

BUSINESS PLAN
PROJECT: CARGO AND LOGISTICS SERVICES

OWNER;

H.R.P. TRADING CO (T) LIMITED
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BUSINESS PLAN

Prepared for:

H.R.P. TRADING CO (T) LIMITED

P.O. Box 38387, Tabata Industrial Area, Plot 475/476, Ilala District, Dar es Salaam, Tanzania

Company Reg. No. : 163044129

Incorporated: 8th February 2023

1. EXECUTIVE SUMMARY

H.R.P. TRADING CO (T) LIMITED is a privately-owned Tanzanian company specializing in cargo transport and logistics services. The company began operations with 4 vehicles and plans to expand its fleet to 20 trucks by 2026, with the ultimate goal of becoming one of East Africa's leading logistics service providers.

The purpose of this plan is to secure investment and/or loan financing for fleet expansion, digital system implementation, and operational infrastructure. The logistics sector in Tanzania is rapidly growing due to infrastructure development and increased cross-border trade. H.R.P. is strategically positioned to capitalize on this momentum.

The company is seeking a total of TZS 3 billion for expansion. With this, the company expects to increase monthly revenues from TZS 50 million to over TZS 250 million within 36 months. Investments will be used for vehicle procurement, modern logistics tracking systems, and working capital for staffing, insurance, and fuel.

2. COMPANY PROFILE

2.1 Company History

H.R.P. TRADING CO (T) LIMITED was incorporated on 8th February 2023. The company was founded by two shareholders:

Lameck Alphard Maiba – 50 shares

Rohan Jayendrakumar Parmar – 950 shares

Initially operating with four commercial cargo vehicles, H.R.P. focused on local delivery services within Dar es Salaam and surrounding regions. The company quickly built a reputation for reliable, timely, and cost-effective transportation services.

With growing demand, H.R.P. now aims to expand regionally across Tanzania and into the East African market (Kenya, Uganda, Rwanda, Zambia, and DRC).

2.2 Vision Statement

> To be the most trusted and innovative logistics provider in East Africa by 2030.

2.3 Mission Statement

> To deliver secure, efficient, and scalable cargo transport solutions that support business growth and economic development across the region.

2.4 Legal and Ownership Structure

Business Name: H.R.P. TRADING CO (T) LIMITED

Legal Type: Limited Liability Company

Head Office: Tabata Industrial Area, Plot 475/476, Ilala District, Dar es Salaam

Tax Registration: TIN and VAT registered

NSSF & Workers Compensation: Compliant

Licensing: Valid operating license for logistics and transport activities in Tanzania

2.5 Strategic Goals

Expand fleet to 20 trucks by 2026

Achieve regional logistics coverage (EAC countries)

Build bonded warehouse and tracking operations office by 2027

Generate over TZS 6 billion in revenue annually by 2028

3. DESCRIPTION OF SERVICES

H.R.P. offers a wide range of logistics and cargo handling services tailored to different client needs, industries, and regional routes.

3.1 Full Truckload (FTL) Transport

Dedicated, point-to-point deliveries for manufacturers, importers, and distributors. Ideal for large-volume shipments.

3.2 Less-than-Truckload (LTL)

Consolidated cargo services allowing multiple clients to share truck space—efficient for SMEs with smaller loads.

3.3 Regional and Cross-Border Transport

Transport of goods between Tanzania and neighboring countries—Kenya, Uganda, Rwanda, Burundi, Zambia, Malawi, and DRC.

3.4 Container Haulage

Pickup and delivery of 20ft and 40ft shipping containers from Dar es Salaam port to inland destinations and warehouses.

3.5 Specialized Cargo Handling

Services for temperature-sensitive goods, fragile cargo, machinery, construction materials, and other non-standard freight.

