



SAFARIKUU COMPANY LIMITED

SAFARIKUU COMPANY LIMITED

BUSINESS PLAN

FOR ESTABLISHING LIQUID AND DRY CARGO TRANSPORTATION BUSINESS



1.0. EXECUTIVE SUMMARY.

SAFARIKUU COMPANY LIMITED is a limited liability Company incorporated in Tanzania under the Company Act. The Company was incorporated on 06/11/2025 and bears a Certificate of Incorporation number 190607992 The Company implements a project which is under the Transportation Sector in Tanzania.

SAFARIKUU COMPANY LIMITED will be located at Dar es Salaam Tanzania. The outreach Office is located at Plot no 66, Unit no 504, 5th Floor, Noble centre, Oysterbay, Msasani, Dar es Salaam. Our goals and objectives are straightforward and seek to ensure we run a professional, profitable, and ethical company, building relationships with customers, suppliers and investors. **SAFARIKUU COMPANY LIMITED** aims to become one of the leading cargo transporters in Tanzania.

1.1. THE PROJECT PROMOTERS

The Shareholders of this project are all entrepreneurs with a diverse professional and business backgrounds. The Company is owned by 3 shareholders namely: -

1. LI BIN, a Chinese with a total of 34.2 percent of shares of the company;
2. GE GUANGHUA , a chinese with a total of 32.8 percent of shares of the company;
3. ELIA ROBERT MASAUWLA, a Tanzanian with a total of 33 percent of shares of the company.

1.2. LOCATION

The project location will be at Plot no 621-640, Picha ya ndege street, Kibaha, Pwani.

2.0. PROJECT DETAILS

2.1. INTRODUCTION

Tanzania is geographically and strategically positioned within the East and Southern African regions, making it a central hub for trade, logistics, and cargo movement. Due to this strategic location, the country has strong potential for growth in the transportation and logistics sector, which plays a crucial role in the social and economic development of the nation.



There is a rapidly expanding market for reliable dry and liquid cargo transportation services in Tanzania and neighboring countries, driven by increased industrial activity, rising demand for petroleum products, growth in construction, and regional trade integration. This creates a favorable operating environment for the project, with consistent demand expected throughout the East African and SADC regions.

Tanzania currently relies heavily on regional and international transport operators, and many local logistics companies face limitations in fleet capacity, technology, and service quality. By introducing a modern, well-managed, and safety-compliant fleet, our company aims to fill the existing gap and provide efficient transportation solutions that meet local and regional standards.

The Government of Tanzania recognizes the importance of the transportation and logistics sector in accelerating economic development and has introduced fiscal and non-fiscal incentives to support investment in transport services and logistics infrastructure. These policies contribute to a positive business environment for companies entering the sector.

This project seeks to address current logistical challenges by providing a reliable and high-capacity transportation service that enhances efficiency, reduces delays, and supports the smooth movement of essential goods across Tanzania and neighboring countries.

Project Objectives

- To introduce modern transportation technology and best operational practices into the logistics sector. The company will introduce advanced fleet systems, including GPS-enabled tracking, digital route-planning tools, and real-time monitoring platforms that optimize fuel usage and minimize delays. As part of this technological advancement, SAFARIKUU will also import high-performance tractor units such as **FAW** and **HOWO**, along with durable **CIMC trailers** recognized globally for their strength, safety, and ability to handle heavy cargo loads. These technologies will significantly reduce downtime, improve cargo security, and ensure faster, safer, and more predictable deliveries. Additionally, the company plans to implement preventive-maintenance software, driver-behavior monitoring systems and digital communication tools to enhance fleet management and maintain high operational standards.
- To create employment opportunities for Tanzanians within the transportation and logistics industry. The company will prioritize local recruitment across all operational levels, including drivers, logistics coordinators, warehouse staff,



maintenance technicians, administrative personnel, and safety officers. By offering structured training programs, skills development initiatives, and career-growth pathways, SAFARIKUU aims to build a highly competent Tanzanian workforce capable of supporting modern logistics operations. Through continuous capacity building and the introduction of advanced fleet technologies, the company will equip employees with new technical skills and elevate professional standards within the transport sector. This approach not only expands job opportunities but also enhances the long-term competitiveness and expertise of Tanzania's logistics industry.

