

GT OCEAN TRANSPORTATION LIMITED

GT OCEAN TRANSPORTATION LIMITED

BUSINESS PLAN

FOR

PROVIDING LOGISTICS SERVICES AND OTHER

SUPPORTING SERVICES

GT OCEAN TRANSPORTATION LIMITED

1.0 EXECUTIVE SUMMARY.

GT OCEAN TRANSPORTATION LIMITED is a private business company incorporated in the United Republic of Tanzania with Certificate of incorporation No.140985546 issued on 7th February, 2020,

The proposed business plan is therefore a result of knowledge and experience that has been accumulated over 15 years, the proposed logistics services will be located in Dar es Salaam. To succeed GT OCEAN TRANSPORTATION LIMITED must prioritize keeping up with infrastructure managing costs effectively building strong customer relationships and ensuring flexibility in operations.

1.1 COMPANY BACK GROUND BRIEF

GT OCEAN TRANSPORTATION LIMITED is an agile player in the logistics industry dedicated to enhancing worldwide supply chains through advanced technology, collaborations, and top-notch customer support. This logistics business plan aims to establish our framework for expanding our operations and meeting market demands effectively.

GT OCEAN TRANSPORTATION LIMITED the company is owned by three shareholders, these are reputed international businessmen with vast experience in logistics industry.

Name	% of Shares	Nationality
NING DONG	90	Chinese
YUE YIN	5	Chinese
JIANJUN YAO	5	Chinese

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All the directors of the company are therefore well versed people in the business operations, having been engaged in the business for a period ranging between 10 to 20 years, Equiped with the wide experience in the business as explained above, the direcors of the company are optimistic of successful implementation of the proposed project.

1.2 LOCATION.

The new project is located at **Plot No. 162/38 Corner of Mirambo Street and Samora Avenue, Ilala District, Dar es Salaam Region.**

1.3 MISSION

Prompt and professionally high-quality service delivery to customers, aimed at ensuring that they realize the highest value for money, thereby increasing the market share and seizure of every available opportunity for the company's growth.

At GT OCEAN TRANSPORTATION LIMITED is on a mission to transform global supply chains in Tanzania. By providing logistics solutions that are efficient, dependable, and eco-friendly, we aim to promote growth and connectivity for businesses around the world.

1.4 Core Values

Service provision with commitment, integrity and creativity while treating each customer as if they were the company's only customer.

1.5 BANKERS

The company is currently maintaining various banks in account by the following banks.

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1.6 **AUDITED REPORTS**

GT OCEAN TRANSPORTATION LIMITED is planning to maintain good financial reports which are audited by reputable auditor firm

2.0 **BASIS OF THE BUSINESS PLAN**

A study based on rapid appraisal surveys was conducted prior to, and as the basis of preparation of this plan, the surveys were based on the following objectives and approach

2.1 **Study Objectives:**

- a) To analyze the relevant market and other factors impacting upon the global logistics in the short-, medium- and long-term requirements
- b) To examine the physical and operational characteristics of the existing market in order to determine the positioning of the proposed company's business in the market place.
- c) To conceptualize the proposed company's services and business operations, assess their economic viability, commercial profitability, social feasibility and provide a vision as to how the planned objectives should be realized.
- d) To provide supporting documentation required for new logistics service provider for TIC and also in accessing credit facilities required in the financing of the investment capital.

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2.2 Study Approach:

- a) Participatory: Semi- structured interview and discussion were held with the Company's Directors, stakeholders in steel works and related businesses
- b) Physical visits to the company's main business premises
- c) A brief market survey on logistics industries in Tanzania, Characteristics of demand and the general market structure of metal and steel products, competition among suppliers and producers in the market.
- d) Conduction of profitability/viability test of the investment, using the appropriate financial projections for the initial period of five years proposed for the business operations.

3.0 Business Description

GT OCEAN TRANSPORTATION LIMITED, based in Dar es Salaam, focuses on effectively handling and improving supply chains for companies worldwide. Our commitment is to guarantee prompt and secure delivery of products, boosting customer satisfaction and fostering global trade links.

4.0 Target Audience

The perfect client for GT OCEAN TRANSPORTATION LIMITED is a business, sized company that operates globally. This includes manufacturers, distributors and retailers in industries like electronics, automotive and consumer products. These clients value streamlining their logistics processes to save costs and ensure dependability. They lean towards companies that provide logistics solutions such as freight forwarding, warehousing and customs clearance. Their buying patterns involve

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agreements and a focus on building partnerships with providers who offer advanced technology for tracking and managing inventory.

