzania

Registration No: 180-582-924

TIN No: 180-582-924

Date: May 2025

1. Executive Summary

Ocean Road Logistics Company Limited is a Tanzanian logistics firm with extensive experience in coordinating cargo transport across Tanzania and its neighboring countries. Initially established as a transport brokerage company, we have successfully grown by building deep industry networks, trusted client relationships, and a reputation for reliability.

In 2025, we are transitioning into a new phase—investing in our own transportation fleet. This project, "Ocean Road Logistics Modern Fleet Expansion Project," marks Phase 1 of our long-term growth strategy. Our objective is to import and operate an initial fleet of horsepower units, reducing our dependency on third-party transporters, and increasing efficiency, service quality, and regional competitiveness.

We are applying for investment incentives through the Tanzania Investment Centre (TIC), specifically requesting zero import duty for the horsepower units. These incentives will significantly lower our capital entry cost, enabling us to accelerate growth, create employment, and improve logistics service delivery across East Africa.

2. Investment Objective

Our investment objective is to establish a fleet-based logistics company by acquiring and operating our own horsepower trucks. This foundational investment will empower Ocean Road Logistics to:

- Expand operational capacity
- Improve service control and dependability
- Access larger and more profitable contracts
- Reduce long-term operating costs
- Create sustainable employment opportunities

3. Sector and Products

- **Sector:** Transportation and Logistics
- **Product/Service:** Regional cargo transportation services
- **Primary Route Corridors:** Dar es Salaam to Rwanda, Burundi, Uganda, Zambia, and DRC
- **Supporting Infrastructure:** Parking yard, fleet servicing area, operations office (future phase)

4. Investment Cost & Sources of Finance

Total Project Cost (Phase 1 & 2 – 2025–2026): TZS 8.6 Billion

Item	Estimated Cost (TZS)
Importation of Horsepower Units and 50 trucks	7,500,000,000
Registration, Insurance & Licensing	500,000,000
Initial Fuel, Maintenance & Tools	300,000,000
Staff Recruitment & Training	80,000,000
Yard Leasing & Setup	120,000,000
Operational Systems & Technology	100,000,000
Total	8,600,000,000

Sources of Finance:

- Equity Investment (Founders and Partners): TZS 600 Million
- Loan Facility (Commercial Bank): TZS 1 Billion
- Profits from the continuing business
- TIC-Incentivized Relief (Zero Import Duty & VAT Deferment): TZS 800 Million equivalent value

5. Job Creation

The project will directly and indirectly create jobs across different skill levels:

Job Category	Number of Jobs
Truck Drivers	50
Mechanics & Support	40
Administrative Staff	5
Security & Yard Staff	8
Indirect Jobs (suppliers, fuel vendors, etc.)	35+

6. Sources of Supply of Inputs

- **Horsepower and Trucks:** Sourced from global manufacturers (e.g., Volvo, Scania, FAW)
- **Fuel:** Sourced from local distributors like Puma, TotalEnergies, and Oryx
- **Maintenance Supplies:** Local spare parts vendors and authorized dealers
- **Drivers & Technicians:** Sourced through certified training centers in Tanzania

7. Marketing Plan

- **Target Clients:** Manufacturers, FMCGs, importers/exporters, NGOs, and regional trade companies
- **Brand Positioning:** Reliable, safe, affordable, and professional logistics partner
- **Marketing Channels:**
 - Direct sales team
 - Industry networks and referrals
 - Online presence (website, social media)
 - Participation in regional logistics expos

Customer Retention Strategy:

- Digital cargo tracking for transparency
- 24/7 customer support
- On-time delivery guarantees

8. Implementation Schedule

Activity	Timeline
Finalize TIC application & approvals	June 2025
Secure financing	July 2025
Order & Import Horsepower Units	August–Sept 2025
Set up parking yard & office	September 2025
Recruit & train staff	October 2025
Begin operations	November 2025

9. Capacity of the Project

- **Initial Truck Fleet:** 50 Horsepower Units & trucks
- **Transport Capacity:** Up to 30,000 tons/month (based on round trips)
- **Geographic Coverage:** Tanzania, Rwanda, Burundi, Uganda, Zambia, DRC, Malawi, Mozambique

10. Financial Projections (2025–2029)

Year	Revenue (TZS Millions)	Operating Costs	Net Profit	Fleet Size
2025	1,800	1,350	450	50
2026	3,000	1,950	1,050	50
2027	3,600	2,160	1,440	55
2028	4,200	2,470	1,730	60
2029	4,800	2,700	2,100	60

11. Sources of Income

- **Cargo Transportation Fees:** The core income, billed per ton/km or per consignment.
- **Fleet Leasing:** Short-term leasing of trucks to vetted third-party operators.
- **Logistics Brokerage:** Continued service to match excess cargo with trusted carriers.
- **Warehousing & Yard Storage (Future Phase):** Revenue from temporary storage services.
- **Vehicle Servicing (Future Phase):** Maintenance services offered to third-party fleets.

12. Conclusion

Ocean Road Logistics is ready to move from strength to strength by investing in assets that will elevate its service offering, boost local employment, and contribute to Tanzania's regional logistics leadership.

We seek the support of the Tanzania Investment Centre to make this transformation a reality through strategic incentives, especially the exemption of import duties on horsepower trucks. This support will not only de-risk our growth but will also accelerate our contribution to national development objectives such as industrialization, infrastructure, and trade facilitation.

Submitted by:

Ocean Road Logistics Company Limited
Dar es Salaam, Tanzania

