



## MWANANCHI COMMUNICATIONS LTD BUSINESS PLAN

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## Executive Summary

- Mwananchi Courier service is a leading inland and regional courier service provider in Tanzania. It is the cargo and parcel courier unit of the Mwananchi Communication Ltd - A Nation Media Group Company
- We have built a strong reputation for delivering packages on time, securely, and with utmost professionalism. Our team consists of highly trained personnel who are committed to providing exceptional service to our clients.
- Our newspaper distribution and transport system give us a unique advantage of a vast network of drop off and delivery points nationwide as well as a vibrant vehicle fleet covering large areas of the country daily.
- We also operate under the umbrella of Nation Media Group which own Nation Courier in Nairobi and Uganda, this advantage help to do execution around the region with strong network from our sister company.

## Vision

To provide courier and last mile delivery services that will have active presence all over Tanzania and major trading hub Kampala and Nairobi (East Africa)

## Mission

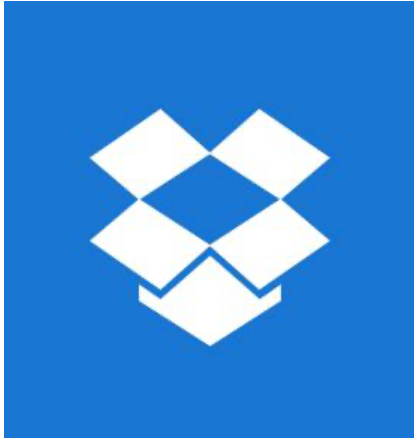
To provide fast, reliable, and secure delivery services across Tanzania and East Africa connecting businesses and individuals with innovative logistics solutions

## Market opportunity

E-commerce in East Africa, particularly in Kenya, Uganda, Tanzania, and Rwanda, is expanding rapidly. Platforms like Jumia, ChatSoko, Fulfillment Company, Instagram and WhatsApp online business have increased demand for reliable courier services. Small businesses are also shifting online, increasing the need for last-mile delivery solutions.

- East Africa has a fast-growing urban population, leading to higher demand for logistics services. Major cities like Nairobi, Dar es Salaam, Kampala, and Kigali require efficient delivery networks for businesses and individuals.
- Expansion of digital payment and widespread use of M-Pesa, Airtel Money, and Tigo Pesa makes cashless transactions easy, boosting online shopping and deliveries. More businesses are adopting digital payments, making logistics more seamless.
- The East African Community (EAC) is improving trade integration, increasing demand for cross-border courier services between Kenya, Uganda, Tanzania, Rwanda, and beyond. SMEs engaged in cross-border trade need reliable courier services.
- Gaps in existing logistic services many traditional logistics firms focus on large-scale shipments, leaving gaps in fast, affordable, and efficient parcel delivery. Issues such as unreliable delivery times, high costs, and limited rural coverage create opportunities for innovation.

## Products and Services, we offer

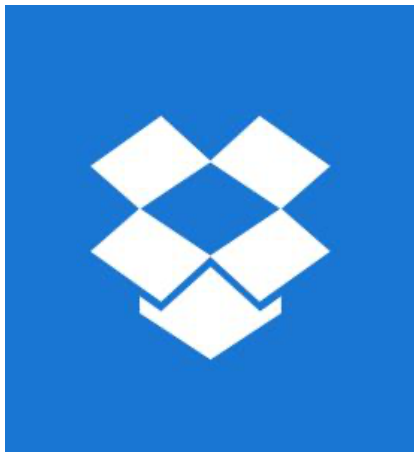


### Same-day Delivery Services

Expedited delivery services ensuring parcels reach their destination within the same business day.

#### Specifications

- This is for city intercity delivery
- Delivery confirmation and real-time tracking

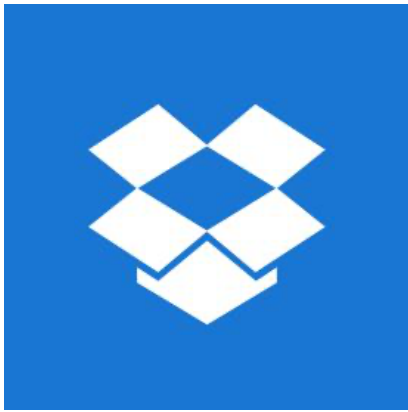


### Next-day Delivery Services

Reliable next-day delivery services for timely yet cost-effective shipping.

#### Specifications

- Maximum weight: 10 up to 70kg
- Delivery confirmation and real-time via sms
- Region are Arusha, Moshi, Tanga, Morogoro, Dodoma, Singida, Iringa, Mbeya, Lindi, Mtwara



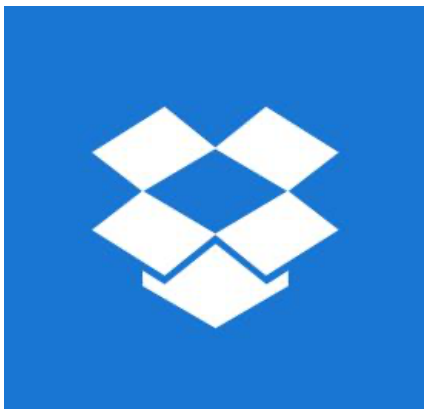
### Specialized Personalized Delivery Services.

Nature of request: Variable, depending on specific requirements

Tailored delivery solutions for unique, time-sensitive, or specific requirements.