3.6 Value-added Logistics(Planned Phase)

Future services include:

Warehousing and bonded storage

Digital cargo tracking for clients

Customs brokerage

Last-mile delivery

4. MARKET AND INDUSTRY ANALYSIS

4.1 Overview of the Logistics Industry in Tanzania

The Tanzanian logistics and transport industry has experienced steady growth, driven by:

Port modernization at Dar es Salaam

Infrastructure projects such as SGR, bridges, and road expansion

Increasing intra-EAC and SADC trade flows

Growth in import/export volumes and FMCG distribution

Tanzania serves as a critical trade gateway for landlocked countries including Zambia, Malawi, Rwanda, Burundi, and the DRC. This gives domestic logistics providers like H.R.P. a unique strategic position.

4.2 Target Market

H.R.P. aims to serve:

Import/export companies

Local manufacturers

Agro-processors and agribusiness firms

FMCG distributors and wholesalers

International NGOs and construction companies

Target clients typically require either full truckload transport, container clearance and haulage, or regional shipping for cross-border delivery.

4.3 Industry Trends

Digitization: Use of fleet tracking, booking platforms, and automated scheduling.

Green Logistics: Growing interest in fuel-efficient vehicles and route optimization.

Cross-border trade facilitation: Simplified border procedures under EAC protocols.

Warehouse demand: Clients seeking end-to-end transport + storage solutions.

4.4 Competitive Analysis

Major Competitors:

Superdoll

Alistair Logistics

J&J Transport

Local SMEs in Dar port corridor

H.R.P. Advantage:

Flexible pricing

Smaller, agile operations with direct client communication

Focused on customer service and delivery reliability

Willingness to operate non-standard routes

4.5 SWOT Analysis

Strengths

- Strong shareholder commitment
- Owned vehicles reduce cost
- Strategic Location

Opportunities

- Regional trade expansion
- New customs and clearance tech
- Warehouse & bonded logistics

Weaknesses

- New entrant (2023)
- Small starting fleet
- Limited physical infrastructure

Threats

- Fuel price volatility
- Traffic, road quality, accidents
- Payment delays from clients

5. MARKETING AND SALES STRATEGY

5.1 Branding & Positioning

H.R.P. will position itself as a “reliable, tech-driven, and affordable” cargo transport company, with a promise of professionalism, tracking transparency, and on-time delivery.

Slogan: “Moving East Africa Forward”

5.2 Sales and Marketing Channels

Direct B2B marketing – presentations to manufacturers and importers

Online presence – company website with booking portal and tracking features

Social media – LinkedIn, Instagram (fleet highlights), WhatsApp Business

Vehicle branding – bold, clean logo and contact info on all trucks

Trade fairs – regional logistics expos and chamber of commerce events

5.3 Customer Relationship Strategy

Dedicated account managers for major clients

Monthly performance reports

Service-level agreements (SLAs)

Emergency response and refund policies

5.4 Pricing Model

Competitive per-kilometer or per-ton pricing

Discounts for return loads or contract clients

Flexible invoicing terms (weekly or monthly billing cycles)

6. OPERATIONS PLAN

6.1 Expansion Overview

The company plans to:

Expand its fleet from 4 to 20 trucks by end of 2026

Add at least 2 cross-border routes annually

Hire qualified drivers, logistics officers, and dispatchers

Set up a maintenance workshop and operational base by 2027

6.2 Fleet Composition (Target Plan)

Vehicle Type	Quantity	Purpose
10-Ton Trucks	10	General cargo (Dar, Arusha, Mbeya routes)
20-Ton Trucks	6	Cross-border loads
Container Trailers	2	Port-to-inland haulage
Refrigerated Trucks	2	Perishables, pharma (planned)

6.3 Fleet Management Technology

H.R.P. will implement:

Real-time GPS tracking for all vehicles

Route optimization software

Driver mobile app for updates and check-ins

Automated maintenance scheduling

6.4 Maintenance & Safety

Monthly vehicle inspections

Driver training and performance tracking

Insurance coverage (cargo + vehicle + third-party)

Partnership with emergency roadside response provider

7. MANAGEMENT AND ORGANIZATION

7.1 Organizational Structure

H.R.P. is governed by its two shareholders and managed by an experienced team. As the company expands, it will adopt a functional structure to manage operations efficiently.