4.1 Market Size and Growth Potential

Global trends increasingly highlight transport and logistics as central to economic growth, and Tanzania is no exception. The transport sector is a major contributor to Tanzania's foreign currency reserves, with USD 2,614.8 million, ranking third after the travel/tourism sector (USD 3,642.5 million) and minerals (USD 3,608.5 million). Combined, the transport and tourism sectors account for 42.62% of the country's foreign currency reserves. The sector's significance is further underscored by its positive impact on the current account, where the service account (primarily transport and travel) recorded a surplus of USD 4,569.70 million in FY 2024, compared to a deficit of USD 5,915.9 million in the goods account.

In terms of GDP, transport and storage contribute 7.8% to the GDP, making it the fifth-largest sector, and contributed 6.3% to GDP growth for the year ended 31 June 2023.

Tanzania's strategic location, with its ports serving several landlocked countries like the DRC, Zambia, Rwanda, Burundi, Malawi, and Uganda, offers immense potential for the transport sector.

In recent years, the country has embarked on ambitious projects to extend and improve the existing infrastructure, with flagship projects including Standard Gauge Railway (SGR) and road initiatives. However, the overall

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progress of the initiatives to unlock infrastructure particularly in the rural areas has been rather slow.

Overall, the logistic sector cannot be ignored as the engine for economic growth in Tanzania. The whole chain (freight, clearance transport, storage etc) already employs (directly and indirectly) a significant labour force and has both a direct and indirect trickle-down effects to various other sectors.

5.0 Critical Success Factors

- **Infrastructure and Technology:** Modern technology and infrastructure boost efficiency cut expenses and improve customer satisfaction. Staying current is essential.
- **Strategic Location:** Being close to port and transportation centers allows for speedy and affordable entry, into worldwide markets.
- **Cost Efficiency:** To attract and keep customers it's important to balance low costs with providing service.
- **Customer Relationships:** Building connections, with customers is key to securing repeat business and fostering lasting collaborations.
- **Sustainability Initiatives:** Adopting sustainable methods helps reduce harm and comply with regulations.
- **Service Flexibility:** Providing services that cater to clients requirements guarantee their happiness.
- **Operational Capacity:** An operational capacity that is strong enables the management of high volumes effectively and the ability to meet demands.

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- Unique Selling Proposition (USP)

GT OCEAN TRANSPORTATION LIMITED stands out, for its service offering a tailored approach that meets the diverse needs of businesses. Their location in Dar es Salaam provides access to Land locked countries markets and other neighboring Tanzania along with pricing and streamlined operations.

6.0 Logistics Business Plan Products and Services

GT OCEAN TRANSPORTATION LIMITED, based in Dar es Salaam's logistics sector, provides an array of products and services aimed at streamlining the transportation, handling, and distribution of goods. Below is a comprehensive breakdown.

6.1 Freight Transportation Services

Shipping by Sea: GT OCEAN TRANSPORTATION LIMITED plays a role in the operations of a bustling port city like Dar es Salaam offering maritime shipping services such as full container load (FCL) and less than container load (LCL) options to cater to various shipment sizes.

Truck Transport: Both short distance and long-distance trucking services guarantee smooth movement of goods between ports, storage facilities, and end points.

Train Cargo: Employs train systems for an economical and eco-friendly way to transport bulk goods across Europe.

6.2 Warehousing and Storage

Warehouses: Strategically placed storage facilities offer options like bonded and non-bonded warehousing, temperature-controlled spaces, and top-notch security measures.

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Stock Control: Offers tracking and oversight services utilizing technology to maintain stock accuracy and streamline order processing.

6.3 Customs Brokerage

Proficient handling of customs paperwork and regulations guaranteeing smooth transportation of goods globally while complying with required rules and duties.

6.4 Supply Chain Management

Supply Chain Strategy: Thorough planning services enhance logistics, streamline operations, cut expenses, and enhance delivery schedules.

Supplier Inventory Oversight (VMI): Provides solutions where GT OCEAN TRANSPORTATION LIMITED oversees stock at customer sites guaranteeing levels are upheld.

6.5 Freight Forwarding

GT OCEAN TRANSPORTATION LIMITED serves as a link between shippers and carriers offering freight forwarding solutions that simplify the transportation journey from start to finish.