- To contribute to foreign exchange earnings through cross-border transportation services. Through the movement of sulphur, industrial inputs and other essential commodities across borders into countries such as Zambia, the Democratic Republic of Congo, Rwanda, Burundi, Malawi, and Kenya, the company will generate revenues earned in foreign currency. This cross-border trade not only enhances the company's financial sustainability but also contributes directly to national economic growth by increasing inflows of foreign exchange. By maintaining a reliable, safe, and efficient transport service that meets regional standards, SAFARIKUU will position itself as a competitive logistics partner within the East African and SADC markets, thereby expanding Tanzania's participation in regional supply chains and boosting long-term foreign exchange earnings.

- To promote environmentally responsible transport services through proper fleet maintenance and adherence to safety standards. This will be achieved by implementing strict preventive-maintenance schedules such as regular engine servicing, timely tire replacement, and routine brake inspections to reduce emissions and improve fuel efficiency. The company will adopt eco-driving practices, including controlled acceleration, reduced idling, and optimized route planning to minimize fuel consumption. SAFARIKUU will also ensure full compliance with LATRA safety requirements by conducting regular safety audits, driver training on hazardous-cargo handling (especially for sulphur and fuel), and equipping trucks with spill prevention kits and fire suppression systems. Additionally, the company will use modern tracking technology to monitor driver behavior, reduce unnecessary mileage and identify maintenance issues before they escalate.



3.0. THE PROJECT

SAFARIKUU COMPANY LIMITED

3.1. PROJECT SPONSORS

The project will start and be financed by the shareholder and his investment directly.

3.2. Project Costs

The project will be financed by shareholder who will provide a total of US\$ 2,500,000

4.0. MARKET PLAN

4.1. Target Market Overview

SAFARIKUU COMPANY LIMITED will position itself as a specialized transporter serving industries with consistent, high-volume and time-sensitive cargo needs. The company's primary target markets include the mining and construction industries, which rely heavily on the continuous movement of fuel, cement, steel, aggregates, heavy machinery and other essential inputs. In Tanzania, mining and construction remain among the fastest-growing sectors, driven by increased exploration activities, major road and rail construction projects and rising demand for industrial commodities. These sectors require dependable transport throughout the year, making them ideal strategic markets for SAFARIKUU. Additional target sectors include the fuel and petroleum distribution industry, which relies on tanker services for nationwide and cross-border delivery of diesel, petrol and industrial oils. Agriculture also forms an indirect target market through the movement of fertilizers, chemicals and bulk produce.

4.2. Geographic Market Focus

The company's geographic strategy focuses on high-traffic logistics corridors with proven cargo volumes and strong industrial demand. Domestically, the Western and Southwestern regions such as Katavi, Kigoma, Rukwa and Mbeya represent powerful market opportunities due to their proximity to mining belts and cross-border trade routes. Industrial hubs such as Dar es Salaam, Morogoro, Mwanza and Tanga also offer substantial transport demand generated by manufacturing and port activity. Regionally, SAFARIKUU intends to maintain an active presence in Zambia, the Democratic Republic of Congo, Rwanda, Burundi, Malawi and Kenya. These economies depend heavily on Tanzanian ports and corridors for the movement of fuel, mining supplies and export minerals. In its initial operational phase, the company aims to capture an estimated market



volume of 100,000 tons annually from Tanzania, Zambia and Congo an achievable target supported by strong regional demand, mining sector expansion and increasing fuel consumption across East and Southern Africa.

4.3. Customer Pain Points and Market Gaps

An evaluation of the logistics market reveals that customers face persistent challenges with current transport providers. Key pain points include inefficiencies at ports, extended cargo release times, and delays caused by limited availability of specialized transport vehicles such as tankers or flatbeds. Many operators rely on aging fleets that experience frequent breakdowns, resulting in missed delivery schedules and additional costs for clients. Safety compliance remains another major concern, especially for the movement of petroleum and chemical cargo, where improper handling increases operational risks. Communication gaps, inadequate cargo tracking, and inconsistent service reliability further limit the effectiveness of many existing transport providers. These challenges reduce operational efficiency for mining companies, fuel distributors and construction contractors. SAFARIKUU aims to fill this market gap by offering a modern fleet, strict preventive maintenance, advanced tracking technologies, high safety compliance and reliable delivery timelines.

