

JEMA JIONE

PROJECT REPORT

JEMA JIONE COMPANY LIMITED

JET CARGO SECTION



P.O. BOX 269, Tanzania.Mwanza Office: Shinyanga Road, Mkuyuni Industrial area/plot no.25
Tel: +255 28 255 0380/ +255 788 780 443 Fax: +255 28 255 0380
Email: info@jemafrica.co.tz , Website: www.jemafrica.co.tz

Table of Contents

.....	1
PROJECT REPORT	1
JEMA JIONE COMPANY LIMITED	1
JET CARGO SECTION	1
1. Planned Activities for the Period.....	3
2. Achievements Made on Project.....	3
3. Shareholder and Company Communication Information.....	4
4. Contact Person.....	4
5. Incorporation and TIN Information.....	4
6. Project Objective.....	5
7. Capacity.....	5
8. Direct Employment.....	5
9. Indirect Employment.....	6
10. Project Financing Expenditure.....	6
11. Project Financing Sources.....	6
12. Problems Encountered and Solutions Implemented.....	7
Challenges:.....	7
Solutions Implemented:.....	7
13. Plans.....	7
14. Recommendations and Any Other Comments.....	8
Recommendations:.....	8
Additional Comments:.....	8

1. Planned Activities for the Period

For the upcoming implementation period (2025–2026), JEMA Jione Company Limited plans to undertake the following activities:

- Finalize lease agreements for strategic warehouses and truck yards in Mwanza and Dar es Salaam and selected agricultural/logistics zones.
- Complete procurement of trucks, trailers, dispatch tools, and digital ICT equipment.
- Roll out the JET Cargo mobile application for commercial use across Tanzania and later East and Central Africa.
- Recruit and deploy additional operations staff, drivers, tracking officers, and dispatch controllers.
- Conduct customer acquisition campaigns targeting small manufacturers, farmers, mining companies, and SMEs.
- Establish partnerships with telecoms (Airtel, Vodacom, Tigo) for integrated payment and tracking systems.
- Acquire additional warehouses to improve sorting, distribution, and storage capacity.
- Begin commercial operations offering dedicated fleet services, warehousing, packaging, local distribution, inventory management, and data tracking.

2. Achievements Made on the Project

To date, JEMA Jione Company Limited has achieved the following milestones:

- Developed the JET Cargo digital marketplace platform.
- Recruited a highly qualified operational team, including drivers, dispatchers, sales representatives, tracking staff, finance, commercial, and strategic planning personnel.
- Established strategic partnerships with mobile service providers (Yas and Vodacom) for payments and cross-marketing.
- Acquired two operational warehouses for sorting, dispatch, and distribution operations.
- Built a fully functional logistics and ICT management team to oversee cargo movement and tracking, and purchasing POS (Point of Sales) Devices
- Conducted market research, customer engagement, and onboarding of potential clients in SMEs, agriculture, mining, and manufacturing.
- Began customer awareness campaigns, both online and face-to-face, for cargo consolidation and local distribution.

- Identified warehouse locations and selected rural/agricultural distribution points in Singida, Tabora, and Shinyanga Regions.

3. Shareholder and Company Communication Information

JEMA Jione Company Limited has strategic shareholders with managerial, technical, ICT, and commercial backgrounds who contribute to corporate governance, financial decision-making, and operational oversight. Shareholder communications are conducted through:

- Board meetings and periodic management briefing sessions
- Internal digital communication platforms (email, ERP systems, WhatsApp project groups)
- Monthly performance and finance reporting
- Internal project dashboards through the JET Cargo platform

Shareholders are actively involved in strategic planning, contract approval, finance oversight, and policy review.

4. Contact Person

Contact Name: Frederick Otieno Gideon

Position: Director of Commercial Operations

Phone: +255 655 516 747

Email: otieno.frederick@jemafrica.co.tz

(Alternative contact: CEO, Mr. Jumanne Maro Mokili +255 788 780 443)

5. Incorporation and TIN Information

- Company Name: JEMA Jione Company Limited
- Country: United Republic of Tanzania
- Certificate of Incorporation: No. 139217594 (Attached)
- TIN Number: 139217594 (Attached)
- Registered Office: Mkuyuni Industrial Area, Plot No. 25, Butimba Ward, Mwanza
- Company recognized by TIC as Local Investor

6. Project Objective

The main objective of the JET Cargo trucking and logistics project is:

To provide an intelligent, technology-driven logistics platform that connects cargo owners to trucking providers, enhances supply chain efficiency, reduces transportation costs, and modernizes freight distribution in Tanzania and the broader East and Central African region (COMESA COUNTRIES).