6.6 E-commerce Fulfillment Services

Online retailers benefit from assistance in order processing, packaging, and shipping directly to customers ensuring quick and dependable delivery options.

6.7 Value-added Services

Packaging and Labeling: Offers personalized packaging, labeling, and assembly solutions designed to meet client requirements.

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6.8 Cross-docking: Minimizes inventory handling and storage duration by directly moving products from incoming to outgoing transport methods.

6.9 Consulting Services

GT OCEAN TRANSPORTATION LIMITED provides guidance and strategic planning solutions to enhance processes and boost overall supply chain effectiveness. With a well-crafted logistics business plan, GT OCEAN TRANSPORTATION LIMITED strives to establish itself as a top logistics ally in East Africa, helping businesses tackle intricate supply chain obstacles with confidence and dependability.

7.0 Operational Process

GT OCEAN TRANSPORTATION LIMITED employs a streamlined operational process to effectively manage and coordinate logistics services. Our approach involves key elements, such as:

Order Management: Utilizing cutting-edge technology for tracking orders ensuring efficient processing of customer requests.

Inventory Control: Implementing practices to maintain stock levels and optimize storage space.

Transportation Planning: Creating routes and schedules to minimize transit times and cut costs.

Warehousing: Utilizing modern warehousing methods to securely store goods and handle them with care.

Customer Service: Keeping communication channels open with clients providing updates and promptly addressing inquiries.

By combining these processes PortFlow Logistics offers reliable and efficient logistics solutions tailored to meet our clients' specific needs.

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Equipment & Software

GT OCEAN TRANSPORTATION LIMITED depends on an array of software and tools to facilitate our operations. Key resources consist of:

Equipment:

Warehouse operations benefit from using forklifts and pallet jacks to move products efficiently.

Delivery vehicles equipped with GPS technology allow tracking and route optimization.

Sorting and packing machines improve order fulfillment accuracy and speed through automation.

Software:

Warehouse Management System (WMS): Used for supervising operations, handling inventory and streamlining order processing.

Transportation Management System (TMS): Employed to plan and implement the movement of goods effectively.

Customer Relationship Management (CRM) software: Utilized to manage and improve customer interactions and support.

Inventory Management Software: Ensures tracking of stock levels and reduces inconsistencies.

Data Analytics Tools: Used for tracking performance and making decisions.

By integrating technology with software solutions PortFlow Logistics guarantees that its operations are efficient, adaptable and scalable, to meet the evolving needs of the logistics sector.

8.0 Sales and Marketing Strategies

Marketing Channels

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In the logistics sector, GT OCEAN TRANSPORTATION LIMITED employs a mix of both online and offline marketing strategies to effectively connect with its target audience in Dar es Salaam and beyond. Online marketing tactics encompass search engine optimization (SEO), targeted advertising through pay per click (PPC) campaigns, email outreach, and leveraging social media platforms like LinkedIn and Facebook. These digital initiatives contribute to around 60% of customer acquisition, thanks to a focus on tailored advertising and compelling content. On the other hand, traditional marketing approaches such as participating in trade shows, attending industry conferences, and executing direct mail campaigns play a supplementary role accounting for approximately 40% of customer engagement. These methods are particularly effective in fostering industry relationships and enhancing brand visibility. By striking a balance between digital and traditional marketing, GT OCEAN TRANSPORTATION LIMITED ensures it captures a market share and caters to customer preferences.

8.1 Pricing

GT OCEAN TRANSPORTATION LIMITED uses a pricing strategy that caters to its varied clientele comprising small to medium sized businesses (SMEs) and larger corporations. The company sets its service fees based on industry benchmarks in Dar es Salaam, ensuring that its rates are appealing and sustainable. For SMEs, GT OCEAN TRANSPORTATION LIMITED provides pricing options, such as discounts and subscription plans to facilitate budgeting and build customer loyalty. Larger corporate clients receive tailored pricing solutions that account for the complexity and requirements of their logistics operations. By customizing its pricing approach to suit customer segments, GT OCEAN TRANSPORTATION

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LIMITED strikes a balance between affordability, profitability, and service excellence.

8.2 Sales Channels

GT OCEAN TRANSPORTATION LIMITED uses a method to distribute its logistics services effectively. Their experienced sales team connects with clients in person and through video calls, offering personalized consultations and customized solutions. The company also has an online platform where customers can inquire about services, make bookings, and track shipments in time, meeting the increasing demand for digital interactions. Additionally, GT OCEAN TRANSPORTATION LIMITED collaborates with brokers and industry partners to reach a wider audience, leverage networks, and boost sales.