4.4. Value-Added Services Customers Are Willing to Pay For

Clients in high-risk industries such as mining, oil and gas and large-scale construction are willing to pay premium rates for services that reduce risk, improve delivery certainty and enhance operational visibility. SAFARIKUU will capitalize on this by offering value-added services including 24/7 real-time GPS tracking, digital route planning, fuel-efficient transport, guaranteed delivery timelines and a dedicated customer support team. Additional services include compliance management, assistance with border documentation, and detailed reporting for each shipment. These services provide clients with better operational control, minimize downtime, and improve supply chain reliability. Preventive maintenance programs, regular driver training, and safety monitoring systems further enhance service quality, making SAFARIKUU a trusted premium logistics partner.

4.5. Marketing Strategy

SAFARIKUU COMPANY LIMITED will implement a combination of aggressive market penetration strategies and long-term brand development initiatives to secure and grow its customer base.

Short-Term Strategies:

The company will begin by building strong commercial relationships with mining



operators, fuel distributors, construction companies, and regional logistics providers. Early-stage marketing efforts will focus on direct engagement through sales visits, presentations and negotiations to secure contracts. The company will invest in training sales, marketing and customer service teams to improve client acquisition and deliver superior customer experience. Traditional and digital marketing channels will be employed, including radio advertisements in high-traffic corridors, newspaper placements, social media campaigns, and billboards near ports, border posts and industrial zones. Introductory offers, flexible delivery contracts and fast deployment will also help attract early clients and secure repeat business.

Long-Term Strategies:

For sustained growth, SAFARIKUU will join regional transport associations and logistics networks to increase credibility, access industry intelligence and participate in major tenders. Long-term marketing will focus heavily on brand visibility through consistent advertising across radio, television, billboards and industry exhibitions. Participation in trade fairs and logistics conferences will strengthen customer networks and improve market intelligence. The company will invest in market research to anticipate changes in mining production, fuel demand, regional import volumes and infrastructure development trends. SAFARIKUU will adopt a long term advertising philosophy, viewing marketing as a strategic investment that positions the company as a premium logistics brand. Additional long term initiatives include expanding fleet capacity, adopting new technologies and strengthening cross-border operations.

4.6. Market Differentiation Strategy

SAFARIKUU will differentiate itself through operational excellence, safety compliance and technology-driven service. The company will operate a modern and well-maintained fleet to ensure reliable delivery timelines and minimize breakdown-related interruptions. Safety will be a competitive advantage, supported by strict adherence to LATRA and international standards for fuel and chemical transportation. The integration of GPS tracking, driver monitoring systems and digital communication tools will provide clients with real-time visibility over their cargo. By offering comprehensive end-to-end logistical solutions including route optimization, border documentation support, warehousing options and dedicated customer service the company will provide superior value compared to competitors. Efficient use of resources, high operational efficiency and the ability to respond quickly to changes in customer needs will solidify SAFARIKUU's competitive position.

4.7. Regional Growth Potential



The regional market offers strong expansion prospects, particularly in Zambia, DRC and Malawi, which rely heavily on Tanzania's logistics corridor for mining and fuel distribution. These countries are experiencing rising demand for petroleum products due to industrial growth, increasing mineral production and expanding energy needs. The mining sector in Zambia and DRC continues to grow, creating strong demand for the transport of fuel, chemicals and mining inputs from Tanzanian ports. As SADC and EAC trade integration continues to expand, cross-border cargo movement is expected to increase significantly, strengthening the strategic relevance of Tanzania's road transport corridors. SAFARIKUU's modern fleet, strategic positioning and emphasis on safety and efficiency make it well-placed to capture this regional growth over the long term.

4.8. Future Market Opportunities and Emerging Target Sectors

As Tanzania and the broader East and Southern African region advance toward industrialization, several emerging sectors are expected to become major future business opportunities for SAFARIKUU COMPANY LIMITED. While the company's initial focus remains on fuel transport, mining inputs and construction materials, long-term growth between 2026 and 2035 will open new markets requiring specialized logistics services.

