

BUSINESS PLAN
EAC GROUP (T)
LIMITED

1. EXECUTIVE SUMMARY

EAC Group (T) Limited is a cargo transportation company based in Dar es Salaam, Tanzania. The company specializes in the transportation of cargo both locally and across international borders within East Africa and beyond. The business aims to provide reliable, efficient, and secure logistics solutions to businesses and individuals.

The company is strategically located at Plot No. 2018, Block D, Mugo Street, opposite the Cargo Terminal at Julius Nyerere International Airport, Ilala District, Dar es Salaam Region. This location provides direct access to air cargo services and major transport routes.

EAC Group (T) Limited is jointly owned by two shareholders:

- Paschal Luswaga – 50%
- Yonah Peter David – 50%

The company is legally registered with:

- TIN: 126226144
- Certificate of Incorporation No: 11143 (Issued on 11 September 2024)

2. COMPANY DESCRIPTION

EAC Group (T) Limited is a logistics and cargo transportation company offering services that include:

- Local cargo transportation
- Cross-border freight services
- Airport cargo handling and delivery
- Warehousing and distribution

The company's proximity to the international airport enhances its efficiency in handling time-sensitive cargo.

3. VISION AND MISSION

Vision

To become a leading and trusted cargo transportation company in East Africa.

Mission

To deliver reliable, timely, and cost-effective cargo transportation services while maintaining high standards of safety and customer satisfaction.

4. OBJECTIVES

- To establish a strong presence in the cargo transport sector within Tanzania.
- To expand operations across East African borders within the first three years.
- To build long-term partnerships with importers, exporters, and logistics companies.
- To ensure high customer satisfaction through efficient service delivery.

5. SERVICES OFFERED

EAC Group (T) Limited will provide the following services:

5.1 Local Transportation

Transport of goods within Dar es Salaam and other regions in Tanzania.

5.2 Cross-Border Transportation

Freight services to neighboring countries such as Kenya, Uganda, Rwanda, Burundi, Zambia, and the Democratic Republic of Congo.

5.3 Airport Cargo Handling

Pickup and delivery of cargo from Julius Nyerere International Airport.

5.4 Logistics and Distribution

Coordinating the movement of goods from suppliers to customers efficiently.

6. MARKET ANALYSIS

6.1 Industry Overview

The logistics and transportation industry in Tanzania is growing rapidly due to increased trade activities, regional integration, and infrastructure development.

6.2 Target Market

- Importers and exporters
- Manufacturing companies
- Wholesale and retail traders
- NGOs and international organizations

6.3 Competitive Advantage

- Strategic location near the airport cargo terminal
- Reliable and timely services
- Competitive pricing
- Strong management and ownership structure

7. OPERATIONS PLAN

The company will operate through:

- A fleet of cargo trucks of varying capacities
- Experienced drivers and logistics personnel
- A coordination office at the main location

Daily operations will include cargo pickup, transportation, delivery, and customer communication.

8. MANAGEMENT AND ORGANIZATION

The company will be managed by the two shareholders:

- Paschal Luswaga – Director
- Yonah Peter David – Director

Additional staff will include:

- Operations Manager
- Drivers
- Administrative staff
- Logistics coordinators

9. MARKETING STRATEGY

- Building partnerships with freight forwarders and clearing agents
- Online marketing and social media presence
- Direct outreach to businesses
- Competitive pricing strategies

10. FINANCIAL PLAN

10.1 Startup Capital

Total initial capital for the project is **USD 80,000**.

10.2 Capital Allocation

The startup capital will be allocated as follows:

- Purchase of trucks (2–3 units) – USD 50,000
- Office setup and equipment – USD 5,000
- Licensing, permits, and insurance – USD 5,000
- Initial fuel and operations – USD 8,000
- Staff recruitment and salaries (first 3 months) – USD 7,000
- Contingency fund – USD 5,000

10.3 Revenue Projections (Year 1)

Assumptions:

- Average trips per truck per month: 15
- Average revenue per trip: USD 250
- Number of trucks: 2

Monthly Revenue: $15 \text{ trips} \times \text{USD } 250 \times 2 \text{ trucks} = \text{USD } 7,500$

Annual Revenue: $\text{USD } 7,500 \times 12 = \text{USD } 90,000$

10.4 Operating Expenses (Monthly)

- Fuel – USD 2,000
- Driver salaries – USD 1,200
- Maintenance – USD 800
- Office expenses – USD 500
- Miscellaneous – USD 500

Total Monthly Expenses: **USD 5,000**

Annual Expenses: $\text{USD } 5,000 \times 12 = \text{USD } 60,000$

10.5 Profit Projection (Year 1)

- Total Revenue: USD 90,000
- Total Expenses: USD 60,000

Net Profit: USD 30,000 per year

10.6 Growth Projection (Years 2–3)

- Expansion to 3–5 trucks
- Increase in cross-border contracts
- Estimated revenue growth: 20%–35% annually

Projected Revenue:

- Year 2: USD 115,000
- Year 3: USD 150,000+

10.7 Break-Even Analysis

The company is expected to break even within **12–18 months**, depending on operational efficiency and market conditions.

11. RISK ANALYSIS

Potential risks include:

- Fuel price fluctuations
- Vehicle maintenance costs
- Border delays
- Competition in the logistics sector

Mitigation strategies will include proper planning, insurance, and efficient operations management.

12. CONCLUSION

EAC Group (T) Limited is well-positioned to succeed in the cargo transportation industry due to its strategic location, experienced leadership, and growing market demand. With proper execution, the company has strong potential for growth and expansion within Tanzania and across East Africa.