8.3 Customer Retention

Customer retention plays a role in GT OCEAN TRANSPORTATION LIMITED strategy to establish lasting relationships and promote customer loyalty. The company adopts strategies such as having a dedicated support team available round the clock to address service issues promptly. They also gather feedback through surveys and client meetings to identify areas for improvement. GT OCEAN TRANSPORTATION LIMITED offers a loyalty program that rewards customers with discounts and priority service upgrades for their repeat business. Furthermore, regular training sessions for employees ensure that the company's services stay up to date and customer-centric. By consistently providing quality service and engaging

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with clients, GT OCEAN TRANSPORTATION LIMITED builds a strong and loyal customer following.

9.0 Team of GT OCEAN TRANSPORTATION LIMITED

GT OCEAN TRANSPORTATION LIMITED, based in the vibrant city of Dar es SALAAM, is a trailblazer, in the sector committed to revolutionizing supply chain processes in one of the busiest ports in East Africa. The leadership team plays a role at GT OCEAN TRANSPORTATION LIMITED bringing expertise, fresh perspectives and a forward-looking strategy to guide the company towards enduring success and quality.

9.1 Founder and CEO: Emma van der Meer

With an impressive track record, spanning more than 10 years, he has emerged as a leader in the logistics industry. He founded GT OCEAN TRANSPORTATION LIMITED with a vision of optimizing processes and improving efficiency in maritime transportation. Emma's deep insight into the challenges of port operations coupled with her forward-thinking attitude has played a role in positioning GT OCEAN TRANSPORTATION LIMITED as a key player in the field. Her leadership style is characterized by a focus on innovation, environmental sustainability and a customer centric philosophy ensuring that GT OCEAN TRANSPORTATION LIMITED consistently provides exceptional service and value to its clients.

9.2 Key Managers

The manager, a technology visionary, leads the charge at GT OCEAN TRANSPORTATION LIMITED. With a background in engineering and expertise in logistics technology he drives innovation and implements

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solutions to enhance operational efficiency. The manager's focus on research and development will position GT OCEAN TRANSPORTATION LIMITED as a player, in the industry ensuring that the company stays ahead of the curve when it comes to technological advancements.

9.3 **Director of Human Resources**

The director is responsible for the human resources department at GT OCEAN TRANSPORTATION LIMITED, will be dedicated to fostering an inclusive workplace that supports diversity and encourages professional development. focusing on employee satisfaction and implementing training and development programs to nurture future leaders within the company.

9.4 **Staffing & Training**

At GT OCEAN TRANSPORTATION LIMITED we value our team as our asset. We're dedicated to bringing in professionals who have expertise in the logistics field. Our team structure includes:

Operations Managers: Who oversee day to day operations and make sure they align with our goals.

Logistics Coordinators: Who handle schedules, shipments and keep in touch with clients.

Warehouse Staff: Who manage inventory, process orders and follow safety protocols.

Drivers and Transport Personnel: Who ensure goods are delivered safely and on time.

To uphold standards, we invest in training programs that cover:

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Relevant certifications and courses.

Workshops on the latest logistics technology and software.

Safety and compliance training to reduce risks in the workplace.

Our aim is to equip our team, with the skills and knowledge needed to provide service.

In summary the management team at GT OCEAN TRANSPORTATION LIMITED will consists of skilled individuals who are committed to achieving excellence in the logistics field. Through forward thinking leadership, strategic planning and a strong dedication to innovation and sustainability the team steers GT OCEAN TRANSPORTATION LIMITED towards its goal of transforming logistics in Rotterdam's port city. With a solid structure competitive compensation packages and access to expert guidance PortFlow is well equipped to tackle the ever-changing challenges of the logistics industry and maintain its growth and success trajectory.

10.0 **PROJECT OPERATING COSTS**

In order to realize its intended objective, the project operating costs will be 60% of total revenue.

10.1 **REVENUE ASSUMPTIONS**

- For the purpose of this project all revenue will come from provision of logistics services
- The annual revenue to grow by 10% annually
- Revenue projections are based on experiences gained by the firm for being in the market for five years now.

