

BUSINESS PLAN

G-RAFFAS CARS TANZANIA LIMITED

Car Rental & Car Hire Services

1. Executive Summary

G-RAFFAS CARS Tanzania Limited is a proposed car rental and car hire company to be established in Tanzania, offering reliable, affordable, and high-quality vehicle rental services to corporate clients, tourists, NGOs, government institutions, and private individuals. The company will operate a modern fleet of well-maintained vehicles ranging from economy cars to SUVs and executive vehicles.

The business will be launched with an initial capital investment of **TZS 1,000,000,000 (One Billion Tanzanian Shillings)**. The funds will be primarily used to acquire vehicles, set up operations, and hire skilled staff, marketing, and working capital.

Our mission is to become a trusted mobility solutions provider in Tanzania, known for professionalism, safety, and customer satisfaction.

2. Company Description

- **Company Name:** G-RAFFAS CARS Tanzania Limited
 - **Business Type:** Limited Liability Company
 - **Industry:** Transport & Logistics – Car Rental and Hire
 - **Location:** Tanzania (initial operations in Dar es Salaam with expansion to Arusha, Mwanza, and Zanzibar)
 - **Services:**
 - Self-drive car rental
 - Chauffeur-driven car hire
 - Corporate fleet leasing
 - Airport transfers
 - Long-term vehicle hire
 - Tourist and safari transfers (non-safari focused)
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3. Vision, Mission & Objectives

Vision

To be among the top five most reliable car rental companies in Tanzania.

Mission

To provide safe, affordable, and convenient vehicle rental services while maintaining high customer service standards and operational efficiency.

Objectives

- Achieve operational break-even within 18–24 months
 - Build a fleet of over 40 vehicles within 3 years
 - Secure long-term contracts with corporate and institutional clients
 - Maintain fleet utilization rate above 70%
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4. Market Analysis

Industry Overview

The car rental market in Tanzania is driven by: - Growing tourism sector - Increasing business travel - NGO and government project mobility needs - Rising demand for short-term and long-term vehicle hire

Target Market

1. Corporate companies
2. NGOs & international organizations
3. Government institutions
4. Tourists (local & international)
5. Individuals (weddings, events, personal travel)

Competitive Advantage

- New, well-maintained fleet
 - Competitive pricing
 - Flexible rental packages
 - Professional drivers
 - Strong customer service focus
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5. Services Offered

Service	Description
Self-Drive Rental	Daily, weekly, and monthly rentals
Chauffeur-Driven Hire	Vehicles with professional drivers
Corporate Leasing	Long-term contracts (6–36 months)
Airport Transfers	Pick-up and drop-off services
Event Car Hire	Weddings, conferences, VIP transport

6. Operations Plan

Fleet Composition (Initial)

- Economy cars (Toyota Axio, Vitz): 10
- SUVs (Toyota Prado, Fortuner): 8
- Mid-size sedans (Toyota Premio, Camry): 6
- Vans (Hiace): 4
- Executive vehicles (Land Cruiser, Lexus): 2

Total Vehicles: 30

Location

- Head office & yard: Dar es Salaam
- Parking yard with security
- Office with booking and administration desk

Operating Hours

- 24/7 bookings (online & phone)
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7. Marketing & Sales Strategy

Marketing Channels

- Company website & online booking
- Social media (Instagram, Facebook, LinkedIn)
- Google Ads & SEO
- Partnerships with hotels, travel agents & tour operators
- Corporate sales visits

Pricing Strategy

- Competitive market pricing
 - Discounts for long-term rentals
 - Corporate contract pricing
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8. Management & Staffing

Key Personnel

- Managing Director
- Operations Manager
- Fleet/Mechanical Supervisor
- Finance & Administration Officer

- Drivers (10–15)
- Sales & Marketing Officer

9. Legal & Regulatory Requirements (Tanzania)

- Company registration (BRELA)
- TIN & Tax registration
- Business license
- Motor vehicle insurance (comprehensive)
- Drivers with valid PSV licenses
- TRA compliance

10. Financial Plan

Capital Allocation (TZS 1 Billion)

Item	Amount (TZS)
Vehicle Purchase (30 cars)	750,000,000
Office setup & yard	60,000,000
Insurance & registration	40,000,000
Marketing & branding	30,000,000
Staff recruitment & training	40,000,000
Working capital	80,000,000
Total	1,000,000,000

Revenue Projections (Year 1 – Summary)

- Average daily rental per vehicle: TZS 150,000
- Average utilization: 65%
- Estimated annual revenue: TZS 1.0 – 1.2 Billion

Expected Net Profit Margin

- 18% – 25% after full operation stabilization

11. Risk Analysis & Mitigation

Risk	Mitigation
Vehicle damage	Comprehensive insurance
Low utilization	Strong marketing & corporate contracts
Fuel price fluctuation	Cost pass-through pricing
Competition	Service differentiation

12. Growth & Expansion Plan

- Expand fleet annually using retained earnings
- Open branches in Arusha & Zanzibar
- Introduce mobile app booking
- Add luxury & electric vehicles (long-term)

13. Conclusion

G-RAFFAS CARS Tanzania Limited is a viable and profitable business opportunity supported by strong market demand and a well-structured operational and financial plan. With proper management and customer-focused service delivery, the company is positioned for sustainable growth and long-term success.

Prepared for investment and operational use.