#### Specifications

- Customizable options for temperature-sensitive deliveries, medical deliveries, perishable goods, and more
- Real-time tracking and dedicated customer service support
- Delivery of cargo shipment 4ton up 30ton



### International Delivery Services (East Africa)

Our unique advantage of being among Nation Group Company give us opportunity to partnership with our Courier sister company in Nairobi.

#### Specifications

- Maximum weight: 5kg (additional charges for excess weight)
- Delivery confirmation and real-time tracking included
- Customized solutions for specific country regulations and requirements

## Operational Strategies

Fleet Management we have four model operating our movement within Tanzania and for East Africa. In Tanzania we have our truck which goes with our newspaper at night along with parcel (Northern route - Pwani, Tanga, Kilimanjaro, Arusha. Central route Morogoro, Dodoma. Southern highlands Iringa Mbeya, Southern route-Lindi, Mtwara.

Air plane transportation for all the parcel that that are going on the lake zone which are below 0-4kg are transported via plane with the airline that we have a contract.

Azam ferry we are using for all the parcel that are going on the island of Zanzibar, shipment take one day.

Kenya and Uganda, we are using contracted transporter and the shipment take 3 days.

### Administration/Agent

We will leverage our newspaper vendor to all region in Tanzania and Mwananchi newspaper center. On Uganda and Nairobi, we will use Nation Courier office.

## The Quality of Services

To drive a successful courier business, we have analyzed our priority indicators (KPIs), service quality standards, and operational strategies to ensure efficient and reliable courier services across East Africa.

**Objectives** ensure timely and secure delivery of parcels and documents, enhance customer satisfaction and trust, and improve operational efficiency and cost-effectiveness.

### **Key Performance Indicators (KPIs)**

- **Delivery Timeliness:** 95% of local deliveries within 24 hours; 95% of lake regional deliveries within 72 hours.
- **Customer Satisfaction:** Maintain a customer satisfaction rating of 85% or higher.
- **Package Safety:** Less than 1% incidence of lost or damaged goods.
- **Operational Efficiency:** Optimize fuel consumption and vehicle maintenance costs by 10% annually.
- **Employee Productivity:** Maintain an average of 15 deliveries per driver per day.

### **4. Service Quality Standards**

- **Reliable Tracking System:** Implement a tracking system where by all customer will be received short message alert once the waybill has been capture explaining in one of the features the expect acted arrival date of the parcel. This commitment helps truck services level form the customer but also in the company.
- **Customer Support:** 24/7 customer service helpline and digital support channels. Help line is +255743121217 or +255763713232
- **Secure Packaging:** Standardized packaging guidelines to ensure safe transit of goods.
- **Efficient Route Planning:** Use AI-driven route optimization for faster deliveries.

**Regulatory Compliance:** Adhere to customs and transportation regulations within East Africa



## Security, Compensation and Insurance policy

Our purpose of this Security, Compensation, and Insurance Policy is to establish guidelines for protecting courier shipments, compensating customers in case of losses, and ensuring adequate insurance coverage for all courier operations in East Africa. Objective is to ensure the security of parcels and documents throughout the delivery process, provide fair compensation to customers for lost or damaged shipments, maintain comprehensive insurance coverage to mitigate financial risks, enhance customer trust and business credibility.

- **Compensation for Lost or Damaged Packages:**
  - Full compensation for insured parcels as per declared value.
  - Partial compensation for uninsured parcels, based on company policy.
- **Claims Process:**
  - Customers must file claims within 7 days of expected delivery.
  - Investigations to be completed within 14 business days.
  - Approved claims to be compensated within 30 days.
- **Exclusions:** Compensation is not applicable for delays due to natural disasters, customs issues, or customer negligence.

### 5. Insurance Policy

- **Comprehensive Coverage:**
  - Coverage for loss, theft, and damage of goods in transit.
  - Liability coverage for employees and third-party accidents.
- **Insurance Tiers:**
  - Standard Coverage: Basic protection for all parcels.
  - Premium Coverage: Additional protection for high-value shipments.
- **Partnered Insurance Providers:** We have insurance with Britam Insurance a reputable insurance firms for effective claims management.

## Storage facilities

Mwananchi Communications Ltd operates a warehouse covering 187 sqm for dry goods storage and 80 sqm for chilled products, maintaining temperatures as low as 0°C. The warehouse is located at Tabata Relini, Plot No. 34/35, Mandela Road. Our operations are based in Dar es Salaam, serving as the primary supply hub for upcountry deliveries.

## Track and trace system

We utilize two tracking methods: Manual Tracking and System Tracking.

- **Manual Tracking:** Since over 75% of our shipments are overnight, we conduct daily morning confirmations with customers to verify deliveries.
- **System Tracking:** This method provides a range of documentation and is primarily used by corporate clients with multiple delivery locations across different regions. It also generates end-of-month reports for efficient record-keeping.

Our system, **NMG Courier System**, is locally designed and developed in-house by our company.

## Expected date of commencement of operations

Mwananchi Communications Ltd currently operates under a domestic courier license, which is set to expire on March 2, 2025. As part of our strategic growth plan, we aim to upgrade to an East Africa-wide courier license to expand our market reach, enhance service efficiency, and leverage our established distribution network. This upgrade will position us as a key logistics provider within the region, enabling seamless cross-border operations and improved service offerings for our clients.

The kick off date is 1<sup>st</sup> March 2025 for domestic license

Kick off date for 1<sup>st</sup> March 2025 is for East Africa license