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11.0 CONCLUSION AND RECOMMENDATION

11.1 Conclusion

The project is viable and profitable throughout the project period, after the foregoing economic and financial evaluation of the project; we strongly recommend that **GT OCEAN TRANSPORTATION LIMITED**, Board of Directors approval and accept the business proposal. The new project deserves this support because of its viability, since it is technical feasible, economically viable and socially acceptable

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Appendix I

GT OCEAN TRANSPORTATION LIMITED COST STRUCTURE

PARTICULAR	US\$
Land and Buildings	200,000.00
Machinery & Equipment	250,000.00
Motor Vehicles	70,000.00
Furniture & Fixtures	5,000.00
Pre exp	2,000.00
Others	8,000.00
Working Capital	28,000.00
TOTAL	563,000.00

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Appendix II

GT OCEAN TRANSPORTATION LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT (US\$)

	1	2	3	4	5
Revenue	480,000	576,000	691,200	829,440	995,328
Operating Expenses:	312,000	374,400	449,280	539,136	646,963
Profit before Depreciation & Interest	168,000	201,600	241,920	290,304	348,365
Interest	16,890	12,667	8,445	4,222	-
Depreciation	14,000	14,000	14,000	14,000	14,000
Gross Profit	137,110	174,933	219,475	272,082	334,365
Tax (30%)	41,133	52,480	65,843	81,625	100,309
Profit After Tax	95,977	122,453	153,633	190,457	234,055
Accumulated Profit	95,977	218,430	372,063	562,520	796,575

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Appendix III

GT OCEAN TRANSPORTATION LIMITED PROJECTED CASH FLOW US\$

	-	1	2	3	4	5
SOURCES:						
Profit before interest and depreciation	-	168,000	201,600	241,920	290,304	348,365
Equity	281,500					
Loan	281,500					
Total Sources	563,000	168,000	201,600	241,920	290,304	348,365
Applications:						
Capital expenditure	525,000	-	-	-	-	-
working Capital & Others	38,000					
Cash	-	126,867	149,120	176,078	208,679	248,055
Tax	-	41,133	52,480	65,843	81,625	100,309
Sub total	563,000	168,000	201,600	241,920	290,304	348,365
Total applications	563,000	168,000	201,600	241,920	290,304	348,365
Accumulated cash		126,867	275,987	452,065	660,744	908,799

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Appendix IV

GT OCEAN TRANSPORTATION LIMITED PROJECTED BALANCE SHEET US \$

Fixed Assets	-	1	2	3	4	5
Opening balance	-	469,000	11,886,580	11,652,160	11,417,740	11,183,320
Additions	-	-	-	-	-	-
Total Long-term Assets	-	469,000	11,886,580	11,652,160	11,417,740	11,183,320
Less depreciation	-	14,000	14,000	14,000	14,000	14,000
Closing balance	-	455,000	11,872,580	11,638,160	11,403,740	11,169,320
Working capital	38,000	38,000	38,000	38,000	38,000	38,000
Accumulated cash	-	126,867	275,987	452,065	660,744	908,799
Total assets	38,000	619,867	12,186,567	12,128,225	12,102,484	12,116,119
Financed by						
Equity	281,500	281,500	281,500	281,500	281,500	281,500
Accumulated profit	-	95,977	218,430	372,063	562,520	796,575
Total equity	281,500	377,477	499,930	653,563	844,020	1,078,075
Long term loan	281,500	211,125	140,750	70,375	-	-
Bank overdraft	-	-	-	-	-	-
Total debts	281,500	211,125	140,750	70,375	-	-
Total equity and debts	563,000	588,602	640,680	723,938	844,020	1,078,075

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Appendix V

GT OCEAN TRANSPORTATION LIMITED PROJECTED LONG TERM LOAN REPAYMENT

Year	Principle	Loan Interest (6%)	Total Amount Paid	Loan Balance
1	70,375	16,890.00	87,265.00	281,500.00
2	70,375	12,667.50	83,042.50	211,125.00
3	70,375	8,445.00	78,820.00	140,750.00
4	70,375	4,222.50	74,597.50	70,375.00

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Appendix VI

GT OCEAN TRANSPORTATION LIMITED PROJECTED PAYBACK PERIOD

Year	Profit After Tax	Depreciation	Total Cash Flow	Accumulated Cash Flow
1	95,977	14,000	109,977	158,760
2	122,453	14,000	136,453	295,213
3	153,633	14,000	167,633	462,846
4	190,457	14,000	204,457	667,303
5	234,055	14,000	248,055	915,358