Supporting objectives include:

- Facilitate real-time cargo tracking and inventory management
- Reduce transportation delays and maximize truck utilization
- Provide affordable logistics for small businesses and individuals
- Introduce technology in warehousing, packaging/branding, and distribution
- Expand local employment in logistics and ICT

7. Capacity

Operational Capacity Overview:

- Fleet: 37 trucks (flatbeds, containerized units, cargo trucks)
- Load Capacity per Trip: up to 30 tons
- Operational Coverage: Mwanza, major cities in Tanzania, COMESA Country.
- Daily Throughput: Ability to move 120 + tons per day
- Human Capital: More than 55 Direct employees with Gender consideration
- ICT Integration: GPS, digital cargo marketplace, order mapping, inventory system, driver tracking, return cargo optimization
- Warehousing: Currently \two warehouses (sorting/dispatch) with expansion plans

8. Direct Employment

JEMA Jione Company Limited has created direct jobs for:

- Drivers
- Operations officers
- Tracking agents
- Finance and accounting staff
- Sales and marketing staff
- ICT and software support
- Relationship managers
- Dispatch team

- Support Staff

Current Estimate: 55 direct employees.

9. Indirect Employment

Indirect employment opportunities have been created through:

- Independent truck owners using the JET Cargo platform
- Warehouse security, cleaning, local loaders, and porters
- Fuel suppliers, parts suppliers, mechanics, tire vendors
- Local farmers, mining companies using logistics services
- Telecom business partners and payment agents

Estimated indirect jobs: 10 to 20 opportunities across the logistics value chain.

10. Project Financing Expenditure

Planned expenditure includes:

- Purchase of trucks, trailers, and logistics equipment: **USD 900,000**
- Working capital (fuel, salaries, maintenance, ICT integration, marketing): **USD 100,000**
- Warehouse lease, yard setup, pick up for road patrol/escort utilities, and operational costs \$ 80,000
- Technology development and platform maintenance \$ 80,000
- Capacity Building and certification \$ 50,000
- Insurance and licensing \$ 100,000

Total planned budget: USD 1,310,000

11. Project Financing Sources

The financing sources planned include:

- Debt financing (commercial loan facility)
- Revenue from ongoing logistics contracts
- Government investment incentives via TIC

NOTE: Bank engagement and commercial credit facilities are currently in process.

12. Problems Encountered and Solutions Implemented

Challenges:

- High fuel costs affecting transport profitability
- Shortage of trained, reliable truck drivers
- Fragmented logistics market with middlemen inflating costs
- ICT integration challenges during the mobile investment phase
- High cost of spare parts and maintenance
- Compliance procedures (permits, licensing, insurance)
- Political and Security Instability in some COMESA Countries.

Solutions Implemented:

- Digital route optimization to reduce fuel wastage
- Partnerships with telecom firms to improve payment, mapping, and platform integrity
- Recruitment of highly trained drivers and operational staff
- Enhance Capacity Building for staff
- Use of GPS tracking and live monitoring
- Scaling warehousing in phases to reduce upfront capital pressure
- Developing a return-cargo marketplace to reduce empty driving and fuel loss

13. Plans

Upcoming plans include:

- Opening four strategically located warehouses in highly agricultural production zones
- Scaling fleet to 50 trucks by the end of 2026
- Introducing cross-border transport to Rwanda, Uganda, Zambia, and South Africa
- Launching an automated customer dashboard for cargo information, routing invoices, and inventory.
- Securing long-term mining logistics contracts with big companies
- Raising additional capital through equity or asset finance
- Establishing a driver training academy and a dispatch certification program

14. Recommendations and Any Other Comments

Recommendations:

- Government support with access to industrial logistics
- Policy awareness
- Preferential cargo allocation under local content regulations
- Registration under e-government freight systems
- Duty exemptions for logistics equipment and digital tracking devices
- Consideration of logistics tax incentives to reduce operational costs

Additional Comments:

JEMA Jione Company Limited (JET Cargo) is strategically positioned to be one of the first digital cargo marketplaces in Mwanza, serving the mining, agriculture, industrial, and export sectors. Using technology to solve traditional logistics inefficiencies aligns with national development priorities, including:

- Local content enforcement
- Youth employment
- Digital economy growth
- Industrial value chain strengthening