The mining sector will remain the most important future target due to continued increases in mineral exploration and extraction across Tanzania, Zambia and the DRC. New mines require steady volumes of diesel, drilling chemicals, machinery, spare parts and bulk materials, creating sustained demand for dependable transportation services. With multiple new mining projects expected between 2026 and 2032, this sector will continue to drive long-term logistics demand. SAFARIKUU intends to position itself as a preferred transport partner for both established and emerging mines in the region.

Renewable energy infrastructure will become another important future segment. As more solar farms, wind energy projects and high-capacity grid systems are developed, demand will increase for transporting solar equipment, wind turbine components, transformers and high-voltage cables. Although renewable energy logistics is still a small market in Tanzania, it is expected to grow steadily over the next decade as the region adopts more sustainable energy solutions.

Industrial and manufacturing cargo also presents significant future potential. Tanzania's industrialization drive will create more cargo demand for heavy machinery, production equipment, pipeline materials and raw materials for factories. The expected growth of agro-processing zones, cement industries, steel factories and energy-related industries across East Africa between 2028 and 2035 will increase demand for reliable long-haul logistics. SAFARIKUU



intends to build capacity for this market by adding flatbeds, low-beds and specialized trailers as the business grows.

Large-scale infrastructure projects such as highways, dams, airports, pipelines and ports will further boost demand for heavy-duty and oversized cargo transport. These projects require structural steel, machinery, industrial pipes and concrete materials, offering additional long-term opportunities. SAFARIKUU will gradually expand into this segment in alignment with national and regional development plans.

Planned Mode and Pace of Expansion (Growth Strategy, 2026-2035)

To ensure sustainable long-term growth, the company will adopt a gradual and controlled expansion strategy prioritizing operational stability, disciplined financial management and safety excellence. This approach minimizes risk in the capital-intensive transportation industry while enabling strategic scaling.

Phase 1: Foundation and Stability (2026-2028)

During the first three years, SAFARIKUU will focus on core cargo markets including fuel, mining inputs and construction materials. The priority will be to establish a strong operational foundation, build customer relationships, maintain high quality service and avoid over-extension. Fleet growth will be gradual and based strictly on guaranteed contract volumes. This phase ensures the company develops a reputation for reliability, safety and professionalism.

Phase 2: Controlled Expansion (2029-2031)

From years 4 to 6, the company will introduce more specialized transport assets such as tankers, flatbeds and low-beds. Expansion into industrial cargo, manufacturing inputs and machinery logistics will begin during this stage. SAFARIKUU will strengthen cross-border operations particularly in Zambia, DRC and Malawi, supported by investment in advanced fleet monitoring systems, digital tracking and safety technologies. The company will also start handling selected oversized and high-value cargo as skills and capacity improve.

Phase 3: Diversification and Regional Leadership (2032-2035)

During years 7 to 10, SAFARIKUU aims to diversify into renewable energy transport, large-scale industrial cargo and specialized logistics for major mining and infrastructure projects. The company will acquire larger and more specialized trucks and trailers based on market demand. SAFARIKUU will expand into new regional markets across the SADC and COMESA trading blocks while developing warehousing, storage and distribution capabilities to become a full-service logistics provider. By 2035, the goal is to position SAFARIKUU as a leading regional operator known for reliability, safety and efficiency.



Strategic Vision for Long-Term Growth

SAFARIKUU COMPANY LIMITED intends to grow slowly, steadily and sustainably, ensuring that operational standards, safety performance and financial stability remain strong throughout the expansion process. Because mining development remains strong across Tanzania and neighboring countries, it will continue to be the company's primary target market over the long term. Other sectors including renewable energy logistics, industrial cargo and heavy infrastructure—will be incorporated step-by-step as the company gains capacity, experience and regional presence.

5.0. PROJECT SUSTAINABILITY

The long-term sustainability of the project is strongly supported by Tanzania's economic structure, regional trade dynamics and the central role that the logistics and transportation sector plays in national development. After a comprehensive review of market conditions, economic indicators and infrastructure trends, the project sponsors are confident that the business will operate without major disruption and maintain consistent growth potential.

