

# **BUSINESS PLAN**

## **AMANI QUICK DELIVERY TANZANIA LIMITED**

## 1. EXECUTIVE SUMMARY

Amani Quick Delivery Tanzania Limited is a cargo and transportation company established by local Tanzanian entrepreneurs. The company aims to provide fast, reliable, and affordable delivery services across Dar es Salaam and eventually nationwide.

The business will operate from its registered office located at Samora Avenue, Plot No. 220, Ilala, Dar es Salaam. With an initial capital investment of USD 50,000, the company seeks to address the growing demand for efficient logistics and delivery solutions driven by urbanization, e-commerce, and business expansion in Tanzania.

## 2. COMPANY INFORMATION

- **Company Name:** Amani Quick Delivery Tanzania Limited
- **Business Type:** Cargo and Transportation Services
- **Location:** Samora Avenue, Plot No. 220, Ilala, Dar es Salaam
- **TIN Certificate No.:** 105 955 030
- **Certificate of Incorporation No.:** 60438 (Issued 21 May, 200?)

## 3. SHAREHOLDING STRUCTURE

The ownership of the company is divided among the following shareholders:

- Atha Aminiely Swai – 80%
- Emmanuel Godwin Kisaru – 19%
- Chinga Amani Mapondela – 1%

## 4. VISION AND MISSION

### Vision

To become a leading and trusted logistics and delivery company in Tanzania.

### Mission

To provide fast, secure, and cost-effective cargo and delivery services that meet the needs of individuals and businesses while maintaining high standards of customer satisfaction.

## 5. SERVICES OFFERED

Amani Quick Delivery Tanzania Limited will offer the following services:

- Same-day delivery within Dar es Salaam
- Parcel and document delivery
- Cargo transportation (small to medium loads)
- Business logistics solutions

- Last-mile delivery services for e-commerce businesses

## **6. MARKET ANALYSIS**

### **Industry Overview**

The logistics and transportation industry in Tanzania is experiencing rapid growth due to increased trade activities, urban expansion, and the rise of online businesses.

### **Target Market**

- Small and medium enterprises (SMEs)
- E-commerce businesses
- Corporate organizations
- Individuals requiring delivery services

### **Competitive Advantage**

- Fast delivery times
- Competitive pricing
- Reliable customer service
- Local market understanding

## **7. MARKETING STRATEGY**

The company will use a combination of digital and traditional marketing strategies:

- Social media marketing (Facebook, Instagram, WhatsApp)
- Partnerships with local businesses
- Branding on delivery vehicles
- Flyers and brochures
- Referral programs

## **8. OPERATIONS PLAN**

### **Office Location**

The main office will be based at Samora Avenue, Plot No. 220, Ilala, Dar es Salaam.

### **Equipment and Assets**

- Motorcycles for quick deliveries
- Small trucks/vehicles for cargo transport
- Office equipment (computers, phones, software)

### **Staffing**

- Operations Manager
- Drivers/Riders
- Customer Service Representative
- Accountant

## 9. FINANCIAL PLAN

### Initial Capital

Total startup capital: **USD 50,000**

### Estimated Allocation

- Vehicle purchase: USD 25,000
- Office setup: USD 5,000
- Licenses and registration: USD 2,000
- Marketing and branding: USD 5,000
- Salaries (initial months): USD 8,000
- Working capital/reserve: USD 5,000

### Revenue Assumptions

The company will generate income from delivery services and cargo transport based on the following assumptions:

- Average deliveries per day: 40
- Average fee per delivery: USD 3
- Working days per month: 26

**Monthly Delivery Revenue:**  $40 \times 3 \times 26 = \text{USD } 3,120$

Additional cargo/contract services: **USD 2,000/month**

**Total Estimated Monthly Revenue: USD 5,120**

### Monthly Operating Expenses

- Salaries: USD 2,500
- Fuel and transport: USD 1,200
- Maintenance: USD 500
- Office rent and utilities: USD 600
- Marketing: USD 300

**Total Monthly Expenses: USD 5,100**

## Monthly Profit Estimate

- Revenue: USD 5,120
- Expenses: USD 5,100

**Net Monthly Profit: USD 20 (initial phase)**

## Growth Projection (Year 1–3)

### Year 1

- Average monthly revenue: USD 5,120
- Annual revenue: USD 61,440
- Estimated net profit: USD 5,000 (after scaling efficiency)

### Year 2

- Increase deliveries to 70 per day
- Monthly revenue: ~USD 8,500
- Annual revenue: ~USD 102,000
- Estimated net profit: USD 20,000

### Year 3

- Expansion (more vehicles + contracts)
- Monthly revenue: ~USD 12,000
- Annual revenue: ~USD 144,000
- Estimated net profit: USD 40,000

## Break-Even Analysis

The company is expected to break even within **12–18 months**, as delivery volume increases and operational efficiency improves.

## Cash Flow Strategy

- Maintain minimum reserve of USD 5,000
- Reinvest profits into additional vehicles
- Secure long-term contracts with businesses

## 10. RISK ANALYSIS

### **Potential Risks**

- Fuel price fluctuations
- Vehicle maintenance costs
- Competition from established companies

### **Mitigation Strategies**

- Efficient route planning
- Regular vehicle maintenance
- Strong customer relationship management

## **11. CONCLUSION**

Amani Quick Delivery Tanzania Limited is well-positioned to capitalize on the growing demand for logistics and transportation services in Tanzania. With strong local ownership, a clear operational strategy, and a focus on customer satisfaction, the company is expected to grow steadily and become a key player in the industry