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Detailed Project Feasibility Study and Business Plan for GlobalPulse Logistics

Prepared for: Tanzania Investment and Special Economic Zones Authority (TISEZA)

1.0 Executive Summary

GlobalPulse Company Limited proposes to establish **GlobalPulse Logistics**, a focused road freight and logistics operator. The project will begin by providing reliable overland transportation services for containerized and bulk goods addressing a key need in Tanzania's supply chain.

The project requires a total initial investment of **USD 80,000**, funded entirely through shareholder equity. It is projected to create 15 direct jobs from the start. Financial projections, based on a conservative estimate of transporting 3,000 tons annually, indicate strong profitability, with a net profit of **USD 84,000 in Year 1** growing to **USD 106,400 by Year 5**. The project demonstrates a robust return on investment and a clear plan for reinvestment and growth. With a planned commencement in Q4 2025, GlobalPulse Logistics is positioned as an agile and scalable player in Tanzania's transportation sector.

2.0 Company and Project Information

- **Company Name:** GlobalPulse Company Limited
- **Project Name:** GlobalPulse Logistics
- **Project Sector:** Transportation
- **Project Objective:** To establish a project for providing reliable, efficient, and scalable road freight transportation services, focusing on the domestic and cross border markets with a clear growth pathway to expand services and fleet size.

3.0 Project Description & Services

Phase 1 (Initial Operations):

- **Heavy Goods Transportation:** Utilizing two tractor heads with flatbed trailers to transport containers, construction materials, machinery, and other bulk goods.
- **Freight Haulage:** Contract-based haulage services for businesses in manufacturing, agriculture, and construction.

Future Growth Plans:

- Expansion of the fleet to include refrigerated trailers for perishable goods and fuel tankers.
- Development of a small-scale warehousing and consolidation yard.
- Introduction of a dedicated logistics software for fleet management and customer tracking.

4.0 Market Analysis and Target Market

The demand for reliable road freight is consistently high, driven by port activity, infrastructure development, and domestic trade. Our initial target clients include:

- Import/Export companies at the Dar es Salaam port.
- Construction and building material suppliers.
- Agricultural producers requiring transport for bulk harvests.

5.0 Funding and Investment Breakdown

5.1 Sources of Funding:

Local Equity: USD 80,000

5.2 Investment Breakdown:

Type of Asset	Amount of Investment (USD)
Vehicles	60,000
Pre-Expenses (Registration, Insurance, Licenses)	15,000
Working Capital (Fuel, Maintenance, Driver Advances)	10,000
TOTAL	80,000

6.0 Implementation Plan

- **Commencement Date:** 21st December 2025
- **Implementation Period:** 3 Months (Phase 1)
 - **Month 1:** Vehicle procurement, registration, and insurance.
 - **Month 2:** Driver recruitment and training; initial client contracts.
 - **Month 2-3:** Official launch of operations.

7.0 Job Creation

7.1 Direct Jobs:

Gender	Locals	Foreigners
M	10	-
F	5	-
TOTAL	15	-

Roles include: Drivers (10), Operations Manager (1), Finance & Admin Officer (1), Office Assistants (3)

7.2 Indirect Jobs: Approximately 10-15 (e.g., casual loaders, mechanics, fuel station attendants).

8.0 Financial Projections: 5-Year Profit & Loss (Income Statement)

Assumptions:

- **Volume:** Steady at 3,000 tons/year (based on full utilization of 2 trucks).

- **Pricing:** Gradual increase from \$110/ton to \$130/ton over 5 years.
- **Depreciation:** Straight-line method over 5 years for vehicles ($\$125,000 / 5 = \$25,000/\text{year}$).

Projected Profit & Loss Statement (USD)
(For the Years Ending 31st December)

Revenue & Costs Description	Year 1	Year 2	Year 3	Year 4	Year 5
OPERATING REVENUE					
Tons Transported	3,000	3,000	3,000	3,000	3,000
Price per Ton (USD)	110	115	120	125	130
Total Revenue	330,000	345,000	360,000	375,000	390,000
LESS: COST OF OPERATIONS					
Fuel Costs	(80,000)	(82,000)	(84,000)	(86,000)	(88,000)
Vehicle Maintenance & Repairs	(25,000)	(26,000)	(27,000)	(28,000)	(29,000)
Driver Salaries & Benefits	(48,000)	(50,000)	(52,000)	(54,000)	(56,000)
Insurance & Licenses	(27,000)	(27,000)	(27,000)	(27,000)	(27,000)
Gross Profit	150,000	160,000	170,000	180,000	190,000
LESS: OPERATING EXPENSES					
Salaries (Admin & Management)	(18,000)	(19,000)	(20,000)	(21,000)	(22,000)
Office Rent & Utilities	(6,000)	(6,200)	(6,400)	(6,600)	(6,800)
Marketing & Promotion	(3,000)	(3,500)	(4,000)	(4,500)	(5,000)
Depreciation Expense	(25,000)	(25,000)	(25,000)	(25,000)	(25,000)
Other Administrative Expenses	(3,000)	(3,300)	(3,600)	(3,900)	(4,200)
Total Operating Expenses	(55,000)	(58,000)	(59,000)	(61,000)	(63,000)
Earnings Before Interest & Tax (EBIT)	95,000	102,000	111,000	119,000	127,000
LESS: INTEREST EXPENSE					
	-	-	-	-	-
Earnings Before Tax (EBT)	95,000	102,000	111,000	119,000	127,000
LESS: CORPORATION TAX @ 30%					
	(28,500)	(30,600)	(33,300)	(35,700)	(38,100)
NET PROFIT AFTER TAX	66,500	71,400	77,700	83,300	88,900
Add Back: Depreciation	25,000	25,000	25,000	25,000	25,000
NET OPERATING CASH FLOW	91,500	96,400	102,700	108,300	113,900
EBT	95,000	102,000	111,000	119,000	127,000
TAXES					
Income Tax (30%)	28,500	30,600	33,300	35,700	38,100

Revenue & Costs Description	Year 1	Year 2	Year 3	Year 4	Year 5
NET INCOME	66,500	71,400	77,700	83,300	88,900

Financial Analysis:
Growth Metrics:

- **Revenue Growth:** 4.5% annually
- **Net Income Growth:** 7.5% annually

Key Performance Indicators:

- **Revenue per Ton:** \$110 (Year 1) to \$130 (Year 5)
- **Cost per Ton:** \$60 (Year 1) to \$66.67 (Year 5)
- **Net Profit per Ton:** \$22.17 (Year 1) to \$29.63 (Year 5)

9.0 Key Financial Highlights & Ratios

- **Initial Investment:** USD 80,000
- **Cumulative Net Profit (5 Years):** USD 387,800
- **Payback Period:** Less than 2 years
- **Average Net Profit Margin:** 21.5%

10.0 Risk Analysis and Mitigation

- **Fuel Price Volatility:** Mitigated by incorporating a fuel adjustment factor in contracts and efficient route planning.
- **Vehicle Maintenance & Downtime:** Mitigated by implementing a strict preventive maintenance schedule and having backup service agreements.
- **Competition:** Mitigated by building a reputation for reliability, safety, and excellent customer service.

11.0 Conclusion

GlobalPulse Logistics is a viable, asset-based project with a clear initial focus and a strategic growth path. It directly supports Tanzania's trade and infrastructure by providing essential transportation services. The financial projections confirm strong profitability and a rapid return on investment. We are confident in its success and respectfully request TISEZA's approval and support.

Prepared and Submitted by,



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