The transport and logistics sector is one of Tanzania's strongest economic pillars. The transport sector contributes **USD 2.61 billion** to the country's foreign currency reserves, making it the **third-largest contributor after tourism and minerals**. Transport and tourism together account for **over 42%** of Tanzania's foreign currency earnings, demonstrating the significant and stable role logistics plays in the economy. This positions SAFARIKUU COMPANY LIMITED in a high-value industry with strong long-term prospects. In terms of GDP, transport and storage account for more than **7.8% of Tanzania's total GDP**, ranking as the **fifth-largest sector nationally** and contributing **6.3% to GDP growth** by the year ending June 2023. These figures underline the sector's resilience and its continuous contribution to national development. This economic importance ensures that the transport and logistics sector receives government attention in policy, investment and infrastructure development further improving operational sustainability.

Tanzania's strategic and geographic advantage also ensures long-term operational reliability. The country serves as a logistics gateway for landlocked economies such as the DRC, Zambia, Rwanda, Burundi, Malawi and Uganda. Tanzanian ports and transit routes provide **immense regional trade potential**, ensuring sustained cargo volumes for road transport operators. SAFARIKUU will be uniquely positioned to capitalize on the growing traffic of petroleum products,



construction materials, industrial goods and mining inputs across these vital corridors.

Fuel pricing also contributes to sustainability. Tanzania maintains the lowest fuel prices in East Africa, supported by lower sourcing costs than landlocked countries. Although price volatility poses occasional challenges, the government's promotion of Compressed Natural Gas (CNG) adoption supported by the Tanzania Petroleum Development Corporation's plan to expand CNG stations and increase natural gas production will create operational cost-reduction opportunities for transport companies over time. This transition will enhance long-term fleet economics and reduce dependence on imported fuels.

The project's sustainability is further strengthened by Tanzania's ongoing infrastructure improvements. Investments in port modernization, strategic highways, regional corridors and border-processing systems continue to increase the efficiency of cross-border transport. While logistical challenges remain, including road quality issues and port delays, technological advancements and regulatory reforms such as TANCIS digital customs integration are gradually contributing to a more predictable operating environment.

Operational sustainability for SAFARIKUU will also be driven by the company's internal management systems. The use of modern fleet assets, GPS tracking, preventive maintenance programs and strict adherence to LATRA and safety regulations will minimize breakdowns, reduce operational downtime and ensure uninterrupted service quality. By maintaining a younger, well-serviced fleet, the company ensures asset longevity and lowers long-term maintenance costs.

Financial sustainability is supported by the company's phased and controlled expansion strategy. By growing slowly and only in alignment with secured contracts, SAFARIKUU avoids fleet oversizing and maintains stable cash flow and manageable debt levels. This disciplined growth model protects the company from economic shocks and ensures that operational capacity always matches market demand.

Human capital sustainability also plays a crucial role. The company will recruit and train Tanzania drivers, technicians, and logistics personnel, offering long-term employment and skill development. This enhances workforce stability and aligns with national economic objectives of increasing local participation in the logistics sector. Environmental sustainability is addressed through responsible fuel usage, efficient route planning, fleet maintenance and eventual integration of CNG or alternative fuel solutions. Reduced emissions and lower



fuel consumption contribute to responsible operations and future compliance with environmental trends in transport.

In summary, the combination of Tanzania’s strong logistics-driven economy, strategic regional position, stable cargo demand, improving infrastructure, favorable fuel economics and SAFARIKUU’s disciplined operational model ensures that the project will operate sustainably and without major disruption throughout its lifecycle.

6.0. FINANCIAL ANALYSIS

6.1. Considerations and Assumptions:

The assumption that are relied upon on the implementation of the project are that the Corporate tax charged is 30% of the profits; the capital investment allowance is 50%; the Capital Assets are exempted from custom duty and Value Added Tax and that the straight-line method to depreciate the project’s capital items has been applied.

It is assumed that most of the machinery and equipment will be imported and the rest will be procured from local market. Revenues have been conservatively estimated based on experience of the promoters and trends in the industry.

7.0. FINANCIAL STATEMENTS:

7.1. PROJECTED LODGE REVENUE

For projection purposes, it is assumed that the economic life of the project is eight years, and that revenue from the project commence from the first year of operation.

SCHEDULE 7.1: SUMMARY OF REVENUE “US\$”

year	1	2	3	4	5
Revenue \$	1,300,000	1,860,000	2,250,000	2,650,000	2,900,000

7.2. PROJECTED CASH FLOWS

This is shown in the financial projections, The project is expected to generate a negative(loss) end of year free cash flow of US\$ 1,257,800 in the 1st year of



operation to a positive accumulated cash flow of US\$ 105,800 in the 4th year of operation and US\$ 1,257,000 in the 5th year of operation.

