

Business Name: GRAJO/MALGA BUSINESS ENTERPRISES

TIN: 106-410-828

Location: Dar-es-salaam Tanzania.

Business Type: Freight and Logistics Transportation

Owner(s): Joseph Malalia Mmassy

Business Structure: Sole Proprietor

Mission Statement:

To provide reliable, timely, and secure freight transportation services across the Tanzania while maintaining exceptional customer service and operational efficiency.

Objectives:

- Launch operations with 2 trucks within the first year
 - Secure contracts with at least 3 major distribution companies
 - Achieve Tshs 100,000,000/= in revenue by year two
 - Maintain a 98% on-time delivery rate
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2. Business Description

Industry Overview:

The Tanzania freight transportation industry is essential to supply chains, expected to grow by more 2030. There's growing demand for regional delivery solutions due to e-commerce and just-in-time inventory models.

Company Overview:

Grajo/Malga Business Enterprises will specialize in regional freight hauling, offering dry van transport services to retailers, wholesalers, and manufacturers. Services include same-day, overnight, and scheduled deliveries.

3. Market Analysis

Target Market:

- Manufactures
- Mining companies.
- Retail chains
- Warehouses and distribution centers.

Market Trends:

- Increased demand for real-time tracking and faster delivery
- Shift toward green logistics
- Rising fuel and compliance costs

Competitive Advantage:

- Modern GPS-tracked fleet
 - Experienced drivers
 - Personalized customer service
 - Competitive pricing
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4. Services Offered

- Regional Freight Delivery
- Scheduled Contract Hauling
- Expedited (Same-Day) Delivery
- Fleet Leasing and Dedicated Logistics

Optional Services:

- Freight consolidation
 - Reverse logistics
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5. Marketing and Sales Strategy

Branding & Online Presence:

- Professional website with real-time quote feature
- Active social media accounts for branding
- Branded trucks and uniforms

Sales Channels:

- Direct outreach to businesses
- Online lead generation

Promotion Strategy:

- Google Ads & LinkedIn marketing
 - Participation in logistics trade shows
 - Referral discounts for recurring clients
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6. Operations Plan

Start-up Needs:

- 5 Freightliner trucks
- Dispatch software
- Bigger Office space and equipment and warehouse.

Day-to-Day Operations:

- Dispatch coordination
- Maintenance schedule
- Driver compliance (hours of service)
- Fuel management

Staffing Plan:

- 1 Operations Manager
 - 5 Drivers
 - 1 Dispatcher
 - 1 Sales/Customer Service Rep
 - 1 Administration officer.
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7. Management and Organization

Owners: Joseph Malalia Mmassy

Advisors: Logistics consultant, accountant, legal advisor

Organizational Structure:

- CEO (Owner)
 - Operations Manager
 - Drivers
 - Dispatcher

8. Financial Plan

Startup Costs:

Expense	Amount
Truck Purchase (5 units)	
Licensing & Permits	
Insurance	
Marketing	
Office Setup	
Working Capital	
Total	

Revenue Projections:

- Year 1: Tzs 50,000,000
- Year 2: Tzs 100,000,000
- Year 3: Tzs 200,000,000

Break-even Point: Estimated 18 months

9. Appendix

- Bank statement
- Sample contracts
- Rental contract
- Tax clearance
- TISEZA fees proof of payment
- Business TIN certificate
- Business registration documents