Organizational Chart:

Board of Directors

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Managing Director

├— Operations Manager

├— Finance & Admin Officer

├— Logistics & Fleet Supervisor

├— Client Relations & Sales Officer

7.2 Key Management Team

Managing Director – Strategic oversight, regulatory compliance, major client relations.

Operations Manager – Fleet scheduling, route planning, maintenance coordination.

Finance Officer – Budgeting, cash flow, financial reporting, and banking.

Client Relations Officer – Customer service, onboarding new clients, handling feedback.

Drivers & Technicians – All licensed and trained, with contracts and KPIs.

7.3 Human Resource Plan

Staff Category	Year 1	Year 2	Year 3
Drivers	4	10	20
Operations Assistants	1	2	3
Technicians	1	2	3
Office/Admin Staff	2	3	4
Security & Loaders	2	4	6

8. FINANCIAL PLAN

8.1 Capital Requirements

Description	Amount (TZS)
Vehicle Acquisition (16)	2,400,000,000
Tracking Systems & Software	80,000,000
Office Setup	70,000,000
Workshop Equipment	100,000,000
Insurance (fleet & cargo)	50,000,000
Working Capital (fuel, salaries, marketing)	300,000,000
Total	3,000,000,000

8.2 Projected Income Statement

Year	Revenue	Gross Profit	Net Profit
Year 1 (2025)	4.5B TZS	1.2B TZS	500M TZS
Year 2 (2026)	6.2B TZS	2.0B TZS	850M TZS
Year 3 (2027)	8.0B TZS	3.1B TZS	1.3B TZS

8.3 Break-even Analysis

The break-even point is expected at 12–15 months after loan disbursement, based on operational costs vs confirmed transport contracts.

8.4 Loan Repayment Plan

Proposed Loan: TZS 3 Billion

Tenure: 5 years

Monthly Installment (est.): TZS 70–75 million

Source of repayment: client contracts, cross-border route income

9. RISK ANALYSIS AND MITIGATION

Risk	Impact	Mitigation Strategy
Fuel price fluctuations	High	Secure fuel supply agreements

Road accidents	Medium	Driver safety training, insurance
Payment delays from clients	High	Invoice scheduling, credit checks
Border delays (cross-border)	Medium	Pre-clearance, customs partnerships
Vehicle breakdowns	Medium	Preventive maintenance program

10. SOCIAL & ECONOMIC IMPACT

H.R.P. contributes to the Tanzanian and East African economy through:

10.1 Employment

Over 50 direct jobs in the next 3 years

Up to 150 indirect jobs (loaders, fuel suppliers, vendors)

10.2 Tax Contribution

VAT, PAYE, Withholding, and Corporate Income Tax

Compliance with NSSF and Workers Compensation

10.3 Trade Facilitation

Improved cargo access to underserved regions

Reliable delivery options for Tanzanian exporters/importers

11. APPENDICES

1. Certificate of Incorporation – H.R.P. TRADING CO (T) LIMITED

2. Memorandum & Articles of Association

3. Shareholders' Agreement

4. Financial Projections (Detailed Tables)

5. Vehicle Purchase Quotes

6. Sample Service Contracts

7. Management CVs

8. Fleet Tracking & Maintenance Plan

9. Photos – Company location and current trucks

12. CONCLUSION

H.R.P. TRADING CO (T) LIMITED has laid a strong foundation as a cargo and logistics service provider in Tanzania. With a proven operational model, committed leadership, and an expanding client base, the company is now well-positioned to scale regionally and become a key logistics player in East Africa.

This business plan has clearly outlined the strategic growth path, market opportunity, competitive advantages, financial viability, and positive social impact of the expansion. With the requested capital injection of TZS 3 billion, H.R.P. will be able to increase fleet capacity, digitize operations, improve service quality, and support economic growth by enabling trade and creating employment.

We invite investors, financial institutions, and development partners to join us in realizing this vision. Together, we will move goods, empower businesses, and connect the region — efficiently, reliably, and sustainably.