8.0. ECONOMIC ASPECTS

Implementation of this project will have the following social and economic values

- The project will create employment for 200 people on permanent contract basis as well as more others on temporary basis.
- It will create more business opportunities to local suppliers
- It will generate substantial revenue to the government in the form of Corporate tax, Value added tax and pay as you earn
- The project will generate foreign earnings which will help boost the Tanzanian economy

9.0. RISK ASSESSMENT AND MITIGATION

9.1 Fleet Acquisition and Delivery Delays

Delays in importing or assembling trucks, tankers or trailers may affect the start of operations.

Mitigation: Engaging in reputable suppliers, including buffer time in procurement plans and keeping alternative suppliers available.

9.2 Compliance and Regulatory Risks

Transporting liquid cargo such as fuel and chemicals requires strict adherence to national safety and environmental regulations.

Mitigation: Ensuring all vehicles meet LATRA standards, maintain updated licenses, and conduct continuous compliance training.

9.3 Market Demand Fluctuations

Transport demand may vary due to competition, economic shifts, or changes in cargo volumes.

Mitigation: Diversifying cargo types (dry and liquid), maintaining competitive pricing and secure long-term contracts with major clients.

9.4 Fuel Price Increases

Rising fuel prices significantly impact operating costs.

Mitigation: Implementing fuel-efficient driving practices, negotiating bulk fuel purchases, and using GPS tracking to optimize routes.

9.5 Vehicle Breakdowns and Maintenance Risks



Unexpected mechanical failures may disrupt schedules and reduce service reliability.

Mitigation: Following strict preventive maintenance routines, partner with certified service workshops, and maintain backup rental options.

9.6 Road Infrastructure Challenges

Poor road conditions, traffic congestion, and weather events can delay cargo movement.

Mitigation: Using route-planning tools, creating flexible scheduling, and preparing alternative route plans.

10.0. CONCLUSION & RECOMMENDATIONS

The project is technically feasible, financially viable, and economically sound, provided the sponsors will manage it efficiently. It is recommended that the project be approved and granted the Certificate of Incentives.

SAFARIKUU COMPANY LIMITED FINANCIAL PROJECTIONS IN USD						
Line Item	2026	2027	2028	2029	2030	
Cash Inflow						
Revenue	1300000	1860000	2250000	2650000	2900000	
	0	0	0	0	0	
Total inflows	1300000	1860000	2250000	2650000	2900000	15721105998@163.com
Cash outflow						
Fleet Purchase	1374000	0	1100000	0	0	
Fuel and Lubricants	200000	250000	260000	280000	280000	
Machinery and equipment	30000	40000	50000	60000	70000	
Maintenance and Repairs	300000	350000	400000	450000	470000	
Salaries and wages	400000	450000	450000	450000	450000	
Insurance	100000	100000	100000	100000	100000	
Licenses and Permits	50000	50000	50000	50000	50000	
Office & Admin Expenses	50000	60000	65000	70000	75000	
Rent	53800	53800	53800	53800	53800	
Total Outflows	2557800	1353800	2528800	1513800	1548800	
Net Cash Flow	-1257800	506200	-278800	1136200	1351200	
Cumulative cashflow	-1257800	-751600	-1030400	105800	1457000	

This financial projection highlights a steady increase in cash flow after the break-even point. However, while the projected break-even period is estimated at around 3.5 years, there are several factors that could influence the break-even to take longer. This can include road construction delays, fuel prices, market demand and fluctuations, unexpected operational Expenses, exchange rate fluctuations.

Sensitivity Analysis:

Best Case: On time completion, strong demand, and steady transportation rates. In this case, break-even could occur as planned.

Worst Case: Delays in construction of roads, lower-than-expected demand, and higher operating expenses. This would delay break-even, possibly by 1-2 years.

RECOMMENDATIONS

While the company may achieve break-even around 3.5 years, it's important to consider the potential risks and uncertainties involved. A more conservative approach would suggest planning for a slightly longer break-even period (4-5 years), taking into account the possibility of delays or lower-than-expected demand.